



Forum Outreach, Brand Rep & Social Media Proposal

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Prepared for:

Zach Roop / Dometic

Prepared by:

Edwin Morales / ClicOutdoor

From the ClicOutdoor Senior Partner's Desk:

Hi, Zach—

I would once again like to thank you for the trust and confidence that you have placed with ClicOutdoor in the design and development of your digital media assets and social media content. I, along with the entire ClicOutdoor team, promise to provide you with top-notch products and service, and we will faithfully fulfill every commitment we make. We are pleased to welcome you into the ClicOutdoor family!

From the ClicOutdoor Team:

Dear Zach,

ClicOutdoor makes several promises to each and every client and now that you have chosen to work with us you will have the commitment of every ClicOutdoor team member to do our best work and deliver a digital marketing product that will exceed your business goals and expectations.

Our Digital Media Services

Digital media services like brand/product photography and video content production can transform the perception of a business in the eyes of its consumers. The content and media you post online speak more volumes about your business and brand than you ever could. When we partner with a brand, we treat that brand as though it was our own. This is to say, that every form of digital media we develop for you is done so with your brands reputation and future in mind.

Photography & Video

ClicOutdoor uses photography to promote events, individuals, brands, products and much more. Once we receive your products, we intend to use our photography to help develop the total overall media available on your brand and products, both online and for you to use on your day-to-day operations. We strive to capture your brand and products in ways that increase sales conversion, boost brand awareness and improve consumer confidence.

With ClicOutdoor as your digital media provider and your products in-hand, we will be able to deliver a variety of the following on a monthly basis:



- Content media primarily in the form of photographs or videos;
- Videos can be provided as raw footage, how to/instructional, action and much more;
- Edited photos for commercial use with no watermarks or branding unless specifically requested;
- Photos may be posted on social media affiliate accounts, forums, photo sharing sites and more; and
- When available, videos may be posted on your branded YouTube channel or other social media accounts.

Social Media Marketing

In conjunction with our photography and video services, we use social media to promote events, individuals, brands, products and much more. Focusing primarily on online forums, Instagram, Facebook & YouTube, we intend to use the media we develop or that which you provide to help expand brand awareness. The more locations your brands and products are seen, the more they are recognized and respected. Although most of our social media efforts will be informational, visual & social, we will still tastefully strive to increase sales and overall leads.

Forum Outreach

Forums can be used to build brand awareness in a variety of ways. Forum ad campaigns, online reputation management, consumer engagement and group buys are just a few ways we use forums to build consumer confidence, brand awareness, monitor online reputation and boost sales.

Online Brand Ambassador Partnership & Management

We have experienced a great deal of success using our flagship 2014 Toyota 4Runner known on social media as “@Fargo4x4” as a social media ambassador for a variety brands and now currently have 5 flagship vehicles. As we expand on our vehicles followers and outreach, we will actively seek to simultaneously expand the following of your brand and products. At every opportunity, we will periodically showcase any future products you provide us in action on these vehicles and will strive to only display your brand or products in a positive light. On these accounts, at our discretion and when appropriate, we will endorse your brand and recommend your products as if they were our own. Additionally, we will actively seek to acquire other strategic high-return ambassadors to provide quality content, reviews and help endorse your brand online.

Website Advertisement Services

Using affiliate websites such as Nomadders.com, Team4runner.com, Ruggedpix.com and more, we can create a variety of display ads to be featured on the websites. Additionally, we offer graphic services for ad campaigns on 3rd party websites. This ensures your brand strategic real estate on our sites, leading to increases in traffic and possibly sales.

Product Reviews

Product reviews play a huge role in the online marketplace today. Using affiliate websites like Nomadders.com & Team4runner.com we can write reviews covering your brand and products. We will also strive to retrieve reviews and feedback from your clients to help build consumer confidence in your brand and products. This will expand your brand credibility leading to increases in sales.

Event Rep Services

With our fleet of vehicles and outgoing and knowledgeable staff, we have the unique ability to provide our clients with industry-leading event rep services. Do you need to get your products or booth to a specific event? Need our staff to represent your brand at these events? Interested in using our vehicles as your own? We offer event rep services that are designed to give your company an increased physical presence at events that are logistically challenging for your brand.

