

**PARTNERSHIPS & BRAND COLLABORATIONS**  
[brands@vibeykids.com](mailto:brands@vibeykids.com)

**WEBSITE:**  
[www.vibeykids.com](http://www.vibeykids.com)

Available for UGC •  
 Sponsored Campaigns •  
 Long-Term Partnerships

Learning Through Music, Play, & Adventure

**260k**  
 YouTube Subscribers

**3.5M+**  
 Views on recent Instagram video

**Grammy Winning Founder**

**Family Owned Brand**

**Ages 1-8**  
 Our Core Audience

**97k**  
 Instagram Community

About Vibey Kids

Founded by Grammy Award-winning songwriter and producer Jessica “J.Lauryn” Carter and former NFL player Drew Carter, Vibey Kids creates engaging educational content, original music, and toy adventures featuring their sons, Pierce (4), Quest (2), and Vibey Kids Puppet, Smarty Bee!

Vibey Kids combines the reach of social media creators with the credibility of a successful children's entertainment brand. We don't simply recommend products—we integrate them naturally into educational content, music videos, family adventures, toy demonstrations, and original storytelling.

**Why Families Love Us**

- Educational content designed for toddlers and preschoolers
- Original music written by Grammy Award-winning songwriter J.Lauryn
- Real family adventures featuring toddlers Pierce and Quest
- Positive screen time focused on learning through play
- Toy reviews, unboxings, and hands-on experiences
- Engaging content that encourages movement, creativity, and curiosity

**Why Partner With Us**

- 260,000+ YouTube Subscribers
- Millions of video views across platforms
- Highly engaged family audience
- Authentic product demonstrations with real children
- Original music & custom branded content opportunities
- Professional production quality
- Cross-platform promotion opportunities
- Long-term ambassador & campaign partnerships available

**BRANDS WE LOVE WORKING WITH**

|                                                                                  |                                                                                  |                                                                                        |                                                                                     |                                                                                                |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>Toys &amp; Games</b><br>Fun, innovative toys that spark imagination and play. | <b>STEM Learning</b><br>STEM toys, science kits, and educational learning tools. | <b>Arts &amp; Crafts</b><br>Creative products that inspire young artists and makers.   | <b>Children's Books</b><br>Engaging stories that encourage reading and imagination. | <b>Family Travel</b><br>Destinations and experiences for every adventure.                      |
| <b>Outdoor Play</b><br>Outdoor toys and equipment for active play.               | <b>Learning Tech</b><br>Educational apps, tablets, and learning technologies.    | <b>Lifestyle Products</b><br>Family lifestyle products that make life easier & better. | <b>Kids Apparel</b><br>Comfortable, stylish clothing kids love to wear.             | <b>Healthy Living</b><br>Healthy Living Healthy snacks, wellness, and family nutrition brands. |
|                                                                                  |                                                                                  |                                                                                        |                                                                                     | <b>Subscription Boxes</b><br>Curated boxes that bring fun and learning.                        |

**WAYS WE PARTNER**

|                                                                                      |                                                                                  |                                                                              |                                                                            |                                                                                        |
|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>SPONSORED YOUTUBE VIDEOS</b><br>Dedicated videos featuring your product or brand. | <b>SOCIAL MEDIA CONTENT</b><br>Engaging Posts, Reels & TikToks across platforms. | <b>TOY ADVENTURE SERIES</b><br>Seamless integration into our Toy Adventures. | <b>BRAND AMBASSADORSHIPS</b><br>Long-term partnerships & ecurring content. | <b>AFFILIATE &amp; UGC COLLABS</b><br>Drive sales with affiliate & promo partnerships. |
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**Jessica "J.Lauryn" Carter**  
 Founder & Creative Director  
 Grammy Award-Winning Songwriter & Producer  
 8x Platinum Selling Songwriter for Post Malone, BTS, ROSÉ, DJ Snake, Ziggy Marley + more with 5+ Billion streams across all platforms.

**Drew Carter**  
 Former NFL Player & Co-Founder  
 Former NFL player (Panthers & Raiders), entrepreneur, and education degree graduate from The Ohio State University.