

THE ORIGINAL PORTABLE FIRE PIT



OVER 1.5 MILLION UNITS SOLD



AS SEEN ON



Forbes



TODAY

People



CITYBONFIRES[®]
MADE WITH  IN MARYLAND, USA



MADE IN
THE USA

CAPABILITIES

ABOUT US



City Bonfires® was started in a garage by two Dads that lost their jobs during the pandemic. It is a Maryland-based, national outdoor lifestyle brand best known for its portable, made-in-the-USA mini fire pit, all-in-one complete S'mores Night Packs, and innovative gifting experiences. Since launching, City Bonfires® has sold over 2 million units and expanded into corporate gifting, outdoor gear, and experiential promotions. The company continues to innovate with products that bring people together, including The Chair Blanket™.



[CLICK TO WATCH VIDEO](#)

HISTORICAL HIGHLIGHTS

“Game-Changing Product!”



GAME-CHANGING PRODUCTS

Mini Firepit

Everyone wanted a firepit: They sold out in stores last spring, and DIY Google searches hit all-time highs. For small spaces, try Two Harbors 14-inch tabletop fireplace (\$80, target.com) or this pocket-size 4-in. unit.

\$28; citybonfires.com



City Bonfires® By the Numbers

- **2 Million +** City Bonfires sold
- **7,000+** Five-Star Reviews on products
- **500k +** Annual Site Visitors
- **500k+** Orders from loyal customers
- **90 Million** Americans Viewed Ads
- **400+ Million** Views of “Our Story” video
- **5+ x** Impression Frequency on Meta ads
- **\$9 Million** Cumulative Ad Spend
- **500k** Email Subscribers
- **100k** Instagram Followers
- **52k** Facebook Followers
- **300M+** Impressions across digital campaigns
- **Millions** of Views on TikTok
- **142k** Monthly Pinterest views



Amazon's Choice



TikTok Viral



Etsy's Pick



Reader's Choice Award



Best Outdoor Lover's Gifts Guide

**GOOD
HOUSEKEEPING**

Best Outdoor S'mores Maker



CURRENT DISTRIBUTION

Amazon



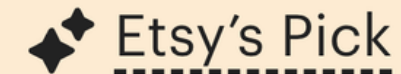
Amazon's Choice

Overall Pick

Retail



B2C



Promo



Advertising Specialty Institute® Member asi/45223



THE CHAIR BLANKET™ – AS SEEN ON SHARK TANK

The Chair Blanket™ made waves on Shark Tank when it aired on March 4, 2026, Season 17, Episode 12. Chris and Tiffany stepped into the Tank and introduced millions to the solution for cold, wet, dirty, uncomfortable chairs - The Original Cozy Chair Cover.

Promo



Fully Custom



All the Sharks were sitting on fully custom versions of The Chair Blanket™.

Meet Our Shark



We struck a deal with Robert Herjavec on the carpet.

[See our Shark Tank Page to learn more.](#)

[Watch the Full Episode on ABC.com.](#)

THE CHAIR BLANKET™ – AS SEEN ON SHARK TANK

The Sharks LOVE The Chair Blanket™



Robert Herjavec



Lori Greiner



Fawn Weaver



Kevin "Mr. Wonderful" O'Leary

THE CHAIR BLANKET™ – FABRIC OPTIONS

the chair blanket™

The Original Cozy Chair Cover

- Cozy, Comfy Top
- Waterproof + Windproof Bottom
- Elastic Back Stretches to Fit
- Fits Most Chairs
- Attached Carry Bag (included)
- Machine Wash + Dry
- Sold Out 5 Times
- Year-Round Comfort + Reversible
- Perfect For Backyards, Beaches, Swimming, Hunting, Camping, Picnics, Travel, Sports, Stadium Seats, Tailgating, and more!

LEARN MORE



PROUD FAMILY-OWNED SMALL BUSINESS

WOMAN-OWNED BUSINESS

AS SEEN IN



Polar Fleece



Super Soft Cozy Polar Fleece

REALTREE EDGE Camouflage Pattern ©2016 of Jordan Outdoor Enterprises, Ltd., all rights reserved.



