

LADIES OF VENUS

GILLETTE PRODUCT LAUNCH EVENT



WA CANCER COUNCIL

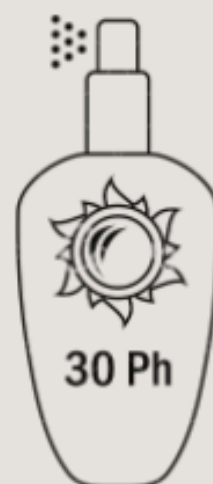
SPONSORSHIP PROPOSAL

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PROTECTING FROM SUN DAMAGE IS THE
FIRST STEP TO HEALTHY SKIN.



48% OF WA
ADOLESCENTS
CONTINUE TO FAVOUR
A SUNTAN, WITH
MORE FEMALES
ATTEMPTING TO TAN
THAN MALES. ON
AVERAGE 20% OF WA
ADOLESCENTS WERE
STILL GETTING
UNBURNT ON SUMMER
WEEKENDS.



THE WA CANCER COUNCIL

Overview

Gillette Venus is running a product launch that the WA cancer council would be particularly interested in, as we aim to promote skin health and awareness to our audiences of young Australian women.

P&G Gillette Venus aims to celebrate women's confidence through our campaign "My Skin, My Way". We recognise that women's skin have been subjected to 'skin rules' or expectations for many decades, which have been damaging to women's self confidence and identity.

We value femininity, confidence and quality. Our mission is to supply smooth, sleek and premium razors to women while reshaping the view of feminine beauty. Through our products we ask women to reveal the goddess within them.

Gillette Venus focuses on the goal of healthy skin without societal restrictions. Our company line allows women to shave under their own choice with razors that protect and moisturise the skin.

Venus has been supplying these razors to women since 2001. Selling thousands of razors a year, under our Australian branch we are particularly interested in young women's skin health and protection.

However, we recognise that the first step to healthy skin is protection from sun damage. As Australian summer sun is particularly damaging, we would like to provide education and awareness around sun protection and skin health to our key audience of young women.

As our customers seek skin health and beauty their way, we wish to supply this and it starts with keeping skin healthy and untouched by UV rays. We invite the WA Cancer Council to reach our audiences by sponsoring our event.

Our new product launch event 'Ladies of Venus', invites young women and influencers to attend a Renaissance themed experience, on the West Australian coast at the beginning of summer.

This sponsorship proposal seeks to gain a cash sponsorship to offset the costs of this launch event. In turn, supply the WA Cancer Council with a direct link to our audiences at the event, and opportunity for an awareness campaign paired with our brand event.



Target audiences accessible

The four target audience niches that can be accessed via this opportunity include; West Australian women Venus customers, young women ages 18-35, female influencers, and athletes.

West Australian women Venus customers

The psychographics of this audience are:

- They care about skin health and safety
- They care about quality products
- They care about beauty
- They value the outdoors
- They like the summer and sun
- They have a lifestyle of working, relaxing or building a family
- Many are mothers and care about the safety of their children
- They care about educating their children in skin health
- They care about Australian brand products
- Many are interested in tanning



This target audience is accessed through both online marketing, as well as attendees to the product launch event.

This audience's traits align with both Gillette and Cancer Council goals. As they care highly about skin health and protection of both themselves and their children, the Cancer Council awareness campaigns would be of best interest to this audience.

Young women (ages 18-35)

The psychographics of this audience are:

- They care about skin health and skin routines
- They care about quality products
- They care about beauty
- They value the outdoors
- They like the summer and the sun
- They have a lifestyle of working, relaxing and exercising
- They value smooth healthy skin
- Many are interested in makeup
- Many are interested in tanning



This target audience is accessed as event attendees to the product launch event. They are further accessed by online marketing through social media.

This audience is a key target for Gillette's event as the main customers and people of interest with the brand. As a group that cares highly for skin health and care as well as spending a lot of time outdoors and in the sun, this audience should be of key interest for Cancer Council awareness campaigns.

Female influencers

The psychographics of this audience are:

- They care about skin health and skin routines
- They care about quality products
- They care about beauty
- They value their audience/followers
- They seek out 'instagrammable' opportunities
- They seek sponsorships
- They seek business opportunities
- They have a working and fitness lifestyle
- They have a 'photo ready' lifestyle
- They are interested in catering to their audience
- Many are interested in makeup
- Many are interested in tanning
- Many are interested in promoting health



This audience is accessed via the Gillette product launch as they are many of our attendees as well as our key speakers and event guests.

This audience is of key interest to both Gillette's event and the Cancer Council. As women highly interested in skin health and beauty as well as a healthy lifestyle, they promote these values to greater secondary audiences. The Cancer Council awareness campaigns would be of great interest to this audience as not only do their values align but a much wider secondary audience is further reached.

