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Sponsorship Agreement
Between The Total Makeover Challenge
& The 2021 Total Makeover Sponsor



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.

The Challenge

The Total Makeover Challenge (herein referred to as TMC) is a 4 month assisted 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 potentially 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, 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. The registration page is the page all challengers visit to fill out their application telling us why they need a TOTAL MAKEOVER.

The Marketing

This program is marketed through the TMC Website, social media sites, public billboards, Chilliwack Chamber of Commerce, other networking sponsors as well as 3 community events including The Amazing Race, Little Black Dress Event and Shape Your Vogue Fashion Show.

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, Chilliwack's TV station: chillTV.ca, 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 registrations and then from January to May for each of the online community recognition (voting) periods. All Challenger participants will be individually marketing themselves to bring as much traffic to their own blogging site and to the community recognition (voting) page to gain recognition to help them move on to the next challenge level. 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

- Your logo and link to your website or another public page profile will be featured on **one** of the Challenger's Profile Page.

SILVER SPONSOR - \$500 plus tax

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

- Your logo and link to your website or another public page profile will be featured on the CITY HOME page under the SILVER HEADING.
- Your logo and link to your website or another public page profile will be featured on the SPONSOR Page under SILVER HEADING.

1 free ticket per event (50% off additional tickets)
Logo displayed on Little Black Dress Event and Shape Your Vogue Program.

GOLD SPONSOR - \$750 plus tax

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

- Your logo and link to your website or another public page profile will be featured on the CITY HOME page under the **GOLD HEADING**.
- Your logo and link to your website or another public page profile will be featured on the Sponsor Page under **GOLD HEADING**.
- **Your logo and link to your website or another public page profile will be featured on the CHALLENGE REGISTRATION Page.**
- **Your logo and link to your website or another public page profile featured on TMC Social Media Platforms once per segment during the Challenge period.**

1 free ticket per event (50% off additional tickets)
Logo displayed on Little Black Dress Event and Shape Your Vogue Program.

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

**Opportunity for a 10 minute highlight of your business at one Total Makeover Challenge Meeting.
Complimentary spot in the Amazing Race**

Total Makeover

challenge

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PLATINUM SPONSOR - \$1000 plus tax

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

- Your logo and link to your website or another public page profile will be featured on the CITY HOME page under the **PLATINUM HEADING**.
- Your logo and link to your website or another public page profile will be featured on the Sponsor Page under **PLATINUM HEADING**.
- Your logo and link to your website or another public page profile will be featured on the CHALLENGE REGISTRATION Page.
- **Logo featured on the Scrolling Banner on the Main TMC Landing Page.**
- Logo featured on TMC Social Media Platforms **2x** per segment during the Challenge period.

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

Logo displayed on Little Black Dress Event and Shape Your Vogue Program

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

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

Complimentary spot in the amazing race

PLATINUM PLUS SPONSOR - \$1500 plus tax

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

All Platinum Plus Sponsors who donate a value of over \$1500 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 Community Recognition periods (voting).**



DIAMOND SPONSOR – \$2500 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)*
- 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.**
- Your logo and link to your website or another public page profile will be featured on the Sponsor Page under **DIAMOND HEADING.**
- Your logo and link to your website or another public page profile will be featured on the CHALLENGE REGISTRATION Page.
- Your logo and link to your website or another public page profile 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 program participants.**
- **Logo and link to website will be featured on the top of every page of that city.**
- Logo featured on Total Makeover Social Media Platforms **3x** a segment during Challenge period.

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 Program.

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

Complimentary spot in the amazing race



TITLE SPONSOR – \$10,000 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**
- Logo featured on Total Makeover Social Media Platforms weekly during Challenge period,
- 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 program. Please ask for a quote.

SPONSOR NAME: _____

Program(s) You are sponsoring _____

Please select your sponsorship package: (plus applicable taxes)

	*In-Kind Service	**Payment
BRONZE SPONSOR (\$200+ Value)	<u>N/A</u>	_____
SILVER SPONSOR (\$500+ Value)	_____	_____
GOLD SPONSOR (\$750+ Value)	_____	_____
PLATINUM SPONSOR (\$1000+ Value)	_____	_____
PLATINUM PLUS SPONSOR (\$1500+Value)	_____	_____
DIAMOND SPONSOR (\$2500+ Value)	<u>N/A</u>	_____
TITLE SPONSOR (\$10,000+ Value)	_____	_____

(Please note a minimum of \$7,500 plus applicable taxes must be paid)

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

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

** Plus GST

Please list the In-Kind Services that will be offered to the 2021 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 2021 DATES AND TIMES

(dates may be subject to change) **TOTAL MAKEOVER CHALLENGE 2021 DATES AND TIMES**

(dates may be subject to change)

REGISTRATION:	Dec 1st 2020 - Thu Jan 21st, 2021
Registration Submission Deadline	Thu Jan 21st, 2021 (Midnight)
Announcing TOP 30	Sat Jan 23th, 2021
LEVEL ONE (6 Wks.):	Jan 24th – Mar 6th, 2021
Meet & Greet	Sun Jan 24th, 2021
“The Real Me” Personal Development Seminar	Fri Feb 19th 6pm-10pm & Sat Feb 20th 9am-9pm
Community Recognition for TOP 15	Wed Feb 24th 3pm- Tues Mar 2nd 3pm, 2021
Amazing Race Announcing Top 15	Sat Mar 6, 2021 (9:30am-1:30pm)
LEVEL TWO (6 Wks.):	Mar 7th -April 18th, 2021
Community Recognition for TOP 5	Wed Apr 7th 3pm –Tues Apr 13th 3pm, 2021
Little Black Dress Cocktail Party & Silent Auction Announcing Top 5 + Wildcard	Sun Apr 18th, 2021
LEVEL THREE (4 Wks.):	Apr 19th - May 16th, 2021
Leadership Retreat	Fri & Sat Apr 30th and May 1st, 2021
Community Recognition for TOP 1	Wed May 5th 3pm –Tues May 11th 3pm, 2021
Shape Your Vogue Fashion Show Announcing TOP 1	Sun May 16th, 2021

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