NOW IN STOCK



Red Plaid



Pink Plaid



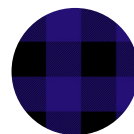
Grey Plaid



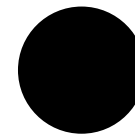
Blue Plaid



Green Plaid



Purple Plaid



Black Solid



USA Stars



Floral



Realtree Edge™

Beach Towel



Quick-Dry, Sand-Resistant Towel

Odor Resistant + Moisture Wicking

Performance Micro Terry



Ships April 25, 2026



American Wave



Aloha



Blue Tide

CITYBONFIRES®
MADE WITH ❤️ IN MARYLAND, USA



MADE IN THE USA

CAPABILITIES

www.citybonfires.com | Pg. 7

THE CHAIR BLANKET™ – CUSTOM OPTIONS

Fully Custom Polar Fleece

NEW

Ready to Ship 60 Days After Art Approvals. MOQ: 200.

Create Your Design or Let Us Help. PMS Color Matching Available.



EXAMPLE

Fully Custom Dye Sublimation

Includes Custom Matching Attached Carry Bag

Fully Custom Beach Towel

NEW

Ready to Ship 60 Days After Art Approvals. MOQ: 200.

Create Your Design or Let Us Help. PMS Color Matching Available.



EXAMPLE

Fully Custom Dye Sublimation

Includes Custom Matching Attached Carry Bag

Custom Embroidery

NEW

Embroidery quotes available upon request.

Full Color Embroidery on Front



EXAMPLE

Includes Attached Carry Bag

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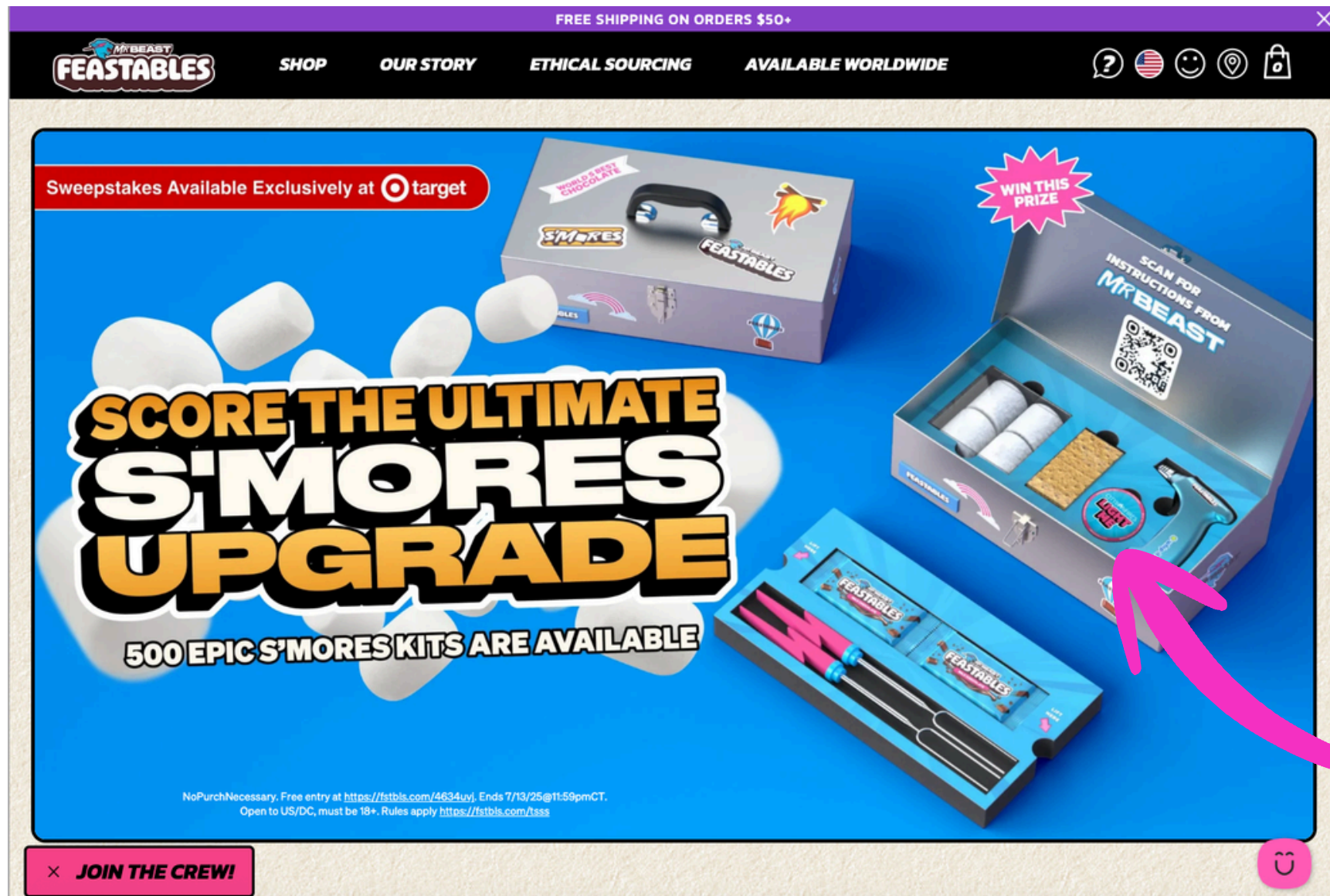
EXAMPLE

