







Understand the demographic characteristics of Tippecanoe County and position HUNTER Cards in the local market. The story of HUNTER helps families and educators see the value of the cards in their children's lives.

HUNTER'S Story: The Beginning of an Adventure Once upon a time, in a small town not unlike tippecanoe, there lived a curious and imaginative boy named HUNTER. He wasn't like other kids—his mind was always racing with ideas, and his favorite thing in the world was discovering new possibilities. Every night, before bed, HUNTER would dream up worlds where kids like him could create, explore, and learn together.

One day, HUNTER's mother gave him a challenge:
"What if you could help other children learn, just like
you do?" With that, HUNTER began creating cards—
cards that opened doors to new adventures, solving
puzzles, and inventing stories. Soon, his collection of
cards became the foundation for something much
bigger: HUNTER Cards, a way for children
everywhere to unlock their creativity and think
beyond the ordinary.

Now, HUNTER's dream is coming to Tippecanoe, where children and families can join him on this creative adventure!



JE WE



Timeline for Tippecanoe Launch (Christmas 2024 - New Year 2025) Phase 1: Pre-Launch Preparation (Late September -Early December 2024) September 2024: · Research and Data Collection: Just like HUNTER, we start by understanding the world around us. We gather local data how many families there are, how many children, and how people live and learn in Tippecanoe. Local Resources: Tippecanoe Census Bureau · Lafayette Public Library Outreach: HUNTER knew the value of friends, so we reach out to local schools and community centers, inviting them to join the adventure. Bright Futures Preschool - Tippecanoe Elementary School October 2024: · Marketing and Promotions Setup:

> Just as HUNTER shared his cards with friends, we set up partnerships with local stores to feature HUNTER Cards in their holiday promotions.

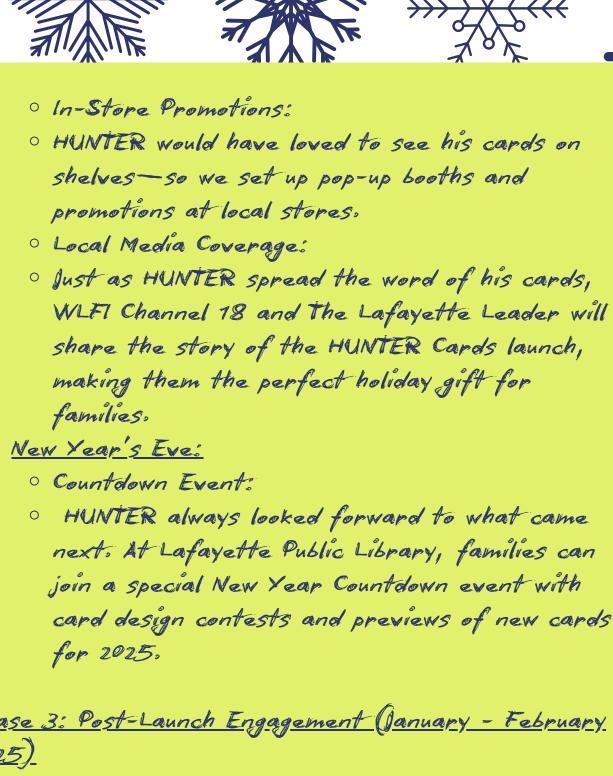
Tippecanoe Bargain Books



- · Card Design Workshop:
- · Like HUNTER designing his first cards, we invite local families and educators to create their own cards during a special holiday workshop.
 - Event Location: Tippecanoe Commons Mall
- · November 2024:
 - · Finalize Product:
 - HUNTER knew when his creation was ready to share, and by November, we'll have the Tippecanoe-themed HUNTER Cards ready for printing.
 - · Community Engagement:
 - HUNTER loved to bring people together, and we start engaging the community with countdowns to the holiday launch.

<u> Phase 2: Launch (Christmas 2024 - New Year 2025)</u>

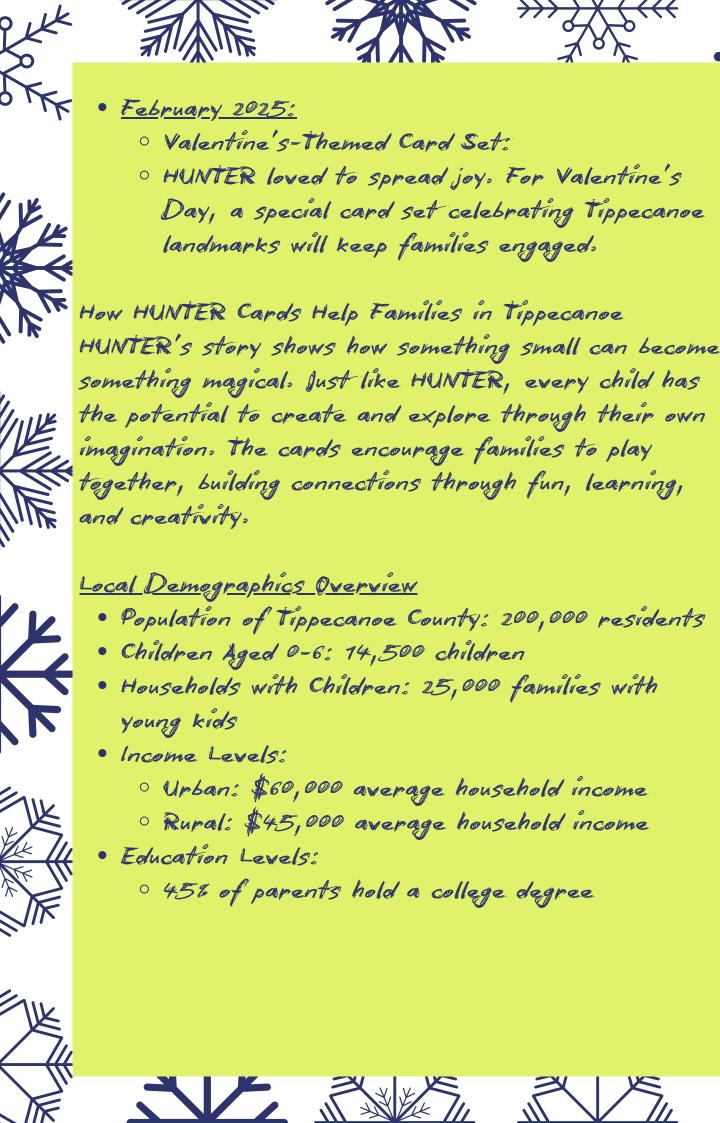
- · December 2024:
 - · Launch Day (Mid-December):
 - o the launch day will be just like HUNTER's first adventure, full of excitement! "Holiday Hunt" at tippecanoe Commons Mall invites families to discover and play with the cards through fun games and activities,



<u> Phase 3: Post-Launch Engagement (January - February</u>

- January 2025:
 - · Feedback Collection:

· Just like HUNTER always asked his friends what they thought, we'll collect feedback from schools, retailers, and families to see how HUNTER Cards have made a difference.





Replicable Template for Other Regions This template can be replicated in any local market by following these steps: 1. Collect Demographic Data: Use census, economic, and educational data specific to your region. 2. Identify Local Partners: Connect with local schools, daycares, libraries, and businesses. 3. Plan Events: Use local fairs, holidays, and community events to introduce the cards. 4. Build a Local Resource Directory: List your local retailers, schools, and influencers. Final Thoughts HUNTER's story connects the community of tippecanoe to the cards, making them more than just learning tools—they're an adventure waiting to happen! By combining detailed demographic data with this engaging narrative, the launch of HUNTER Cards will be one that resonates with families and educators alike.