Athletes

The psychographics of this audience are:

- They care about skin health and skin routines
- They care about quality products
- They care about physical health
- They care about fitness
- They care about diets and healthy foods
- They value the outdoors
- They spend a lot of time in the sun
- They have a lifestyle that consists of exercising and training
- They are interested in promoting healthy lifestyles



This audience is accessed via the Gillette product launch as key influencers invited to the event. Additionally Brianna Throssell, a famous WA athlete, will be a key speaker at the event.

This audience is of particular interest to both Gillette's event and the Cancer Council's awareness campaigns as athletes care highly about skin health and safety while having an active lifestyle outside in the sun. Awareness of sun safety reaches not only the athletes attending the event but their many followers as a secondary audience.

Exclusive sponsorship: \$5000

By sponsoring this event you gain exclusive access to our target audiences, customers and event attendees. Choosing to sponsor us, your sponsorship will include:

1) Pre-event social media awareness

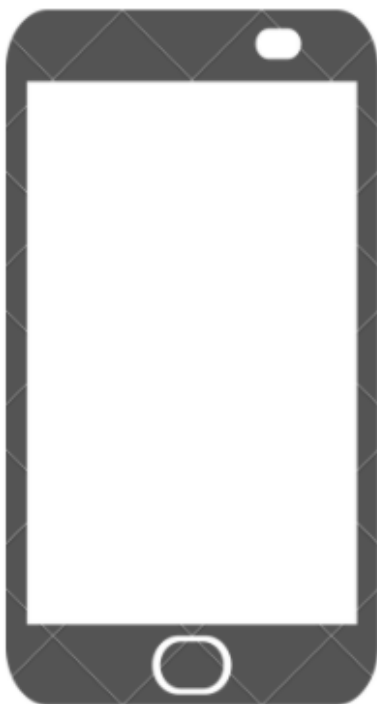
This aspect includes:

- Marketing posts on Gillette social media platforms
- Inclusion on Gillette sponsor list
- Cancer Council description on event website
- Access to Press list 2 weeks before the event
- Sponsor labels and company logo placement on promotional posts
- Invitations will include logo placement and mention of sponsor
- Three social media posts about sun and tanning awareness pre-event
- Logo included in emails
- Guest list provided 2 weeks before event



The pre social media awareness aspect of this sponsorship ensures that the Cancer Council will be clearly recognised as a sponsor for this event.

The WA Cancer Council logo will be included on social media posts about the event, on the Gillette sponsor list, and on invitations and emails. This advertises the event as clearly sponsored and supported by the WA Cancer Council. This logo placement will reach all our previous mentioned target audiences.



This sponsorship also includes a Cancer Council description, mention and/or quote on the event website. Accompanied by the logo this is the first official introduction as a sponsor to the event. Additionally the Cancer Council will be provided with three social media posts alongside event marketing posts. These social media posts will further recognise you as a sponsor and be used as part of the awareness campaign.

Finally, access to the press list and the guest list will be provided 2 weeks before the event. This gives access to reach out to press and influencers attending the event for further reach to secondary audiences. This will provide exclusive access to the attendees and potentially their followings.

2) On site event awareness

This aspect includes:

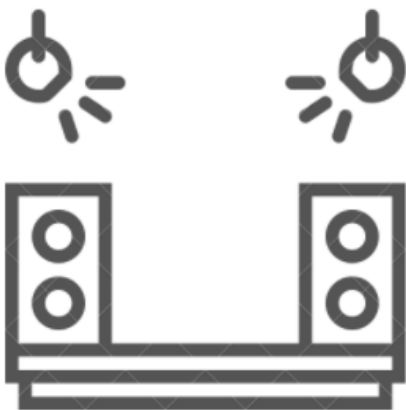
- Company logo inclusion on key event photo opportunities and decor
- Logo included on our 'birth of venus' photo wall
- A mention and thank you from the key speaker
- A three minute speech allocated during the event
- A booth provided for the Cancer Council awareness table
- 2 products of choice allocated for gift bags
- A 200 word awareness paragraph included in brochures
- An activity for the event of choice included



The on site event awareness aspect of this sponsorship ensures that the Cancer Council is engaged with at the event. At the event you will have access to our attendees, influencers, key speakers and athletes as well as press.

Firstly upon arrival, the event decor and photo opportunity sections of this event will be accompanied by the Cancer Council logo. This will include our famous 'Birth of Venus' instagram wall which will be one of the main aspects of our guest experience.

Included as part of the event, the Cancer Council will be provided a booth or awareness table as an aspect of the event location.