Includes Attached Carry Bag

FEASTABLES® X TARGET® CASE STUDY

Giveaway + Influencer Gifts

Entry Page



[See the Giveaway Entry Page on feastables.com](https://feastables.com)

Feastables® X Target® collaborated in a giveaway activation campaign to introduce Feastables® products now being sold at Target retail locations and in their app. There were two s'mores kit prizes that both included a custom City Bonfires® Portable Fire Pit.



[Read the Press Release to Learn More and See What Was Included](#)

Media



[Read the Article](#)

FEASTABLES® X TARGET® CASE STUDY

Social Media

These custom “Light Me” bonfires didn’t just fuel s’mores nights—they were also featured in exclusive influencer kits sent to some of the world’s biggest creators, helping Feastables® light up the internet once again. According to Feastables®, their previous campaign with City Bonfires® was their most engaged activation ever, and this year’s response has been just as explosive.



[Jason Derulo](#)



[See Both Boxes](#)



[Enlarge](#)



[Enlarge](#)

Breakdown by Platform

Engagement

Platform	Engagement	Rate	Impressions	Count of Posts	Views	Reach	Potential Reach
Instagram	35,157	0.45%	3,672,875	65	–	122,911	106,891,798
TikTok	32,813	0.22%	0	3	467,397	–	14,775,476
X	1,667	0.17%	96,219	3	52,173	–	962,201
Total	69,637	0.3%	3,769,094	71	519,570	122,911	122,629,475

