



SPONSORSHIP/MARKETING OPPORTUNITY: DONATION TO MENTAL HEALTH VIA THE LIGHT RUNNER

OVERVIEW:

Exciting opportunity to get a great return on investment via Social Media Marketing, while also making a donation to a good cause. "The Light Runner" will be completing unique challenges in Europe for 3 months, and then continuing for a further 9 months, with the message *Sharing Happiness through Challenge*, and is looking for Major Sponsors.

The plan for the fundraising is to give the most possible exposure to major sponsors, by increasing the following on the website and Youtube channel. In this way, it becomes a solid marketing proposition for you.

WEBSITE:

<http://thelightrunner.org/>

YOUTUBE CHANNEL:

<https://www.youtube.com/channel/UC2Q6NyT1rl4QReLwwPKm8uQ/feed>

BENEFITS OF SOCIAL MEDIA, VIDEO AND CSR MARKETING

In this day and age, traditional marketing is no longer as effective as it used to be. Instead, people are influenced much more highly by engagement and recommendations from friends and family on Social Media. People want to get behind companies that have a good morale compass, which includes those aligning themselves to causes such as **Mental Health**.

QUICK STATS:

- YouTube has become the 2nd Largest Search Engine – bigger than Bing, Yahoo, Ask & AOL combined. (Social Media Today)
- 61% of global Internet users research products online. (Interconnected World: Shopping and Personal Finance, 2012)

- 33% of tablet owners watch one hour of video per day on their device (brainshark.com)
- 74% of all internet traffic in 2017 will be video (brainshark.com)
- B2B and B2C marketers worldwide name video as a top 3 most effective social media marketing tactic (brainshark.com)
- Customers referred by loyal customers have a 37% higher retention rate. (brainshark.com)
- People are the most powerful ad medium. When asked “What makes you aware of the products and services you buy?” and “What channels have the most value in your decision-making?” consumers pointed to people in their lives who act as resources for information and advocacy. (Jack Morton Worldwide)
- 81% of consumers’ buying decisions are influenced by their friends’ social media posts (Market Force)
- Of the 80% of internet users who watched a video ad, 46% took some sort of action after viewing the ad. (Video Brewery)
- On YouTube, User Generated videos get 10x more views than brand-owned content (mavrck.com)
- Giving to charity has various Tax Benefits
- Benefits of CSR
- Benefits of giving

SPONSORSHIP/MARKETING OPPORTUNITIES:

MAJOR SPONSOR

SPONSORSHIP BENEFITS- WHAT YOU WILL GET:

- PR opportunities at events
- Link at the bottom of all YouTube videos created in a year (200+ videos, see below schedule)
- Logo included at the end of each Youtube video
- Dedicated sponsor page: <http://thelightrunner.org/sponsors-page/>
- Links throughout website
- Written testimonial from The Light Runner
- All pages- top of page, 150 x150 pix logo with link
- All pages- top of page, 120 x120 pix logo with link
- Link in the footer of blogs and email correspondence
- Dedicated youtube video and post- review of product/company
- Tag used in blogs and displayed on all pages via tag cloud
- 50+ photos of product (if being used)
- 10+ light painting photos with custom messages
- 5+ facebook mentions (currently 1880 friends and 1200 followers)
- 5+ instagram mentions (currently 520 followers)

- 5+ tweets (currently 680 followers)
- 1 x "sponsored by" challenge
- Brand name written on "flag" carried on running pack
- Logo included in any promotional videos, documentaries, google stories or anything form of storytelling media
- Mentions on social media from other major sponsors
- eNewsletter and mentions on social media from charities donated to: Mental Health Australia, Mental Health Europe, World Federation of Mental Health
- Advocacy on all social media platforms
- Advocacy with people face-to-face
- Visit to headquarters (if possible), team building session with The Light Runner

REQUIRED- WHAT YOU'LL NEED TO GIVE:

Minimum \$2000 tax deductible donation to Mental Health + 3 mentions of The Light Runner and at least one mention of all other major sponsors on your social media (thus allowing everyone to benefit from cross-promotion).

MINOR SPONSOR

SPONSORSHIP BENEFITS- WHAT YOU WILL GET:

- PR opportunities
- All pages- top of page, 120 x120 pix logo with link
- Mention in a Youtube video and post- review of product/company
- Tag used in blogs and displayed on all pages via tag cloud
- 10+ photos of product (if being used)
- 5+ light painting photos with custom messages
- 1+ facebook mentions (currently 1880 friends and 1200 followers)
- 1+ instagram mentions (currently 520 followers)
- 1+ tweets (currently 680 followers)
- Advocacy on all social media platforms

REQUIRED- WHAT YOU WILL NEED TO GIVE:

Minimum \$500 donation or \$500 worth of product (or a mix of both) + 1 mention of The Light Runner on your social media.

YOUTUBE SCHEDULE

| Playlist | Europe- July, August September 2015 | October 2015- June 2016 |
|-------------------|-------------------------------------|-------------------------|
| Travel Blogs | Every day or two | At least monthly |
| Challenges | At least weekly | At least monthly |
| Life Hacks | Every day or two | At least monthly |
| 1 Min Work Breaks | Daily | At least weekly |
| Running | At least weekly | At least monthly |
| Photography | At least weekly | At least monthly |
| Development | At least weekly | At least monthly |
| Interviews | At least weekly | At least monthly |
| Q and A | At least weekly | At least monthly |
| <i>Total</i> | <i>Approx 100</i> | <i>Approx 100+</i> |

Total videos predicted for 1 year starting July 2015: 200+ uploads

TIMING:

Starting immediately. Lead up period until 04/07/15, followed by 3 month period during European expedition until 10/10/15. Activity continuing until July 2016 when a new adventure will begin.

CONTACT:

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