As our event begins, our keynote speaker will include a mention of our sponsor as well as a thank you. This will be followed with three minute speech inclusion for a speaker for the Cancer Council. This speech can be anything the sponsor wishes to present. Of course this will be accompanied by our stage including, lights, sound and screen for any presentations.

As an additional part of our event, there will be several activities running, ranging from instagram walls, to competitions, to themed cocktails. As a sponsor for this event another activity of your choice will be included.

Finally, to conclude our event, guests will receive a gift bag as a parting gift. As a sponsor, you will be given a space for 2 products of your choice to include in this gift bag. We recommend a suncream as well as a brochure.

As part of our brochure we are provided, we are giving our sponsor a 200 word awareness paragraph included.



3) Post-event social media awareness

This aspect includes:

- promotion on social media outlets post event (1 post per social media platform)
- A grand thank you post a month after the event to all attendees including our sponsors
- Post event benefit metrics
- Influencer social media posts with included logo
- Feature mention from our keynote speaker Brianna Throssell on her social media
- A follow up mention on the event website

The post-event social media awareness aspect of this sponsorship aims to wrap up both the event and the sponsorship. This aims to give a final reach to our target audiences as well as further promote content to secondary audiences through our influencers post.

To conclude our social media marketing, the sponsor will be provided with 1 post per our social media platforms. Additionally our final social media post will be a grand thank you to our attendees and sponsors. This will again include the Cancer Council logo and a mention from Gillette.



To conclude our event website, a follow up sponsor mention will be included on the home page.



To continue to reach our target audiences, a future mention will be provided by our keynote speaker Brianna Throssell. She will provide a social media post to thank our sponsor and further bring awareness to the WA Cancer Council.

Additionally the influences attending the event, at this time post-event, will be posting their photos. These photos will include the logos placed at the event photo walls as well as the activity provided by the Cancer Council. These posts will reach secondary audiences of these influencers and connote to spread awareness of the sponsorship.

Finally, post event benefit metrics will be provided to the sponsor to ensure a return on investment and open communication.



Bonuses

For ensured value of your sponsorship we have included a list of bonuses should you choose to accept this sponsorship plan. These bonuses include the following:

VIP early notice and exclusive access to sponsorship opportunities to future events

This bonus ensures exclusivity and a strong relationship with the Gillette brand. Should you choose to sponsor this event, Gillette will make sure that any future events we run in WA, you will be contacted before other potential sponsors.

Feature placement on our website

During our start, beginning to run and promote the event, to the end and months until the end of the year, your logo will be featured on our event website as a key sponsor for our product launch event.

Follow up post event benefits

After the event, your sponsorship will receive post event benefits. These will include posts from our attending influencers which will reach secondary audiences and further spread the awareness campaign

Access to our target markets

As a sponsor we ensure you will receive access to our target markets for this event, these target audiences include the attendees, influences, key speakers, athletes and any secondary audiences such as influencer followings, and our buying customers.

A la carte opportunities:

Frame photo:

The Cancer Council logo will not only be placed at our key photo opportunities, but if you wish you can be supplied with your own. A large photo frame next to your booth for instagram opportunities.

Event styling:

As influences will be attending this event, we will be supplying a complementary stylist for anyone wishing to have their makeup done prior to the event. Should you wish to sponsor us these stylists will wear your company logo on their shirts.

Bar themed drink:

As a key aspect of our event we have themed cocktail drinks at our bar for the event. With your sponsorship you will receive the option to have your own themed drink of choice for guests to choose from for the second serving of drinks.

Logo shirts worn by bar staff:

Additionally staff will wear your logo on their shirts as they serve drinks.

Investment

Choosing to sponsor our event, your return on investment is of utmost importance to us.



Upon research of your brand we understand that you aim to advocate for sun protection and education through events and awareness campaigns.

As our product launch event aims to sell our message of healthy skin for young women, our values as companies align. Our target audience of young women and influences attending the event is of further interest as many of these individuals are prone to sun tanning, which does not align with what both our brands preach. Accessing this market we believe is perfect for your campaign against tanning and for sun protection education as this targets our key audience as well as complements both our brands.

In return for your \$5000 sponsorship we are estimating an awareness reach of 10,000 individuals.

150 guests will be attending this event, 75% of these guests are influencers. After accounting for both the guests and their secondary audiences after their social media posts, we believe a minimum of 8,000 individuals will be reached with your awareness campaign. The additional 2,000 people will be reached through our social media marketing posts for the event.



With this in mind we believe your return on investment will be worth this sponsorship opportunity.

Additional value is added through our bonuses, especially our VIP sponsorship access and future access to our target audiences.

30 days from the conclusion of our event, you will be provided with a sponsorship post event report to ensure clear communication about your investment outcomes of this event.