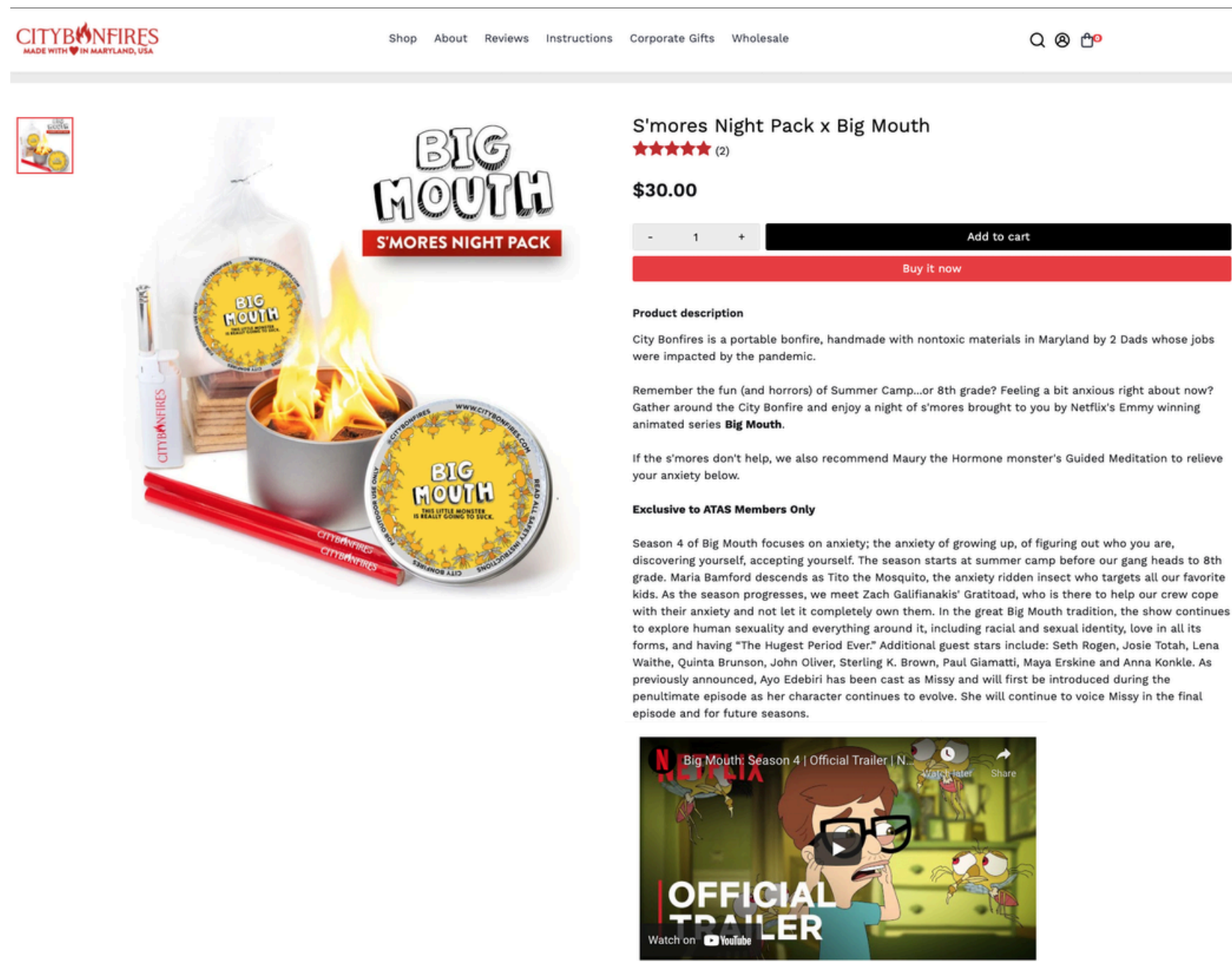
General

Platform	Engagement
Instagram	35,157
TikTok	32,813
X	1,667
Total	69,637

NETFLIX "BIG MOUTH" CASE STUDY

City Bonfires® created a Special Edition "Big Mouth" S'mores Night Pack for Netflix for the Emmy's / TV Academy, along with a custom landing page for redemption.

Redemption Landing Page



S'mores Night Pack x Big Mouth
★★★★★ (2)
\$30.00
Add to cart
Buy it now

Product description
City Bonfires is a portable bonfire, handmade with nontoxic materials in Maryland by 2 Dads whose jobs were impacted by the pandemic.

Remember the fun (and horrors) of Summer Camp...or 8th grade? Feeling a bit anxious right about now? Gather around the City Bonfire and enjoy a night of s'mores brought to you by Netflix's Emmy winning animated series **Big Mouth**.

If the s'mores don't help, we also recommend Maury the Hormone monster's Guided Meditation to relieve your anxiety below.

Exclusive to ATAS Members Only

Season 4 of Big Mouth focuses on anxiety; the anxiety of growing up, of figuring out who you are, discovering yourself, accepting yourself. The season starts at summer camp before our gang heads to 8th grade. Maria Bamford descends as Tito the Mosquito, the anxiety ridden insect who targets all our favorite kids. As the season progresses, we meet Zach Galifianakis' Gratoad, who is there to help our crew cope with their anxiety and not let it completely own them. In the great Big Mouth tradition, the show continues to explore human sexuality and everything around it, including racial and sexual identity, love in all its forms, and having "The Hugest Period Ever." Additional guest stars include: Seth Rogen, Josie Totah, Lena Waithe, Quinta Brunson, John Oliver, Sterling K. Brown, Paul Giamatti, Maya Erskine and Anna Konkle. As previously announced, Ayo Edebiri has been cast as Missy and will first be introduced during the penultimate episode as her character continues to evolve. She will continue to voice Missy in the final episode and for future seasons.

Big Mouth: Season 4 | Official Trailer | N...
OFFICIAL TRAILER
Watch on YouTube

Social Media Campaign



Custom S'mores Night Pack



NETFLIX “BIG MOUTH” CASE STUDY

Reviews

“We're excited and thrilled this tie-in was so successful!! It's currently our highest redeemed gift and fans are loving them!”

- Liz Diaz, Talent Relations & Awards, Netflix

Daysun P.



