



# Event Outreach, Content Development & Marketing Campaign

February 24, 2020

**Prepared by:**

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## ***From the ClicOutdoor Senior Partner's Desk:***

We 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:***

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.

**Agreement is valid through the end of the calendar year (December 31, 2020)  
Sponsor agrees to notify team of intent to renew agreement by September 1, 2020.**

## **Event & Marketing Campaign Goals:**

- 1.) Promote and reinforce a new narrative surrounding Firestone products, enhancing brand and product exposure centering around the great outdoors.
- 2.) Generate a diverse array of product and lifestyle content featuring the Firestone Adventures build
- 3.) Build hype and social chatter leading up to and after the event.
- 4.) Boost consumer confidence in your products and continue to develop that confidence in as a whole by using organic real life outdoor experiences, focusing not only on your products but more so on where the your products enable people to go.
- 5.) Incorporate Firestones heritage and highlight product dependability, reliability and performance when applicable.



# Destination Outdoor (NC, GA or IN)

## Presented by Firestone

Hosted by Team4Runner, in Association with CBI

Hosted by off road adventure enthusiasts and open to all 4x4 makes and models and 100% free to all attendees, Destination Outdoor seeks to promote and empower vehicle owners regionally to explore and enjoy the great outdoors. From local off road trail systems, to hiking, biking, kayaking, camping and more this event seeks to develop the next generation of outdoor enthusiasts. We intend to accomplish this using the following activities:

- Ride Rite Build Unveil
- Firestone Tires Trail Run Demos
- Trail Clean Up Challenges
- Multi-Vendor/Brand Giveaways
- Local Car Club Sponsored Barbecue
- Exclusive Unveils & Outdoor Product Demos
- Group Camping
- Custom Vehicles on Display



Above represents initial ideas and concepts but are not written in stone\*

### Primary Event Partner Requirements

- Provide any and all branded promotional material you desire or need. (Ex: Bags, Stickers, Brochures, Patches, Handouts, etc.)
- Provide a tire giveaway at each event.
- Additional assistance may be required and will be disclosed as we discuss and further plan this event.

### Event Sponsor Package - (Title Sponsor)

\*Additional lower tier packages available. Based on your budget we can adjust our deliverables accordingly to help accommodate you. \*

#### Included in Event Partnership

- Giveaway Announcement Graphics & Promotion
- Logo on website
- Logo on any event ads made
- Promo Video Mention on Credits (top placement)



- Guaranteed display of our build, both parked for viewing and in action during the trail ride demos portion of the event
- Logo on select signage at the event or display of any signage you have provided
- Post-event report and/or think tank session to discuss an overview of each event.

## Marketing Campaign

**3 months total. 1 month before the event, the month of the event and the month following the event.**

### **Social Media Features – (3-5 dedicated posts and stories a month)**

- Social media features across 15+ accounts
- 3-5 dedicated posts and stories a month minimum
- 2 Million impression guarantee
- 2-3 Instagram Carousel Ad Features (Swipeable Posts)  
\*Leading up to the event when posting misc. videos or photos in carousel form to our feed, we will feature @RideRiteAir when appropriate, using an in-photo or in-video tag and related image.

### **Instagram Takeover During Event**

- On @RideRiteAir or your desired Instagram account

### **Videography**

- Dedicated feature in the 45 second - 1 minute event promo, filmed by our team, showcasing the event and contributing sponsors. To be used as promotional material for future events.

### **Photography**

- All photography generated at the event will be edited and made available to your team. (100+ Photos Guaranteed)

### **Reviews /Articles**

- Guaranteed review/article on DestinationOutdoor.com for applicable products that have been provided on our builds.

### **Website Advertisement**

- Guaranteed featured ad space on our websites: Team4runner.com, WheelingWithDogs.com, Nomadders.com, DestinationOutdoor.com



## T4R Experience 2020

Hosted by Toyota enthusiasts but open to all 4x4 makes and models, the T4R Experience seeks to highlight the best that each state has to offer as part of a mobile four-phase model: Meet, Ride, Clean, Camp. Each Experience is showcased through HD quality videos and pictures, capturing trails, friendship and prizes. Be part of the evolving adventure and experience it for yourself at a state near you!

The general plan is to Meet, Ride, Clean & Camp.

- Meet: We want to connect people in each state with similar interests in a classic parking lot-style meet.
- Ride: Lead or join a local group into a local or regional trail ride that is unique to their state and/or area.
- Clean: Incorporate a "tread lightly" or otherwise socially responsible component to both the trails we ride and the campsites we choose and conduct a trash clean up.
- Camp: Close the day by enjoying a night of camping, raffles and overall community.