Marketing Program: \$2500/month

\$1500 Sign-Up Fee Waived With Sponsorship In Accordance With Brand Rep Agreement

Online Brand Ambassador Partnership, Monthly Social Media Endorsements

- Fargo4x4 IG account
- TorconTRD IG account
- TopsideFJ IG Account
- DestroTRD IG Account
- GXAdventures IG Account
- Radventure4 IG Account
- Ruggedpix Facebook & IG account
- Team4runner Facebook & IG account
- Team4Rpro IG account
- Nomadders IG Account

Photography & Videography Services

- Product Photography (event, local, scenic, informational, social & more)
 - *15-25 shots monthly minimum*
 - *Two 30 sec short videos (twice yearly)*
 - *Will be posted on our social media channels and can be made available to you for use as you see fit.*

Instagram & Facebook Page Management & Assistance

- Facebook/IG Graphic Design
 - *For use on our channels or yours. Ex: Product giveaways, event announcements, etc.*
- Instagram Story Take Overs (at events or on trips, etc)
 - *Across our channels and any of your channels that we have been granted access to.*
- Facebook live streams (at events or on trips, etc)
 - *Across our channels and any of your channels that we have been granted access to.*
- Instagram Posting 5-10 a Month, Minimum
 - *Across our channels and any of your channels that we have been granted access to.*
- Social Networking & posting on groups, pages, etc. (Targeting 75+ Facebook Groups)
 - *Giveaway announcements, new product releases, event announcements, consumer engagement on product questions and more.*

Product Reviews

- We will provide 1 review for each product you provide on both Team4runner.com & Nomadders.com and all future sites we launch this year. (TRD Lifestyle, Expedition Equipped, Overland Nation, etc.)

Forum Outreach

- T4r.org Build Thread and Install Thread
 - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- Tacomaworld.com Build Thread and Install Thread
 - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- FJCruiserForums.com Build Thread and Install Thread
 - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- Rav4World.com Build Thread and Install Thread
 - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- Expedition Portal Build Thread and Install Thread
 - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- Dometic Forum Account Management
 - Includes:
 - Generally monitor product and brand related announcements and discussions
 - Encourage and engage with forum members on a weekly basis
 - Drive an interactive discussion surrounding announcements, news, questions, ideas, recommendations and more.
 - Lightly facilitate and encourage discussion participation.
 - Monitor reputation and combat misinformation.
 - Support dealers
 - Assist with technical support
 - Build connections while fostering a Dometic community of brand enthusiasts.
 - Host monthly think tank sessions with Dometic staff to discuss forum strategy and feedback.
- Using our current personal accounts we will drive a non spammy, positive narrative surrounding Dometic products and brand as a whole.
- ClicOutdoor will act as your forum admin and liaison.

Event Services

- In Accordance With Brand Rep & Sponsorship Agreement

Online Brand Ambassador Acquisition Assistance

- Assist in acquiring additional strategic ambassador relationships
- Assist in coordinating ambassadors when requested.
- Utilize ambassador provided content on social channels and forums when appropriate

Website Advertisement Space

- Ad on Ruggedpix.com
- Ad on Nomadders.com
- Ad on Team4runner.com
- Ad Graphic Design for 3rd Party Ad Campaigns
 - Ex: Forums, Blogs etc.



Graphic Design Services

- Sales Graphics, Social Media Graphics, Print Graphics, etc.

Brand Rep & Sponsorship Program

Your sponsorship of our vehicles and team and your enrollment in our brand rep program demonstrates a level of commitment that we intend to not only match but double, both in our efforts and in your ROI. I, along with the entire ClicOutdoor team promise to provide a service that is unmatched, and we will faithfully fulfill every commitment we make. We are pleased to welcome you to the ClicOutdoor family!

How Does It Work?

Our brand rep program is designed to function as a direct extension of your business and provide your company strategic, logistical and financial advantages that improve your ability to expand your brand's presence and support your marketing initiatives. Our brand rep program can be broken down into four phases which help us outline expectations and serve to expedite results.

- **PHASE 1 – PRODUCT RECEIPT & INSTALLATION**
- **PHASE 2 – PROMOTIONAL & INFORMATIVE MATERIAL ACQUISITION**
- **PHASE 3 – BRAND/PRODUCT TRAINING & FAMILIARITY**
- **PHASE 4 – SHOWCASE, EDUCATE & PROMOTE**

Phase 1: Product Receipt & Installation

Working as one with your team, we will coordinate with your company to facilitate a smooth and safe transfer of your products to our team and perform an immediate product inspection to ensure the products are complete and in the expected condition. We will ensure they are installed properly and in a timely fashion.

Phase 2: Promotional and Informative Material Acquisition

Consulting with your team, we will ensure we fully understand your sponsorship objectives and formulate a battle plan to efficiently acquire any and all promotional or informative material needed to deliver maximum value and exposure for your company. Should these materials not be available initially, we can help facilitate the design and development of these materials for your company within the confines of your budget.

