



# **S**parky **F**irepants

**images, inc.**



**press kit**

**Sparky Firepants Images, Inc.**  
Press Kit



## **Fresh & bright illustration for fun people.**

The art of Sparky Firepants is all about bold colors, mischievous charm, and retro styling.

Sparky Firepants licenses fresh and bright art for greetings, fabric, wall decor, toys, games, and clothing. Everyday, seasonal, and themed images are available and regularly updated to reflect upcoming trends in color and texture. Whatever changes in the world of style, rest assured it's always got that Sparky Firepants thing.

### **About David Billings**

David Billings is Chief Pants and creative brain behind the Sparky Firepants brand of art for licensing. Sparky Firepants licenses art to be used on gifts, textiles, clothing, toys, and greetings.

Throughout his life David has always incorporated his unique brand of visual funkiness into everything he does. An insatiable appetite for reading and traveling supplies his illustration with smarty pants wit and borderless appeal.

His work with creative teams at Nickelodeon have proven him highly skilled at drawing virtually anything quickly and upside-down.

Over the past ten years, David's illustration work has appeared in *Highlights High Five magazine*, *The Electric Company*, *Blue's Clues*, language textbooks, e-learning kits, and children's products sold in stores all over the U.S. His work has won several awards, including a Daytime Emmy nomination.

David is a unique balance of creative artist and business professional. His experience in managing artists and high-profile clients in Los Angeles, New York, and Washington, D.C. have earned him a reputation as reliable and easy to work with.

He lives near Portland, Oregon with his wife, three children and 50 alpacas.

## Media Contact

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David Billings of Sparky Firepants Images, Inc.

**Go online to download high-resolution images at <http://sparkyfirepants.com/media-kit>**

## Testimonials

"Not only is David's work unique, interesting, finely rendered, and delivered on time, but also his good-natured patience with my endless tweaks and adjustments is the stuff of legend. I look forward to working with him again soon." – *Kelley Cunningham, Art Director at Highlights High Five Magazine*

"I have worked with David Billings on numerous occasions, and would work with him again in an instant." – *David Palmer, Supervising Animation Director at Nickelodeon*

David is a talented, fun designer who consistently delivers awesome products to his clients. I'm glad we both finally found a way to work with him and I'd definitely hire him again." – *Charlie Gilkey, Productive Flourishing*

"[W]orking with someone so professional, talented, and who "got it" right away made my job that much easier!" – *Laura Reseigh, Creative Director at TargusInfo*

"Do you need a fun illustration? Yes, yes you do. And you need to hire Sparky Firepants to do it because he's just that good." – *Kelly Parkinson, Copylicious*



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illustration  
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For licensing opportunities,  
contact:

David Billings

12441 SE Lusted Rd.  
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# Hey, let's play **Pants!**



**Pants!** is a crazy family card game of trouser-collecting and wardrobe-stealing fun.

Build your wardrobe of classy pants, sporty pants, adventure pants, or casual pants before your opponents. But hold tight to your trousers because they can get stolen right from under your nose!

The bright, colorful cards feature the fanciful illustrations of award-winning artist **Sparky Firepants**.

**Pants!** is available for license or purchase. Ask for your prototype set and get hooked on **Pants!**

**For licensing, contact:**

David Billings, *Chief Pants*

Sparky Firepants Images

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## **Sparky Firepants Goes Global With Art at Vegas Licensing Expo**

*By Sparky Firepants Images*

*Dated: May 27, 2011*

*Showing fresh new artwork, Sparky Firepants is reaching out to international manufacturers by exhibiting at the Licensing International Expo in Las Vegas. One of the largest licensing shows in the industry, the Expo runs from June 14-16 in Las Vegas.*

David Billings has a mission. That mission is to freshen up people's lives with the bright style of Sparky Firepants art via apparel, fabric, toys, sporting goods, and housewares. To do that, Billings seeks to form partnerships with merchandisers all over the world. So he's opening up shop at the Licensing International Expo in Las Vegas on June 14th.

"I love the relationships I have with my North American clients," says Billings. "I'm excited to meet more manufacturers from Europe and Asia. The Licensing International Expo is giving me the venue to meet merchandisers from all over the world."

Hosted by the Licensing Industry Merchandiser's Association (LIMA), this is the 31st year for the Licensing International Expo, and Sparky Firepants' first year exhibiting. Before securing a booth at the Expo, Billings dug in and did his research. For example, he found that in 2010 the Licensing International Expo saw 18,000 qualified attendees, representing 98 countries. He also took note of fellow exhibitors such as Nickelodeon and Cartoon Network, with whom he has worked in the past. Billings decided that the Expo would be the perfect venue for Sparky Firepants fresh and bright style.

"I got my start in children's television," he recalls. "I did my homework while I worked on shows, watching how those companies developed properties that sell. So now I use that knowledge to create art that people will want to buy."

One way he continues his research is by engaging retailers at malls and independent shops, asking them questions about which products are selling best. "Retailers are right on the front lines. They have their finger on the pulse of what's trending and who's buying," he explains.