### Includes

- 3-5 T4RX events per year
- 50-100 photos. High-quality, Commercial use photography.
- Guaranteed 5-10 Second Brand or Product Feature Per Event Promo Video
  - **With a guaranteed minimum of 25,000 views across our channels per video.**
- Promo Video Mention on Credits (top placement)
- 3-5 Instagram takeovers on your channel - 1 for each T4RX event
- Logo on website ([www.t4rexperience.com](http://www.t4rexperience.com))
- Logo on event ads
- Active promotion as industry/event supporter
  - (5-6) posts a month
  - Dedicated Instagram story shout outs
  - Dedicated Instagram and Facebook posts (prior to event and during)
- Giveaway Announcement Graphics & Promotion
- Logo on signage at event or display of any signage provided
- Handouts at meet up table
- Handouts in each gift bag
- Larger logo on event ads



- Guaranteed display of your products on our builds, both parked for viewing and in action during the trail ride portion of each event
- Post-event report and/or think tank session to discuss an overview of each event.
- We agree to provide storage and transportation of any provided promotional and informational material.

### Included Event Related Social Media Features

- Leveraging our social media influence, we will promote your build through organic outreach, Instagram features and endorsements using your desired hashtags and brand shout outs, averaging at least seven posts a month across our accounts on Instagram and Facebook.

#### Instagram

- @Team4Runner - @T4RExperience - @RuggedPix
- @TrailsandTrucks - @FirestoneAdventures - @OverlandNation

### Primary Platinum Partner Requirements

- Provide a giveaway for each event for the life of this agreement for use with our event promotion.
- Provide any and all branded promotional material you desire as requested or needed. (Ex: Bags, Stickers, Brochures, Patches, Inserts for Handouts, etc.)

## Marketing & Exposure Campaign Package 1

### Vehicle Acquisitions

- 4Runner (Flagship Firestone Adventures Build)
- Truck Build (Ram or Tundra, or something comparable)

Developing build pages and leveraging their newly added social media influence, we will promote your products through organic outreach, Instagram features and endorsements using your desired hashtags, brand shout outs and through event exposure.

### Diverse Product Content- (Photography & Videography)

- Using the new vehicles above we will be able to assist in the development of promotional and organic lifestyle content surrounding not only the applicable tire lines but also Ride Rite products. A minimum of 100 edited photos.
- 2, 15 second build centric short promo videos

### Instagram & Facebook Page Management & Assistance (@rideriteair)

- Facebook/IG Graphic Design
  - *For use on our channels or yours. Ex: Product giveaways, event announcements, etc.*
- Instagram Story Takeovers (at events or on trips, etc)
  - *Across our channels and any of your channels that we have been granted access to.*
- Instagram Posting 10-15 a Month, Minimum
  - *Across our channels and any of your channels that we have been granted access to.*

### 2019 Social Media Features – (5-6 total dedicated posts and stories a month)

- @FirestoneAdventures - @OverlandNation - @Team4Runner - @TrailsandTrucks



### 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

## Package 2 - Includes Package 1

### Diverse Product Content (View Below)

- (3) edited 30-second to 1-minute lifestyle-centric promo videos covering agriculture, adventure, off road, & more (For use at events, on social media channels and more.)
- (2) edited 30-second to 1-minute promo videos surrounding the builds mentioned above. *(Includes 1-2 IGTV videos)*

### Instagram & Facebook Page Management & Assistance (@rideriteair)

- 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.

### Events

- Destination Outdoor & T4R Experience, Local.

### Graphic Design Services

- Social Media Graphics (FB, YouTube, IG) covers enough graphics for a 2020 initial revamp of your social media accounts.

### YouTube Management & Assistance

- Upload and promotion of above mentioned videos as they are created + any additional past or present videos

### Website Advertisement

- Guaranteed featured ad space on our websites: Team4runner.com, WheelingWithDogs.com, Nomadders.com and our future sites (OverlandNation.com, ExpeditionEquipped.com, TrailsandTrucks.com) until December 31, 2020.
- Reviews across our sites.

## Entry Level Package Price

Agreement is valid through the end of the calendar year (December 31, 2020)  
 Sponsor agrees to notify team of intent to renew agreement by September 1, 2020.

### Package 1: \$25,000

- Includes all services listed above.
- Includes continued use and promotion of a branded 4Runner build.
- Payment terms will be Net 30 after receipt of invoice, via check or ACH deposit.

### Package 2: \$50,000

- Includes all services listed above.
- Includes continued use and promotion of a branded 4Runner build.



- Payment terms will be Net 30 after receipt of invoice, via check or ACH deposit.

## Additional add-ons, available for an additional price, as listed below

**Videos - All videos selected below will be promoted across our channels for added value.**

- 45sec-1min promo Fishing Outdoorsman Style Promo
- 45sec-1min promo Hiking Outdoorsman Style Promo
- 45sec-1min promo Boating Outdoorsman Style Promo
- 45sec-1min promo Camping Outdoorsman Style Promo

## 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.