Phase 3: Brand/Product Training & Familiarity

Using your promotional material, conference calls and with the advantage of having your products in our possession, we will quickly work to familiarize and train our team on every detail of your products and brand as a whole within the first 3-6 months. More importantly, we will research and collaborate with your team to ensure we fully understand the full spectrum of your core customer base and familiarize ourselves with their interests, concerns and their expectations.

Phase 4: Showcase, Educate & Promote

Last but not least, it's time to showcase, educate and promote. As sponsored Brand Reps, our team and our vehicles will strive to ensure your brand, products and name is portrayed and represented with professionalism and integrity. We pride ourselves on our ability and willingness to go to great lengths to ensure we support our client's objectives and goals. From showrooms to off the grid events, we get dirty with the best of them and clean up well when necessary if it means getting your products and brand in front of your ideal consumer.

Our team does not only study all of your provided material; we use and live the lifestyle of your consumer. The consumers in your industry have a variety of needs and mindsets when they meet with us. Some come to events to be entertained, some seek to learn more and surround themselves with like-minded people and enjoy the tight-knit community aspect of your industry, some are looking to solve a problem or improve their situation, gear or product experience—the list goes on. We pride ourselves in identifying their needs and concerns effectively and quickly move to address them appropriately ensuring we build consumer confidence and loyalty at every opportunity. Understanding your consumers' expectations and concerns play a mission-critical role in our effectiveness to promote your brand and products.

Core Sponsorship Objectives

Every client is unique and different, but there are always a few core sponsorship objectives that are universal:

- **Increase brand loyalty and boost consumer confidence;**
- **Expand overall brand presence, brand awareness and brand recognition;**
- **Drive retail traffic;**
- **Support industry initiatives;**
- **Capture sales leads;**
- **Increase sales;**
- **Showcase products and services; and**
- **Integrate and interact with consumers on a grass roots level.**

Therefore, our goal is to link your consumer's needs, concerns and expectations with your sponsorship objectives to ensure the success of your brand's marketing initiatives.

Reach, Frequency & Relevance

Dependent on your sponsorship investment, budget and marketing goals, we will collaborate with your team to strategize and identify a variety of exposure opportunities that will boost the reach and influence of your brand. Using our combined knowledge of the consumers in your industry, we will look to ensure that these opportunities for increased brand exposure are both relevant and strategic. Taking into account logistics, expenses, budget, relevance, and opportunity, we will work with your team to determine the rate and frequency in which we will target and pursue these opportunities for brand exposure.

□ Brand Rep Package

Brand Rep Responsibilities

- Attendance at 2 organized events of our choice. (minimum)
(i.e.: T4RX Events, Overland Expo East, Lone Star Toyota Jamboree, Fjsummit, etc.)
- Sponsor may suggest different events. Above events are examples.
- Attendance at 2 local events of our choice.
(i.e.: Bruderfest, Morris 4x4 Jeep Meet, Local Group Rides, etc.)
- Storage and transportation of any provided promotional & informational material.
- Installation and maintenance of sponsored products.
- Event and product photography.
- Events may not be monthly, above represents yearly numbers.
- Per this agreement all sponsored products are donated for marketing use. Sponsor understands these products will not be returned and all transactions are permanent.

Sponsor Responsibilities

- Sponsor will be responsible for product related expenses including shipping, etc.
- Sponsor will be responsible for additional event registration costs, when applicable.
- Sponsor will be billed a flat rate of \$2500 per vehicle (Covers up to 4 days) towards overhead and travel related expenses.
- Sponsor will be billed our discounted per diem rate of \$350 per additional day, per vehicle when applicable.
- We recommend a company representative at each branded domestic booth if possible.
- If enrolled in one of our monthly or yearly marketing packages, sponsors per diem rate will be locked at the discounted rate above. If not enrolled sponsor will be billed our per diem rate of \$550
- Sponsor must provide written event approval prior to billing.

The ClicOutdoor Client Promise

At ClicOutdoor we take our clients and our commitments very seriously. In fact, we make several promises to every client. We put them in writing and back them up with specific guarantees. With regard to the above-stated services, these are our promises to you, our valued client:

1. We promise to provide you all media and perform all services in a turn-key fashion.
2. We promise to listen to you, understand your objectives, and respond in a clear and easy-to-understand manner.
3. We promise you an initial consultation with a senior executive member of the ClicOutdoor management team.
4. In choosing to work together, we promise to communicate with you on a level that you will understand and discuss the process and procedures to be followed in simple terms.
5. We promise to respond and communicate with you in a timely fashion.
6. We promise to review and analyze your business and objectives in our exclusive management “Think Tank” sessions attended by all ClicOutdoor members. We will report back to you with suggestions on how to improve your business and be more profitable.
7. We promise to deliver an extraordinary value, a world-class experience and consistently attempt to exceed your expectations.