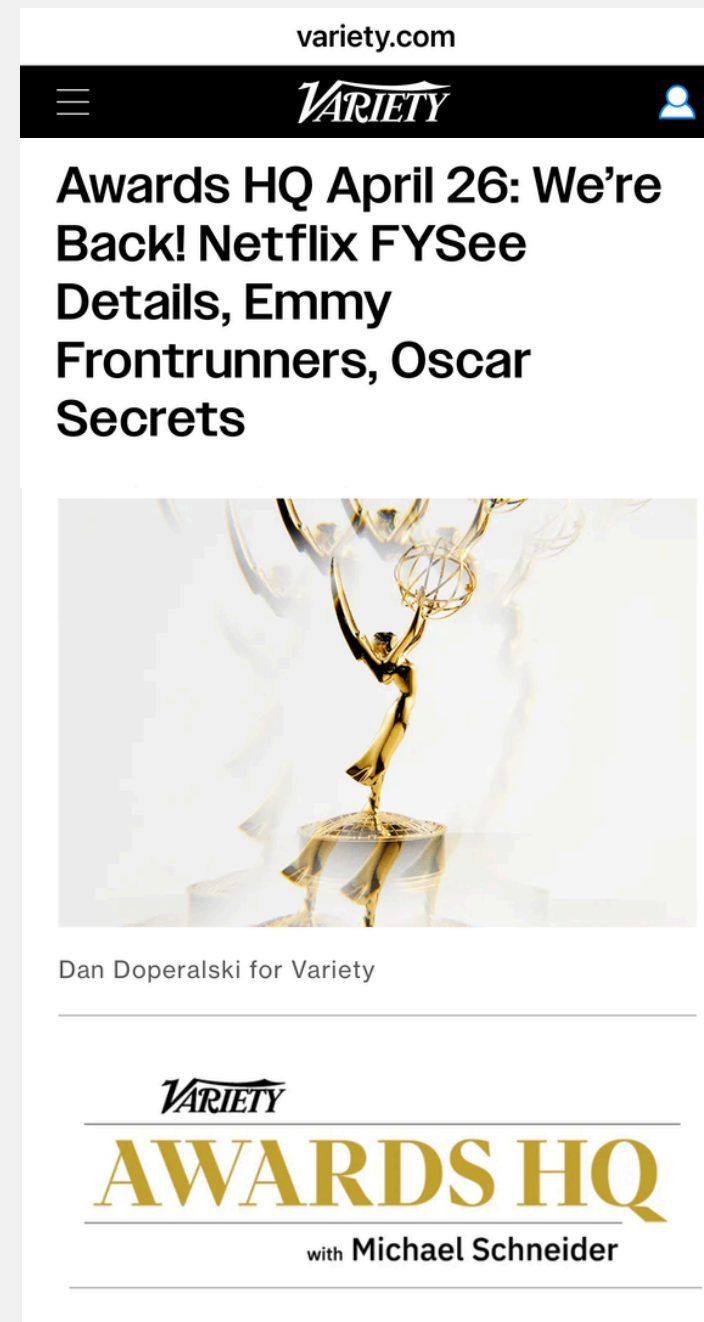
A fantastic gift and a nice touch with the Big Mouth branding. Super fun idea!

Thomas K.



what a super fun idea! my family and i really had a fun time making our s'mores!!

Press



“The Row DTLA experience for ‘Somebody Feed Phil’:

City BonFire for “Big Mouth”: Tapping into the camp theme from the season, Netflix will provide portable bonfire kits from a Maryland-based company run by two dads whose jobs were impacted by the pandemic.”

- Michael Schneider, Editor at Large, Variety Entertainment Business News

[See Article](#)

NASCAR CASE STUDY

Provided NASCAR with Custom City Bonfires® and S'mores Kits for two years in a row for the Nascar Cup Series.

Watkins Glen International – the premier road racing facility in New York – used them as “Surprise and Delight” giveaways to campers throughout the NASCAR event weekend. Leadership would drive around the campgrounds and hand them out to families and kids as a special thank you for attending the event.

Custom City Bonfires®



"Excited to hand these out to our fans!"