While staying true to his unique way of creating art, Billings feels it's also important to stay on top of the market. Sometimes he'll even adapt older pieces to suit a design trend.

"My work is mostly digital," he says, "so if I see that plaid is making a comeback, I can take an old piece and infuse some plaid into the background or on a character's clothing. The piece maintains its original look, and it gets updated at the same time."

Billings is not shy about asking his booth visitors what they are looking for. He explains, "That's the great thing about exhibiting at the Expo. We have a golden opportunity to ask qualified Art Buyers what's working and what they'd like to see more of. It's a waste of time if I have great art but it won't work on products. So I take exhibiting a step further and try to understand what's happening on the manufacturer's side of things."

Another aspect of Sparky Firepants that Billings wants to highlight at the Expo is his ability to create custom art. He'll have hand-painted skateboard decks available as examples, and visitors will have the opportunity to place orders for their own customized products. "Since I can take my hand-painted art and reproduce it digitally in-house, it will also serve as inspiration for manufacturers to license for their

products, like notebooks, t-shirts, shoes, and sporting goods,” Billings says.

In the Sparky Firepants catalog will be several new properties and illustrations, including holiday themed art, California beach-themed art, and the original series "Monsters in Love." Also available for licensing will be "Pants!," a new family card game featuring the Sparky Firepants unique style of illustration. Developed by David Billings and tested by real families, the game has proved simple to play yet addictive. Billings offers that, "The focus group families are still hanging onto the game and I think that's a good indicator that it could be a hit for the right company."

To sum up his outlook on the Expo, Billings says, “I see the Licensing International Expo as the best chance in the world to meet art buyers face-to-face. Our best hope is to come away with some mutually beneficial business relationships. At the very least we’re going to give art buyers some fantastic new choices for their products.”

The Licensing International Expo runs June 14-16 in Las Vegas at the Mandalay Bay Convention Center. David Billings will be in the Sparky Firepants booth (#5407) along with Greeter Pants, Jacqui Bohlinger. To make an appointment to meet with the artist or inquire about licensing Sparky Firepants art, e-mail david@sparkyfirepants.com.

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#### About Sparky Firepants:

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David is available for interviews related to small business and the art industry. Contact him at 971-533-7013.

Category	Arts, Manufacturing, Event
Tags	licensing expo, art licensing, apparel, illustration, lima, retailer, sparky firepants, toy, game, card
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## New Family Card Game to Debut at Licensing International Expo

*By Sparky Firepants Images*

*Dated: Jun 06, 2011*

*Sparky Firepants has released a new family card game called "Pants!," with plans to exhibit the game at the Licensing International Expo in Las Vegas. One of the largest licensing shows in the industry, the Expo runs from June 14-16 in Las Vegas.*

David Billings describes Pants! as "a crazy family card game of trouser-collecting and wardrobe-stealing fun. It's addictive."

He invented the game after searching for a simple game that his whole family could play, from toddler to teens and adults.

The game was tested by real families in their homes and they offered improvement notes and feedback on rules of play.

The bright, colorful cards feature the funky illustrations of Sparky Firepants. Pants! is patent pending and available for license or full rights purchase.

Visitors to the Licensing International Expo in Las Vegas will be able to handle prototypes of the game and play a hand if they like. Members of the press and toy manufacturers may order a free prototype sent to their offices for trial.

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Category	Games, Event, Manufacturing
Tags	toy, game, card game, licensing expo, illustration, mandalay bay, sparky firepants, manufacture, license
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## **Artist Shares Private Story on Branding His Business at the Age of Four**

*By Sparky Firepants*

*Dated: May 05, 2011*

*On May 2, 2011 Sparky Firepants appeared on the Be a Beacon Show with David Cohen to share intimate details about branding and growing his business.*

This week on David Cohen's Be a Beacon Show, David Billings of Sparky Firepants Images shared his insights on branding for business. Billings told his unconventional and surprising story about how the Sparky Firepants brand came into being and how a brand develops as a company grows.

He shared the inside tale of how his business developed from a fledgling graphic design studio to a larger art licensing business. "I often say that branding is a process, not an event," says Billings. During the interview, he told his personal story of how he created the name Sparky Firepants at the age of four and has been developing the brand over many years.

"David is the first person I've ever met who was branding right out of the womb," said host David Cohen, "He gave great insight and advice for anyone making the transition from a solo-preneur to a recognized brand."

Billings says, "I hope other entrepreneurs can pull some crunchy nuggets out of my story that help them in branding their own empire."

The Be a Beacon Show - Personal Branding with David Cohen is broadcast via BlogTalkRadio. BTR is the largest and fastest-growing social radio network on the Internet with millions of listeners tuning in and joining the conversation each month.

The recorded interview with Sparky Firepants can be heard on Blog Talk Radio at: <http://www.blogtalkradio.com/david-cohen/2011/05/02/be-a-beacon-show-with-david-cohen>.

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