

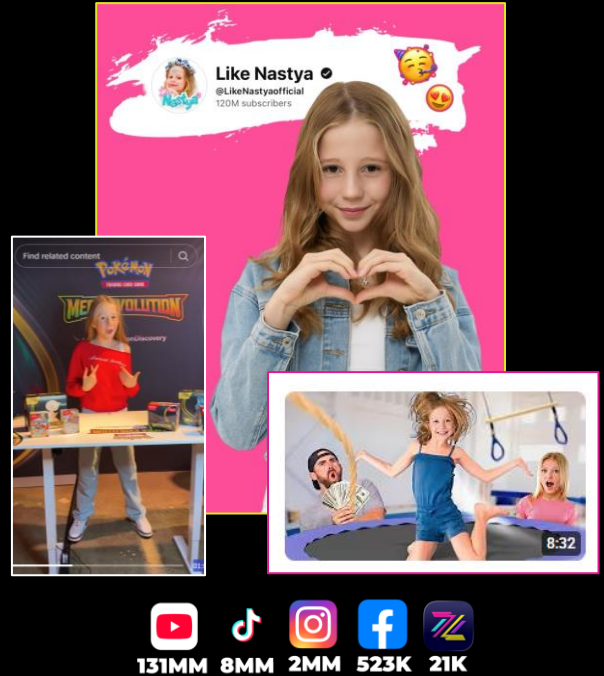
LIKE NASTYA PARTNERSHIP

Q1-Q4 2026



WHO IS LIKE NASTYA?

Nastya is a 12-year-old influencer that has captured the attention of over 130MM YouTube subscribers (over 409MM worldwide). The Russian-American creator was named Forbes' #1 *Fastest Growing Creator* in 2019 and is, currently, the "largest kid YouTuber in the world". In 2022, she launched the "Learn Like Nastya" app; in 2024, the team launched an immersive game on Roblox. She has partnered with some of the leading brands and properties in the world, including Pokémon, Barbie, Old Navy, and Royal Caribbean.

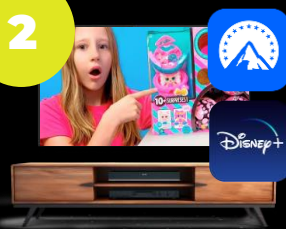


URBAN AIR CAMPAIGN



LATE FEB / EARLY MAR

- 10-min. YouTube video (+Short) filmed at Urban Air for the *Like Nastya* YouTube channel
- TikTok Reel on the *Like Nastya* TikTok account



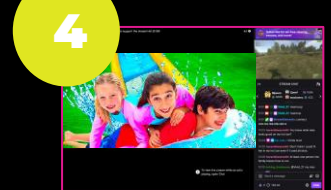
STARTING MARCH

- Connected TV ads featuring Urban Air x *Like Nastya* running on relevant Paramount+ and Disney+ programming like *Teenage Mutant Ninja Turtles*, *SpongeBob SquarePants*, and *Bluey*!



STARTING MARCH

- YouTube ads featuring Urban Air x *Like Nastya* running on relevant YouTube channels like *Dude Perfect*, *Kids Roma Show*, and *The Royalty Family*.



STARTING APRIL

- Twitch video ads featuring Urban Air x *Like Nastya* running on relevant streams like *KaiCenat*, *iHasCupquake*, and *latheyourpie*.

Programming to be measured by Marketing Mix Model analysis in July