- KALEIGH, PHOENIX RACEWAY

S'mores Kits



HOW TO WORK WITH CITY BONFIRES®

Virtuals



CITYBONFIRES®
MADE WITH ♥ IN MARYLAND, USA

FIRE PITs + OUTDOOR ACCESSORIES
Custom + Bulk Promotional Gifts

2 X PPAI THE PITCH PARTICIPANT

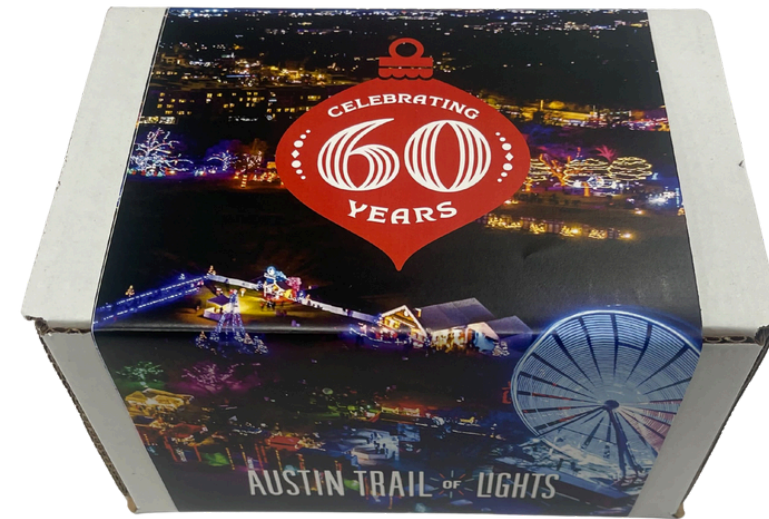
- LOW MOQs
- FREE MOCK-UPS
- FAST TURN-AROUND
- DROP SHIPPING
- EQP SAMPLE POLICY
- SMALL BUSINESS

AS SEEN ON



Virtual mockups (or catalogs if required) are available for all our products.

Spec Samples



Spec samples are available upon request for all of our custom City Bonfires products. Spec samples are available for custom Chair Blankets on a limited basis.

Order Process

To place an order, please first request a quote by filling out the form, located [HERE](#).

Delivery Times

City Bonfires® Products

Bulk
1-3 Business Days

Custom
4 - 6 Business Days
Rush: 1 - 3 Business Days

The Chair Blanket™

Bulk
1-3 Business Days

Embroidery on Front
Quotes available upon request.

Fully Custom Pattern
60 Business Days

OUR VALUE

- Low MOQs
- In-Stock Items
- Free Mock-Ups
- Fast Turn-Around
- Drop Shipping
- Fulfillment
- Kitting
- Catalog Programs
- EQP Sample Policy
- Small Family-Owned Business
- 2 x PPAI “The Pitch” Participant
- High-Quality Products



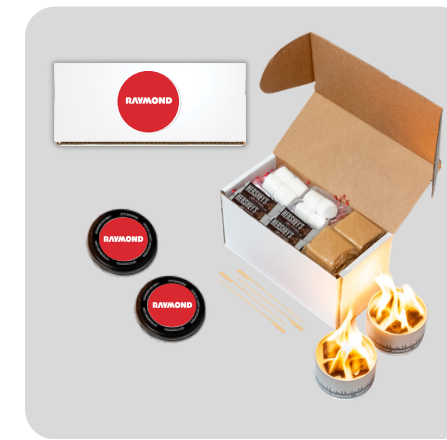
City Bonfire®



S'mores Kit* (4 pk.)



S'mores Kit* (2 pk.)



Family Pack*



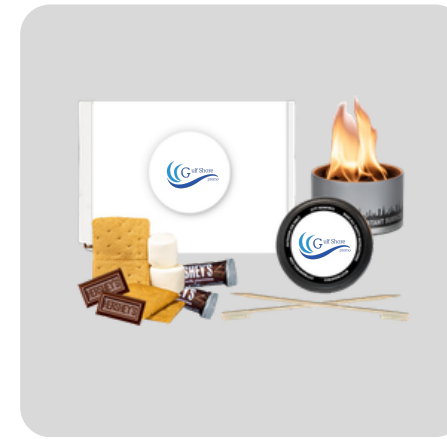
S'mores Sticks



S'mores Night Pack*
Full Custom Wrap



S'mores Night Pack*
Logo Wrap



S'mores Night Pack*
Label Wrap



S'mores Night Pack*
Full Custom Box



Trivet



The Chair Blanket™
Full Custom Design + Bag
(Polar Fleece or Beach Towel)



The Chair Blanket™
Polar Fleece



The Chair Blanket™
Beach Towel



The Chair Blanket™
Realtree Edge™ Camo

*Also available with chocolate fudge packets.

CONTACT INFORMATION

To Place an Order, Request a Quote [Here](#)

[View Catalog](#)



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ASI #45223 | SAGE #52525 | PPAI #814515