



SPONSORSHIP PROPOSAL

My Personal Invitation to Yahava Koffee



I'd love to offer you an opportunity engage in a valuable and benefits driven sponsorship with an athlete who is committed to providing Yahava Koffee with valuable returns on your investment.

Yahava Koffee will benefit from tailored promotional and brand enhancement activities, an increased reach to your target market, and my commitment to contributing intelligent and useful content and value that will go above and beyond any other athlete you will ever sponsor!



INTRODUCING....

Me! Janet Smith

My core values are Respect, Commitment, Fun, and Hard Work....and this flows into every aspect of my life. Being a sponsored athlete allows me to connect with brands I truly believe in, and represent them in a way that showcases their value and quality.

Since beginning in Obstacle Course Racing (OCR) a little over two years ago I have become a national champion, and internationally ranked competitor....and my life is so full with wonderful things including my beautiful family, my local community, and my OCR community which now spans the entire nation and overseas!

My approach to sponsorship >

I'm choosy about the brands I connect with, I need to believe in them and want them to believe in me.

I am all about giving back incredible value....and want it to be an mutually beneficial relationship.

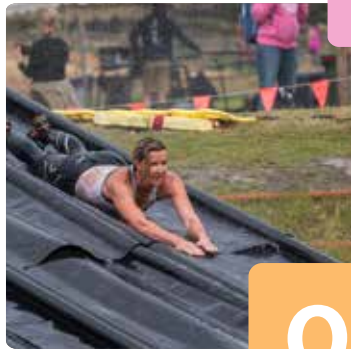


Why I choose Yahava Koffee



01

I love the brand and the product!



02

I always drink Koffee after a workout or use it as a tool pre-endurance race to keep fatigue at bay.



03

I love the energy it brings to my day....and I also like the 10 minutes time out from my busy and active life!



04

I would love to represent Yahava as I believe in the values of the brand and it's commitment to the community.



WHAT'S THE STORY

THE SNAPSHOT SUMMARY OF ME



My self development in achieving what I do in OCR world has such a wonderful flow on effect to my family and work, and it's been an amazing learning curb.

It's important for me to be sponsored....increases my self worth and self confidence, and not just about my results, not about getting something for free, it allows me to have more commitment and dedication, drive keep going if things get tough. Extra push to keep aiming high.

I'm very much a giver in life, and I genuinely care. I am a nurturer/giving personality, and I'm loyal.

MY BIGGEST ACHIEVEMENTS



- Raising healthy and happy kids
- Being selected for Search 4 Hurt TV Show
- Spartan World Championships - completing 5 hour event
- Maintaining life balance - work, training, family
- Within 12 months jumped into sport as Wild Card entry to being ranked #2 in Australia
- Only person to have beaten #1 ranked female athlete (Deanna Blegg) in Australia
- Qualified in 2014 and 2015 for Australian Team to race in USA at Spartan World Championships





WHAT'S ON OFFER

THE LOWDOWN



I'm working with a sponsorship expert to not only connect with the right companies in the right way, but to ensure that I give back incredible value in an organized and professional way to my sponsors. I'm approaching a small handful of companies who I truly would love to represent, and these are companies whose products and services I already consume.

PROFESSIONAL SKILLS



- Athlete Coaching
- Staff Coaching
- Fitness & Health Coaching
- Public Speaking
- Facilitating Workshops i.e Team Building
- Corporate Training
- Excellent Written and Verbal Communication Skills

QUALIFICATIONS



- Certificate 3 & 4 in Health & Fitness
- Certified ZUU coach
- Certified Ankorr coach
- Certified Athletics Coach Level 1

THE LOWDOWN CONTINUED



Over the next 12-24 months I will be racing competitively at an international level, as an Australian representative and as an independent athlete. As part of my commitment to my sponsors and my own desire to build and broaden my athletic profile I will actively be:

- Engaging local, national and international media (Radio, newspapers, industry and sports magazines, podcasts and TV)
- Creating shareable content including product and service videos and photos, written content such as reviews, recipes and blogs – all of which will be shared with Yahava Koffee (and unique content created exclusively for you!)
- Participating in large public events, both sporting and community – and I'll be available to attend events with Yahava Koffee and/or on your behalf
- Through my small group of sponsors I'll be connecting Yahava Koffee with a large network, both locally, nationally and internationally which will offer so many benefits in terms of reaching target market, increasing brand awareness and other network and partnership opportunities.

OUTSTANDING AND UNIQUE COMMERCIAL BENEFITS FOR YAHAVA KOFFEE



CREATING CONTENT AND ENGAGEMENT OPPORTUNITIES:

- Cooking arvo (snacks/race nutrition), with or without my kids, provide images, target family based companies with my kids being involved.
- Inhouse product demo/workshops (supermarkets & at Yahava Koffee head office)
- Customer/staff prize/competitions to engage ie interactive instore demonstrations with competition element i.e. instore customers go and find 3 ingredients for a healthy recipe, online invite followers to suggest their own recipe creations using sponsors product / ingredients.
- Engage my wider network mums/athletes/fitness clientele to promote products (they love sharing recipes!



KEY COMMERCIAL BENEFITS FOR YAHAVA KOFFEE



AMBASSADOR ACTIVITIES

- Attending expos/tradeshows
- Attend community events, inhouse functions, charity/sponsored events
- Health coach (inhouse / online- including unique recipes)
- Feature in advertising/marketing campaigns (print/radio/online)
- Fun/family days (staff and/or clients) - mini obstacle course-kids variety activities-parent/child competitions
- Corporate speaking
- Promoting events (social media and word of mouth)
- Product endorsement



- Written reviews for use in various media (social,print,radio,newsletters,websites,blogs)
- Images provided with product/service in use
- Video reviews
- Product testing and feedback
- Engagement of others of the products/service tested (other athletes/mums/local residents/my fitness clientele/sporting clubs)
- Product endorsement

PRODUCT/SERVICE TESTING AND REVIEWS

INHOUSE ACTIVITIES FOR SPONSOR

- Staff training
- Workshops
- Teambuilding
- Nutrition, time management, physical fitness
- Choice of topic, choice of delivery mode (inhouse, online etc)



KEY COMMERCIAL BENEFITS FOR XX COMPANY



- Increase network via tagging
- Product endorsement
- Images of product in action
- Images of logo promoted at pre and post (podium) events

SOCIAL MEDIA

NETWORKING

- Posting recipes and cooking tips
- Posting training tips
- Competitions providing tickets to events/races
- Other athletes/mums/families/fitness clientele/health professionals/sporting clubs
- Engage local, national and international connections through race and event participation
- Connecting sponsors for mutually beneficial activities i.e instore cooking demonstrations using Yahava products at IGA



- Use of sponsors logo, trademark or images for website or social media
- Logo tattoos for races
- Athlete modelling for catalogue, website and marketing activities
- Athlete modelling for websites and marketing activities

VISUAL CONTENT

WRITTEN CONTENT

- Regular newspaper article/column - local paper
- Blog content including Yahava endorsement, product reviews and recipe ideas
- Testimonials and product reviews



SHALL WE CONTINUE THIS CONVERSATION.....

I can't wait to speak with you more about this.....please feel free to contact me for a chat or a meeting!

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Thank you for taking the time to read and consider my proposal, it was a pleasure to create it as I got find out even more great things about Yahava Koffee and I hope to speak with you soon!

