



## Top Affiliate Challenge Quick Fact Sheet

Top Affiliate Challenge is a unique marketing vehicle that will reach a very flexible and affluent world-wide audience.

Because this show will be delivered on the Internet, all of the commercials, branding and other sponsorship opportunities will continue to benefit your business for years to come.

One of the primary objectives of TAC is to provide valuable tutorials and information to people who want to make money on the Internet with affiliate marketing. Because this niche will always have an audience, your sponsorship will always be benefiting your business.

### **What is Affiliate Marketing?**

Affiliate marketing is best described as a retailer paying a commission to a middleman who can move products or services on the Internet. For example, if I sell shoes for \$50 a pair, I might offer to pay a \$20 commission for every pair an Internet marketer can sell on the web for me. I net \$30 for the shoes and the marketer earns a \$20 per pair income.

### **Where will Top affiliate Challenge Take Place?**

Top Affiliate Challenge will be filmed in Lincoln, NE. Contestants will be selected based upon online voting on their auditions and flown in from around the world to compete.

### **How Many Auditions and Episodes Will There Be?**

We are estimating that there will be more than 600 auditions for TAC. This information is based upon past performance on other online shows, input from talent services, and current traffic patterns on the TAC website.

There will be 14 episodes of the show beginning on July 1<sup>st</sup>. The episodes will be approximately 30 minutes long and released daily.

### **Who Will Be Watching Top Affiliate challenge?**

Top Affiliate Challenge will reach an estimated 1 million viewers between March 1<sup>st</sup> and July 21<sup>st</sup>. Viewership will consist primarily of web-savvy individuals and online entrepreneurs. According to salary.com, the median income for an internet entrepreneur is \$150,647.



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## Sponsorship Opportunities That Are Still Available

These are the sponsorships that are currently available on Top Affiliate Challenge. The prices stated are the cash sponsorship prices.

Primary Show Sponsorship	\$15,000
10 Affiliate Network Sponsorships	\$1,500 each
Website Hosting Sponsor	\$1,000
<del>Screen Printing Sponsorship</del>	<del>\$1,500</del>
Domain Sponsor	\$1,000
Video Hosting Sponsor	\$5,000
3 Team Sponsorships	\$2,500 each
<del>Blog Sponsor</del>	<del>\$10,000</del>
<del>Immunity Ring Sponsorship</del>	<del>\$20,000</del>
Leader Board Report Sponsorship	\$6,500
21 Challenge Product Placements	\$1,000 each
<del>Technology Sponsorship</del>	<del>\$10,000</del>
<del>Video Production Sponsorship</del>	<del>\$10,000</del>
42 Restaurant Sponsorships	\$600.00 each
6 R&R Sponsorships	\$1,000 each
Hotel Sponsorship	\$24,000
25 Image Sponsorships	\$500.00



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## Primary Show Sponsorship

The primary show sponsorship is the banner sponsorship available for the program. This sponsor will receive the most attention of all sponsorships and will be cobranded with the name of the program. For example, Top Affiliate Challenge Sponsored by “COMPANY NAME HERE.”

### Benefits of Sponsorship:

- Logo placement in show opening theme
- (21) :30 commercials during show episodes
- (42) Lower third billboards during show episodes
- Guest appearance in (1) show episode
- Company logo and link prominently displayed on all website pages
- Company name in the title bar of all website pages
- Thank you message with a link in all show related email to contestants and the public
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show’s credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$15,000**

### **Number Available:**

**1**



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## **Affiliate Network Sponsorship**

The Affiliate Network Sponsorship is intended for companies with affiliate offers who want to have their offers available to the teams on the show for promotion. Additional name mentions and other promotional opportunities will be afforded.

### **Benefits of Sponsorship:**

- Inclusion of Affiliate Offers In the pool of available offers
- Affiliate company name mention to identify offer during show
- Affiliate company name mention during Leader Board Report on offer earnings
- Logo placement in show opening theme
- Guest Appearance in (1) show episode
- (3) :30 commercials during show episodes
- (3) Lower third billboards during show episodes
- Rotating 125x125 Website Advertisement on all web pages
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$1,500**

### **Number Available:**

**10**



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## Website Hosting Sponsorship

The Website Hosting Sponsorship is intended for a website hosting company who will provide Top Affiliate Challenge contestants for hosting and other server-related services for websites the contestants create during the show.

### Benefits of Sponsorship:

- Guest Appearance in (1) episode
- 1 :30 commercial during show episodes
- 1 Lower third billboards during show episodes
- Rotating 125x125 Website Advertisement on all web pages
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website
- "Hosted for Top Affiliate Challenge by" tagline on all hosted websites

### **Total Investment:**

**\$1,000**

### **Number Available:**

**1**



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## Domain Sponsorship

The Domain Sponsorship is intended for a company who will provide Top Affiliate Challenge contestants funding to purchase domains (URLs) for websites the contestants create during the show.

### Benefits of Sponsorship:

- Guest Appearance in (1) episode
- 1 :30 commercial during show episodes
- 1 Lower third billboards during show episodes
- Rotating 125x125 Website Advertisement on all web pages
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$1,000**

### **Number Available:**

**1**



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## Video Hosting Sponsorship

The Video Hosting Sponsorship is intended for a company who would like their logo to appear in the top right corner of every episode at all times.

