

Total Makeover  
*challenge*  
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**Sponsorship Agreement**  
Between Shape Your World Society  
& 2018 Total Makeover Sponsor

# Total Makeover challenge

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## 1-1

### Agreement

Both parties Shape Your World Society ([www.shapeyourworldsociety.com](http://www.shapeyourworldsociety.com)), a non-profit organization and the below Total Makeover Sponsor will adhere to the terms defined by this document.

## 1-2

### The Challenge

The Total Makeover Challenge (herein referred to as TMC) is a 4 month self-improvement program that educates and encourages women to reach their highest potential in personal health, fitness and self-confidence. Their journey includes weight loss coaching, fitness training, personal growth seminars to find one's personal mission statement, and workshops on how to walk, talk and present oneself with confidence. Each year this challenge changes women's lives by giving them an opportunity to find themselves again after losing themselves through raising families, working in unsatisfying careers to just make ends meet or dealing with personal tragedies. This program gives them the energy, support and confidence to take their lives back. It also gives them a sense of "pay it forward" as each year we have many women coming back to share and help with the next Challenge.

### The Website

The Total Makeover Challenge website ([www.TotalMakeoverChallenge.com](http://www.TotalMakeoverChallenge.com)) will support all activities relating to the Total Makeover Challenge. The *Total Makeover Challenge* website will feature all challengers with profile pages that will show their progress through photos, videos and blogging. The website will also feature all the sponsors of the events with each sponsor having individual profile pages or links to their websites to promote their own businesses. All Total Makeover Events will be posted, and photos/videos will be displayed throughout the challenge period.

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## The Sponsor

Sponsors will have an opportunity to advertise their logo and link to their website in a variety of locations on the Total Makeover Challenge Website. Locations will be dependent on the type of sponsorship purchased or services traded placing sponsors at a Silver, Gold, Platinum or Diamond level. All Sponsors will be featured on the homepage of the city they are participating in. This is the page that the public will visit first to view the Challenge information, view the competing challengers and read about any updates. All Sponsors will be featured on a sponsor page divided by sponsorship level. Other areas, depending on level of sponsorship, include the registration page and public voting site. The registration page is the page all challengers visit to fill out their application telling us why they need a TOTAL MAKEOVER. The public voting page is hosted by the publication sponsor online contest platform and is the page voter's visit to vote daily for their favorite challenger. This is the highest level of traffic with over a ½ million votes in the 2017 Total Makeover Voting period.

## The Marketing

This program is marketed through the Newspaper, the TMC Website, social media sites and 3 large community events including The Amazing Race, Little Black Dress Cocktail Party and Shape Your Vogue Fashion Show.

As mentioned, the publication sponsor, who is the PRESENTING SPONSOR of this program, oversees the public voting through their online contest platform. As told by the votes alone, this platform receives a HUGE volume of traffic in concert with the paper's already profound local web traffic. Likewise, editorial coverage, promotional ads and social media posts for TMC have massive reach due to the challenge's general popularity.

1-3

## Advertising Agreement

### Shape Your World Society Deliverables

Below is 4 different advertising packages offered by Shape Your World Society. All logos will be listed on [www.TotalMakeoverChallenge.com](http://www.TotalMakeoverChallenge.com) for 6 months starting when registration opens on December 1st and live through May when the challenge ends.

Shape Your World Society will also be advertising through newspaper press releases, social media sites, newsletters, posters and flyers throughout the whole TMC program. Major advertising promotions will be done through December and part of January to promote the TMC applications and then January to May for each of the online voting periods. All Challenger participants will be individually marketing themselves to bring as much traffic to their own blogging site and voting page to gain votes to help win a spot in the next challenge segment. All advertising will direct traffic to the TMC Website and the Newspaper Contest Site which features sponsor logos and links to their websites or facebook pages.

#### **BRONZE SPONSOR - \$200 plus tax**

Logo and link to website will be featured on one of the Challenger's Profile Page.

#### **SILVER SPONSOR - \$450 plus tax**

Logo and link to website will be featured on the HOME page under the SILVER HEADING.

Logo and link to website will be featured on the SILVER Page under Sponsor Section.

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#### Invitation to Meet & Greet

Complimentary Ticket to Shape Your Vogue Fashion Show.

