

Adam wa Mishmish
Fall Tour 2026
Sponsorship & Partnership



Empowering identity. Celebrating language.
Creating belonging.

Raising A Generation That Loves Arabic

More than a million families already love us. This fall, we are coming to your city, on our biggest tour across America yet, with Garden of Letters, the musical play where kids help rescue the Arabic alphabet.

Adam wa Mishmish grew with the love and support of our community. With partners like you, we will grow into something even bigger, and raise the next generation of proud Arab Americans.

Our audience is bilingual households who are actively investing in their kids' Arabic language, identity, and cultural connection. These are engaged, community-driven families, the ones who organize, show up, and talk. When they find a business that supports what matters to them, they remember it.

The Property

The only Arab children's IP at Scale

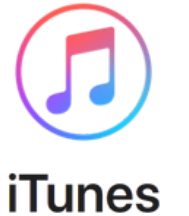
For ten years, Adam wa Mishmish has turned Arabic into music, story, and play that families return to every day.

The proof:

- 1.1M+ YouTube subscribers
- 120M+ lifetime views, 26.5M a year
- 350+ live shows, with 350K+ people in the audience
- 125+ original episodes and songs. Viewed in 50+ countries

Every song and story is reviewed for age-appropriateness and cultural respect. We are certified Made for Kids, brand safe by design.

Recognized by UNICEF, the King Abdullah II Order of Distinction (2025), and the ESCWA Award for Best Digital Arabic Content (2024 to 2025). Our live work has been trusted by Expo 2020, Ithra, the Saudi National Museum, and GEMS.



Off the screen, onto the stage.

This fall, the songs families know from YouTube come to life in person. Garden of Letters is our musical play where kids help rescue the dots stolen from the Arabic alphabet. An hour of live songs and interactive play performed by our cast and band.

It is built for the whole family, who show up revved up to experience a joyful hour with their kids celebrating our identity. something they rarely get to do in the states.

Our biggest tour yet.

We have sold out shows in the United States before. This fall we come back bigger, with five cities across the country.

Dearborn • Boston • Chicago • New York • Washington, DC

We open to the biggest Arab American audience concentration , in Dearborn, then travel to the cities where diaspora families are raising the next generation. The demand is already here. This fall is the moment to be part of meeting it.

The love is already here. This fall, we bring it to the stage.

Who's In The Room

The families who fill an Adam wa Mishmish show are the bilingual, community-driven households brands spend years trying to reach. They drive in from across the region, they come in groups, and they pay for premium experiences that speak to their kid's Arabic Heritage and Identity.

- Parents 25 to 44, with kids 0 to 12
- Moms lead the way. They are the discovery engine for the whole family.
- Engaged and organized: the families who show up, and who remember who showed up with them
- 53.6K on Instagram, with Reels reaching 222.5K+ views a month

One Decision. Three Reasons to say YES

For your conscience. You help a generation grow up loving Arabic, not as a school subject, but as the language of their favorite songs. That is the kind of good that outlasts any campaign.

For your community. Live spaces where Arab American families come together are rare. Helping bring the tour to your city creates one: an afternoon where families who are usually scattered find each other, in a room full of their own language and their own joy. You are not reaching the community. You are strengthening it.

For your business. This room is full of the Arab American families brands work hard to reach, and they are here because they chose to be. Your brand reaches them live, then can keep reaching them through an original video that lives on our channel, in front of the million-plus households who watch us every month.

Partner with the whole tour.

Founding National Partner (\$50,000, one only) The title of the entire tour, presented by your brand, in every city and on every announcement. Plus a full original Adam wa Mishmish video on our YouTube channel, with your brand woven into the open, living there for families to find for years. Includes a thank-you from the stage in all five cities, presence across our tour Instagram and email, a post-tour audience report, and the first invitation to partner again as we grow.

National Partner (from \$10,000, a few only) Your brand present in all five cities and named from every stage, included across our tour Instagram and email. The national reach, without the title.

Or Partner with your city

Presenting Sponsor (\$5,000, one per city) Your city's show, presented by you. Premium logo placement, a thank-you from the stage, your logo on the photo booth families line up for, a table or display at the venue, 10 tickets, a dedicated Instagram post, and your name in all pre-event email for that city.

City Sponsor (\$1,500) Featured logo placement, named from the stage, your logo on the photo booth frame, 6 tickets, a dedicated Instagram post and a story mention.

Community Sponsor (\$500) Logo on screen, a group thank-you from the stage, 3 tickets, a tag in the group sponsor post, and your flyer or cards on the resource table.

Friend of the Tour (\$250) Your name on the thank-you screen, 2 tickets, and a tag in the group sponsor post.

City Sponsorship Tiers

Friend of the Tour

\$250

- Name on LED thank-you screen (grouped with other Friends)
- 2 event tickets
- Tagged in group sponsor post on Instagram

Community Sponsor

\$500

- Logo on LED screen (rotation with other Community Sponsors)
- Named in group stage thank-you
- 3 event tickets
- Tagged in group sponsor post on Instagram
- Flyer or business cards on resource table at venue

City Sponsor

\$1,500

- Logo on LED screen (featured rotation)
- Named individually from stage
- Logo on photo booth frame
- 6 event tickets
- Dedicated Instagram post (RRIA) + Adam Wa Mishmish Instagram story mention

Presenting Sponsor

\$5,000 (One per city)

- "Brought to you by" announcement from stage
- Logo on LED screen (persistent premium placement)
- "Photo Booth presented by [Your Name]" — announced from stage, featured logo on photo frame
- 10 event tickets
- Dedicated Adam Wa Mishmish IG post
- Named in all pre-event email marketing
- Physical table or display at venue

Come & Grow *this with us*

**Get involved! Let's talk.
We work with a small number
of partners per tour, and spots
are assigned city by city. If you
are building for Arab American
families, let's talk.**

Contact

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