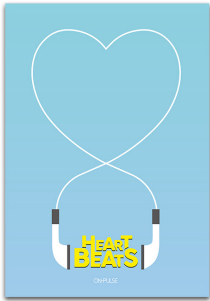
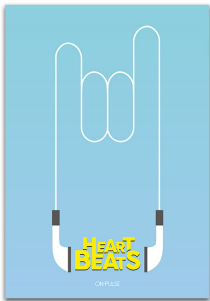


POSTERS/FLAGS/SHIRTS

Collateral will be available for donors and nightlife vendors to endorse the party bus at events.



BANDAIDS

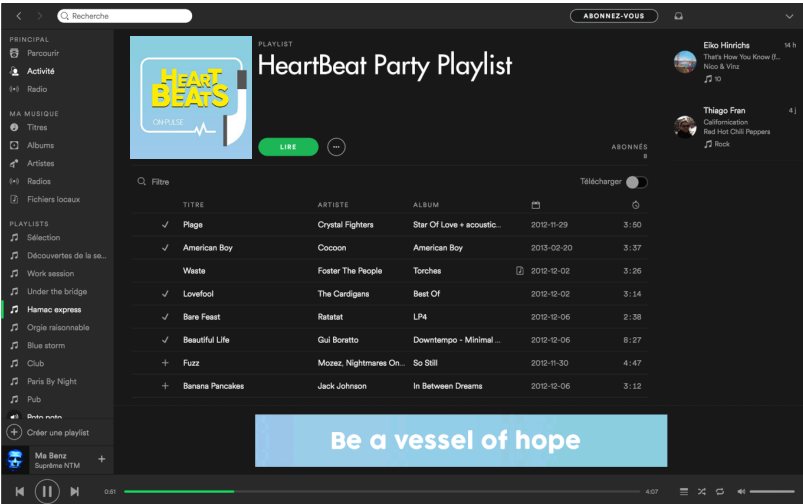
Glow-in-the-dark bandaids will serve as a party accessory that can encourage others to donate.



SOCIAL MEDIA NARRATIVE

The HeartBeats story will live at the convergence of social media and music. Branded playlists and radio ads will transmit an upbeat vibe that connects with young donors on Spotify. Cross-promotion with affiliate events on Twitter will relay our important message and weekly movements.

Click to play
radio ad



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