Logo displayed on Little Black Dress Cocktail Party and Shape Your Vogue Brochure.

Opportunities to provide marketing materials for the tables at all TMC Events.

Complimentary participation in Gift Bag Distribution to TM registrants who do not make TOP 30.

#### **GOLD SPONSOR - \$750 plus tax**

Logo and link to website will be featured on the HOME page under the GOLD HEADING.

Logo and link to website will be featured on the GOLD Page under Sponsor Section.

Logo and link to website will be featured on the CHALLENGE REGISTRATION Page.

Logo featured on TMC Social Media Platforms once per segment during Challenge period.

Display Ad sent out to the Total Makeover Challenge email list. (ad to be provided by sponsor).

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## Invitation to Meet & Greet

Complimentary Ticket to Little Black Dress Cocktail Party and Shape Your Vogue Fashion Show.  
Logo displayed on Little Black Dress Cocktail Party and Shape Your Vogue Brochure.  
Opportunities to provide marketing materials for the tables at all TM Events.  
Complimentary participation in Gift Bag Distribution to TM registrants who do not make TOP 30.  
Complimentary spot in the amazing race (value \$120)

## **PLATINUM SPONSOR - \$1500 plus tax**

Logo and link to website will be featured on the HOME page under the PLATINUM HEADING.  
Logo and link to website will be featured on the PLATINUM Page under Sponsor Section.  
Logo and link to website will be featured on the CHALLENGE REGISTRATION Page.  
Logo featured on Scrolling Banner on Main TMC Landing Page.  
One featured article in Newsletter (article to be provided by sponsor)  
Logo featured on TMC Social Media Platforms 3x per segment during Challenge period.  
Display Ad sent out out to the Total Makeover Challenge email list. (ad to be provided by sponsor).

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## Invitation to Meet & Greet

Two Complimentary Tickets to Little Black Dress Cocktail Party and Shape Your Vogue Fashion Show.  
Logo displayed on Little Black Dress Cocktail Party and Shape Your Vogue Brochure.  
Opportunities to provide marketing materials for the tables at all TM Events.  
Complimentary participation in Gift Bag Distribution to TM registrants who do not make TOP 30.  
Complimentary spot in the amazing race (value \$120)

## **\*\*\*\*\*PLATINUM PLUS OFFER\*\*\*\*\***

All Platinum Sponsors who donate a value of over \$3000  
(of services or cash or a combination of the 2)  
will have their business logo and link to their website featured on  
the Newspaper Contest Site during the 3 Voting Segments.

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Quote from Marketing Consultant- Natalie Jones from the Abbotsford News for Abbotsford TMC

*“The most exciting and fastest growing voting platform in Black Press is coming again this winter... Total Makeover Challenge, supporting women’s personal growth! Produced by Shape Your World Society and proudly sponsored by the Abbotsford News, we invite you to join us and build your brand. Last season’s Total Makeover Challenge drew over a 1/2 million votes through Abby News’ online contesting platform. As told by the votes alone, this online voting platform receives a HUGE volume of traffic in concert with abbynews.com’s already profound local web traffic - averaging 120,000+ uniques/month and 500,000+ page views/month. Likewise, editorial coverage, promotional ads and social media posts for TMC have massive reach due to the contest’s general popularity. Heading into next season, the Total Makeover Challenge enjoys a massive and ever-increasing public following while empowering and inspiring hundreds of women and their families to transform their lives inside and out... and raising funds for local charities while they’re at it! This provides an unmatched sponsorship opportunity to guarantee BIG exposure for your business:”*

**In partnership with our Publication Platform and Shape Your World Society we present**

## **THE DIAMOND SPONSOR – \$5000 plus tax**

### **Newspaper will provide the following:**

Logo and link to website will be featured on the Publication Platform’s voting site during the 3 VOTING segments.

*(high-resolution, hyper-linked, prominently positioned web ad on the contest homepage)*

Company logo on all Total Makeover Challenge print ads in the Newspaper. *(minimum of 4)*

Recognition on Newspaper’s social media feeds several times throughout the challenge.

Logo shown on a pop-up thank you message to all voters in all 3 segments. *(where available)*

### **Total Makeover Challenge will provide the following:**

Logo and link to website will be featured on the HOME Page of the city website.