### Benefits of Sponsorship:

- Company logo in top right corner of all auditions and episodes
- Guest Appearance in (1) episode
- 1 :30 commercial during show episodes
- 1 Lower third billboards during show episodes
- Rotating 125x125 Website Advertisement on all web pages
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$5,000**

### **Number Available:**

**1**



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## Team Sponsorships

There will be three teams of marketers on Top Affiliate Challenge. A Business may sponsor one of the teams to receive a large number of name mentions. This is a great package to help build name or brand awareness. Each team will be identified by the sponsor's name. For example, *"Team Toyota won a stunning victory over Team Sprint in yesterday's Leader Board Report."*

### Benefits of Sponsorship:

- Name mentions whenever a team is discussed
- Name placement on the Team Leader Board
- Guest Appearance in (1) episode
- Logo placement on the back of the team's shirts
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$2,500**

### **Number Available:**

**3**



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## Immunity Ring Sponsorship

Each day individual contestants will compete in a challenge to determine which single person is safe from elimination that day. This safety will be represented by the \$10,000 Top Affiliate Challenge Championship Ring. This will be a ring that protects its wearer from elimination. Each time the ring is mentioned, the sponsor's name will be as well.

### Benefits of Sponsorship:

- Name mentions whenever immunity is discussed
- Graphic placement of the ring and sponsor name on the website
- Guest Appearance in (1) episode
- (3) :30 episode commercials
- Name placement on the technical description of the ring
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$20,000**

### **Number Available:**

**1**



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## Leader Board Sponsorship

Each day the three teams will take part in the Leader Board Report to determine which team will be targeted for elimination that day. One member of the targeted team will be sent home. The Leader Board report is a benchmark of how much money each team has earned in the competition. This is a very high-recognition sponsorship.

### Benefits of Sponsorship:

- Name mentions whenever the Leader Board is discussed
- Name mentions on each team's VISA check cards
- Graphic placement on the Leader Board
- Guest Appearance in each episode (if desired)
- (3) :30 episode commercials
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$6,500**

### **Number Available:**

**1**



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## Challenge Product Placement Sponsorship

Each day contestants will compete in a challenge to determine who earns the Immunity Ring. This is an individual competition as opposed to the rest of the show which is a team competition. Each challenge will revolve around a particular product or service provided by that day's sponsor. These sponsorships are an incredible value for the exposure and will sell quickly.

### Benefits of Sponsorship:

- Extremely detailed introduction of your product or service in one episode
- The entire group of contestants and gurus work toward your goal
- Guest Appearance in (1) episode
- Name placement on the website show schedule
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$1,000**

### **Number Available:**

**21**



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## **Video Production Sponsorship**

The Video Production Sponsorship is intended to provide funds required to conduct pre-production work such as theme songs, commercials, lower thirds and other graphic elements and effects.

### **Benefits of Sponsorship:**

- Graphic placement of the ring and sponsor name on the website
- (10) :30 episode commercials
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$10,000**

### **Number Available:**

**1**



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## Restaurant Sponsorship

This sponsorship is perfect for a restaurant or other dining establishment. Each sponsorship is designed to cover all of the food and beverage expenses for our contestants, crew, and staff for a single day.

### Benefits of Sponsorship:

- Name mentions during meal breaks in episodes
- Product placement in episodes
- On-location photo shoot if appropriate
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$600 each**

### **Number Available:**

**42**



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## **R&R Sponsorship**

The R&R Sponsorship will fund the contestants need to get some rest and relaxation amidst the hard marketing work they will be doing from dawn to dusk. Contestants will treat these outings as a special treat and the sponsor will be exposed as a destination for tourists and travelers who come to Lincoln on business.

### **Benefits of Sponsorship:**

- Detailed on-location shoot for one episode
- Exposure as a destination entertainment venue in Lincoln
- (3) :30 episode commercials
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$1,000**

### **Number Available:**

**6**

The logo for 'top affiliate challenge' features three stars (blue, green, and red) to the left of the word 'top' in a blue sans-serif font. The words 'affiliate challenge' are in a black sans-serif font, with 'affiliate' in a larger size than 'challenge'.

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## **Hotel Sponsorship**

The Hotel Sponsorship is intended for a hotel or large home that can house the contestants while they work in Lincoln. The sponsor can expect repeated name mentions, logo displays, and daily on-location shooting by the crew.

### **Benefits of Sponsorship:**

- On-location shoot in every episode
- A special introduction in the show's first episode
- (10) :30 episode commercials
- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$24,000**

### **Number Available:**

**1**



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## Image Sponsorship

The image sponsorship is designed for businesses that want to be a part of the Top Affiliate Challenge buzz, but do not want to have their products featured on the show. This sponsorship is designed to give businesses of every budget size the ability to be part of the Top Affiliate Challenge experience.

### Benefits of Sponsorship:

- Rotating 125x125 Website Advertisement on all web pages
- Display advertisement in the team blog on the TAC website
- :10 commercial placement in rotation of auditions as they are submitted
- Lower third billboard in rotation of auditions as they are submitted
- Complete copy of all audition contact information
- Placement in the show's credits reel
- Press release announcing sponsorship
- Blog post announcing sponsorship
- Audio/video interview for Resources Page of website
- 2 backstage passes for the filming of the show
- Listing on the Sponsors Page of the website

### **Total Investment:**

**\$500.00**

### **Number Available:**

**25**