



Sponsorship Agreement
Between The Total Makeover Challenge
& The 2020 Total Makeover Sponsor

Total Makeover

challenge

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Agreement

Both parties The Total Makeover Challenge (<https://totalmakeoverchallenge.com/>), a non-profit organization and the below Total Makeover Sponsor will adhere to the terms defined by this document.

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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 many of the women come back to share and help with the next Challenge.

The Website

The Total Makeover Challenge website (<https://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 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.



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, Platinum Plus, Diamond or Title Sponsor 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 nearly 1 million votes in the 2018 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 Event and Shape Your Vogue Fashion Show.

1-3 Advertising Agreement

Total Makeover Challenge Deliverables

On the next page is 7 different advertising packages offered by Total Makeover Challenge. All logos will be listed on <https://totalmakeoverchallenge.com/> for 8 months starting when registration opens on December 1st and live through to the end of August.

Total Makeover Challenge 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 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 - \$550 plus tax

(Admin Fee of \$50 plus gst will be applied to in-kind donations only)

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

Invitation to Meet & Greet

1 free ticket per event (50% off additional tickets)

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

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

GOLD SPONSOR - \$850 plus tax

(Admin Fee of \$100 plus gst will be applied to in-kind donations only)

- Logo and link to website will be featured on the CITY HOME page under the **GOLD HEADING**.
- Logo and link to website will be featured on the Sponsor Page under **GOLD HEADING**.
- **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. (print ready ad to be provided by sponsor).**

Invitation to Meet & Greet

1 free ticket per event (50% off additional tickets)

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

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

Opportunities for 10 minute highlight at Total Makeover Challenge Meetings.

Opportunities for one 10 minute highlight on Warrior Wednesday Talk Show.

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

Complimentary spot in the amazing race (value \$120)

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PLATINUM SPONSOR - \$1750 plus tax

(Admin Fee of \$150 plus gst will be applied to in-kind donations only)

- Logo and link to website will be featured on the CITY HOME page under the **PLATINUM HEADING**.
- Logo and link to website will be featured on the Sponsor Page under **PLATINUM HEADING**.
- 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 (full page) in Magazine (article to be provided by sponsor)**
- **One ¼ page Ad in the Magazine (print ready ad to be provided by sponsor)**
- Logo featured on TMC Social Media Platforms **3x** per segment during Challenge period.
- **Two Display Ads** sent out to the Total Makeover Challenge email list. (print ready ad to be provided by sponsor).

Invitation to Meet & Greet

2 free tickets per event (50% off additional tickets)

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

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

Opportunities for one 10 minute highlight at Total Makeover Challenge Meetings.

Opportunities for **two Guest Speaker Spots** on Warrior Wednesday Talk Show.

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 SPONSOR - \$3500 plus tax

(Admin Fee of \$150 plus gst will be applied to in-kind donations only)

All Platinum Plus Sponsors who donate a value of over \$3500 will enjoy the same benefits as the Platinum Sponsor with an **additional BONUS of having their logo and link to their website featured on the Newspaper or Total Makeover Challenge Contest Site during the 3 Voting Segments as well as two 1/2 page Ads** in the Magazine (print ready ad to be provided by sponsor)

Quote from Marketing Consultant- Natalie Jones from the Abbotsford News for 2015 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:"



DIAMOND SPONSOR – \$5500 plus tax

Total Makeover Challenge will provide the following:

- **Logo and link to website will be featured on the Voting site** (either through newspaper voting site or TMC 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 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)*
- **Prominent Position of Logo and link to website will be featured on the CITY HOME Page of the city website.**
- Logo and link to website will be featured on the Sponsor Page under **DIAMOND HEADING.**
- Logo and link to website will be featured on the CHALLENGE REGISTRATION Page.
- Logo featured on Scrolling Banner on Main TMC Landing Page.
- **Prominent Position of 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 Magazine.**
- **Three featured articles** (one per segment) in Magazine (article to be provided by sponsor)
- **Three - 1/2 page Ads** in the Magazine (print ready ad to be provided by sponsor)
- Logo featured on Total Makeover Social Media Platforms **4x** a segment during Challenge period.
- **Three Display Ads** sent out to the Total Makeover Challenge email list. (ad to be provided by sponsor).