Logo and link to website will be featured on the DIAMOND Page under Sponsor Section.

Logo and link to website will be featured on the CHALLENGE REGISTRATION Page.

Logo featured on Scrolling Banner on Main TMC Landing Page.

Logo and link to website will be featured on the MAIN LANDING PAGE visited by all cities.

Logo and link to website will be featured on the top of every page of that city.

Logo advertised in every monthly Total Makeover newsletter.

One featured article per segment in monthly Newsletter (article to be provided by sponsor)

Logo featured on Total Makeover Social Media Platforms 3x a segment during Challenge period.

Display Ad sent out to the Total Makeover Challenge email list. (ad to be provided by sponsor).

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### Invitation to Meet & Greet

Four Complimentary Tickets to Little Black Dress Cocktail Party and Shape Your Vogue Fashion Show.

Logo displayed on front page of Little Black Dress Cocktail Party and Shape Your Vogue Brochure.

Opportunities to provide marketing materials for the tables at all TM Events.

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Complimentary participation in Gift Bag Distribution to TM registrants who do not make TOP 30.  
 Complimentary spot in the amazing race (value \$120)

**Note:** Prices negotiable for sponsors who wish to sponsor more than 1 city. Please ask for a quote if you are interested.

## Total Makeover Sponsorship Agreement

Please select your sponsorship package: (plus applicable taxes)

	In-Kind Service	Payment
BRONZE SPONSOR (\$200+ Value)	N/A	_____
SILVER SPONSOR (\$450+ Value)	_____	_____
GOLD SPONSOR (\$750+ Value)	_____	_____
PLATINUM SPONSOR (\$1500+ Value)	_____	_____
PLATINUM PLUS SPONSOR (\$3000+Value)	_____	_____
DIAMOND SPONSOR (\$5000+ Value) (Please note a minimum of \$2500 plus applicable taxes must be paid)	_____	_____

**Please note the In-Kind Services that will be offered to the 2018 Total Makeover Challenge Program:**

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## Signings

As a representative of Shape Your World Society and the above representing sponsor, we hereby acknowledge and adhere to the terms of this agreement, as undersigned.

\_\_\_\_\_  
Sponsor Signature Date \_\_\_\_\_

\_\_\_\_\_  
Shape Your World Society Signature Date \_\_\_\_\_

### Please enter the following information

Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Email : \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

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## TOTAL MAKEOVER CHALLENGE 2018 DATES AND TIMES

(dates may be subject to change)

<b>Official Registration Opening</b>	Dec 1st, 2017
Application Submission Deadline	Wed Jan 17 <sup>th</sup> , 2018 (10pm)
Announcing TOP 30	Sun Jan 21st, 2018
<b>SEGMENT ONE (6 Wks.):</b>	Jan 21st – Feb 27th, 2018
<b>Meet &amp; Greet</b>	<b>Sun Jan 21st, 2018 (5-8pm)</b>
“The Real Me” Personal Development Seminar	Fri Feb 2nd 6-10pm & Sat Feb 3rd 9-6pm
Voting for TOP 15	Thu Feb 22nd 3pm- Wed Feb 28th noon, 2018
<b>Amazing Race Announcing Top 15</b>	<b>Sat Mar 3rd, 2018 (9:30am-1:30pm)</b>
<b>SEGMENT TWO (6 Wks.):</b>	Feb 28th -April 10th, 2018
Voting for TOP 5	Thu Apr 5th 3pm –Wed Apr 11th noon, 2018
<b>Little Black Dress Cocktail Party &amp; Silent Auction Announcing Top 5 + Wildcard</b>	<b>Tue April 17<sup>th</sup>, 2018 (6:30pm)</b>
<b>SEGMENT THREE (5 Wks.):</b>	Apr 11th - May 22nd, 2018
Leadership Weekend	Fri/Sat night Apr 27 <sup>th</sup> - 29th, 2018 (2 nights)
Voting for TOP 1	Thur May 10th, 3pm- Wed May 16th noon, 2018
Shoppers Run for Women	Sat May 12, 2018
<b>Shape Your Vogue Fashion Show Announcing TOP 1</b>	<b>Tues May 22nd, 2018</b>