Invitation to Meet & Greet

4 free tickets per event (50% off additional tickets)

Logo displayed on the front page of Little Black Dress Cocktail Event 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)



TITLE SPONSOR – \$15,000 plus tax *(Only one available per city)*
(Please contact us to customize this exciting sponsorship opportunity for your company.)

A Title Sponsor will enjoy all the same benefits as the Diamond Sponsor with **many additional BONUSES** such as:

- **LOGO on the TOP of all our website, Banners/signs for events and weekly meetings**
- **Volunteer opportunities for employees for training purposes or giving back purposes**
- **Photo shoot of challengers at your company office** (if local)
- **Opportunity to be a speaker at our main events** and at least 1 of the weekly meetings
- **Representative to be part of the Panel of Judges** to choose the top 30 challengers
- **Opportunity to be a judge in The Apprentice and attend all events FREE**
- **FREE advertising in our magazine (over 200,000 website visitors),**
- **Featured article in every issue of the Magazine** (article to be provided by sponsor)
- Logo featured on Total Makeover Social Media Platforms weekly during Challenge period,
- Display Ad sent out to the Total Makeover Challenge email list. (ad to be provided by sponsor)
- Your ad posted to our social media sites weekly. (Ad to be provided by sponsor)
- **Opportunity to be interviewed and filmed by our videographer and posted on social media.**
- **Opportunity to have your 15 second commercial included in the city’s showcase videos**

And MORE! We want to work with your ideas!



Total Makeover Sponsorship Agreement

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

SPONSOR NAME: _____

City(s) You are sponsoring _____

Please select your sponsorship package: (plus applicable taxes)

	*In-Kind Service	**Payment
BRONZE SPONSOR (\$200+ Value)	N/A	_____
SILVER SPONSOR (\$550+ Value)	_____	_____
GOLD SPONSOR (\$850+ Value)	_____	_____
PLATINUM SPONSOR (\$1750+ Value)	_____	_____
PLATINUM PLUS SPONSOR (\$3500+Value)	_____	_____
DIAMOND SPONSOR (\$5500+ Value) <i>(Please note a minimum of \$2750 plus applicable taxes must be paid)</i>	_____	_____
TITLE SPONSOR (\$15,000+ Value) <i>(Please note a minimum of \$10,000 plus applicable taxes must be paid)</i>	_____	_____

*Please note all in-kind sponsorship requires payment of an administrative fee as follows:

Silver \$50 / Gold \$100 / Platinum and Platinum Plus \$150 plus GST

** Plus GST

Please list the In-Kind Services that will be offered to the 2020 Total Makeover Challenge Program:



Signings

As a representative of The Total Makeover Challenge and the above representing sponsor, we hereby acknowledge and adhere to the terms of this agreement, as undersigned.

Sponsor Signature _____
Date

Total Makeover Challenge Signature _____
Date

Please enter the following information

Phone #: _____ Cell #: _____

Mailing Address: _____ Email : _____

Website: _____ Facebook: _____



TOTAL MAKEOVER CHALLENGE 2020 DATES AND TIMES

(dates may be subject to change)

Official Registration Opening	Dec 1st, 2019
Application Submission Deadline	Sun Jan 12th, 2020 (Midnight)
Announcing TOP 30	Sat Jan 18th, 2020
SEGMENT ONE (6 Wks.):	Jan 18th – Feb 29th, 2020
Meet & Greet	Sat Jan 18th, 2020 (1-5pm)
“The Real Me” Personal Development Seminar	Fri Feb 7th 6pm-10pm & Sat Feb 8th 9am-9pm
Voting for TOP 15	Fri Feb 21st 3pm- Tues Feb 25th noon, 2020
Amazing Race Announcing Top 15	Sat Feb 29, 2020 (9:30am-1:30pm)
SEGMENT TWO (7 Wks.):	Feb 29th -April 22nd, 2020
Voting for TOP 5	Fri Apr 10th 3pm –Tues Apr 14th noon, 2020
Little Black Dress Cocktail Party & Silent Auction Announcing Top 5 + Wildcard	Week of Apr 20th-22nd, 2020
SEGMENT THREE (5 Wks.):	Apr 22nd - May 25th, 2020
Leadership Retreat	Sat/Sun May 2nd and 3rd , 2020
Voting for TOP 1	Fri May 15th, 3pm- Tues May 19th noon, 2020
Shoppers Run for Women	Sat May 9, 2020
Shape Your Vogue Fashion Show Announcing TOP 1	Tue May 26th, 2020