



Updated 8-22-08

## SEEKING SPONSORSHIP

Each year, the TEXAS BIKINI TEAM travels to Nassau, Bahamas for our Grand Finals competition & photo shoot. For the 18<sup>th</sup> year, it is held at the Wyndham Hotel & Crystal Palace Casino, Oct. 1-6, 2008. The TBT provides hotel accommodations & meals for all contestants/models & staff for the duration of our Grand Finals event. However, it is up to the contestant/model to get her airfare.

In today's world, many young women are going to school, working to pay for school & striving to achieve success in the modeling & entertainment fields, the cost of airfare can be a challenge to a young woman.

So, to help these young women fulfill this opportunity, we suggest they seek sponsorship to help with the cost of getting to Nassau, and/or reimburse various miscellaneous items needed for beauty pageants (*such as deposits, extra meals, dresses, shoes, beauty items or other requested items, etc.*).

By encouraging our contestants/models to seek sponsorship, they are challenged to:

- meet business people in a business environment
- present an opportunity that is a win/win for both &
- build marketing skills needed in the real world.

It is as simple as informing a potential sponsor that their sponsorship not only places an ad directly in the public's eye, at point of sale appearances by the team, but does so every weekend across the U.S. for the first 12 weeks of the year! Even better, the TBT is seen by 2.5 million fans each year! All the while, the model is given a chance to achieve her goal of being in the public eye working as a promotional model.

Basically, the sponsor selects a level of sponsorship, pays the fee for the ad in the 2009-10 TBT calendar & the contestant/model is paid a portion of that fee as a payment for the sale, which she will apply to the cost of her airfare. Here are some ideas on sponsors:

Car Dealerships	Beer Distributors	Tanning salons	A Friend's Company	Clothiers
Furriers	Beverage Companies	Dermatologists	Hair Salons	Beauty Salons

So, for those eager to get to Nassau and wanting help with airfare, I challenge you to seek out a sponsor now! As soon as we receive the sponsor agreement & payment, we will pay our travel agent for her airfare, up to \$350.



You don't have to get an advertising sponsor, but if you do, it must be completed by September 30, 2008 so that we may get logos and wording to our graphic artist & printer.

### **EARLY SPONSORSHIP!**

If you get a sponsor by September 30<sup>th</sup> you will receive the following points added to your swimsuit score in the Bahamas!

Bronze	3 points
Silver	5 points
Gold	7 points
Platinum	10 points

Keep in mind that sponsors can be family, friend or business related. **When you get a sponsor**, you can offer to work in their place of business or home for a few hours, partial day or full day depending on the amount they sponsor you for. **If you make the team**, you can offer an autograph signing at their business in the future.

**Past sponsors** have included beauty salons, beer distributors, car dealerships, clothing stores, dentists, jewelry stores, tanning salons & even pawnshops. **Possible new sponsors** could be plastic surgeons, dermatologists, laser hair removal salons, clothing stores, etc.

I've enclosed advertising sponsor information for your use. If you get a sponsor you can give them a copy of the ADVERTISING SPONSOR AGREEMENT only.

Good Luck!  
Dawn Waggoner-Director



## HOW SPONSORSHIP HELPS EVERYONE

### THE SPONSOR RECEIVES:

1. Advertisement in an internationally distributed calendar by:
  - a. Being mentioned on the page of the model they sponsor
  - b. Getting a 2"x 2" advertisement of their company logo on the model's calendar page *(of the higher sponsorship levels).*
2. A certain number of posters/calendars *(depending on sponsor level)* that can be used by the model to promote a special event of sponsor's business *(such as a grand opening of a second location, a holiday sale, a celebration for # of years in business, etc.)*
3. A tax write off for donating to the sponsorship of a contestant.
4. Three of the four levels of sponsorship allow the sponsor to get FREE hotel room in Nassau, Bahamas during the TBT event, Oct. 1-6, 2008.
5. Let's not forget that with the upper two levels of sponsorship, the sponsor gets to be a judge the National Finals, Oct. 3, 2008!

### THE CONTESTANT/MODEL RECEIVES:

1. Airfare paid *(up to \$350)* on all levels of sponsorship
2. Contestant Registration fee paid on upper two levels of sponsorship
3. Develop promotional/sales skills when seeking a sponsor. *(Be sure to take the TBT calendar with you when speaking to a potential sponsor to show as an example of previous sponsorships & quality of product.)*

**If needed please have your sponsor call our office or my cell .** I will be happy to go over anything with them and answer their questions. Also, be sure to get the sponsors address & phone so we can follow up with a calendar & poster or any further information they may need to make a decision to sponsor you.

And finally, . . . don't get frustrated if you have to tackle several businesses before you make a sale. Just remember the most businesses are at the end of their advertising budgets because we are in the last quarter of the year. So, you need to stress the fact that their ad will be in front of tens of thousands to millions each year!

Also, once you make the team, start seeking a sponsor for the next year. If you approach sponsors at the beginning of the year, their budgets are bigger, so your chance of success will be higher.

Double good luck!



## TEXAS BIKINI TEAM

### Advertising Sponsorships for 2008 Calendar

The following is a breakdown of the advertising sponsorships as described in the agreement form. We are happy to speak with any potential sponsor if needed.

<b>BRONZE LEVEL \$750</b>	
<p><b><u>Sponsor gets:</u></b>            Name on border of picture of model in calendar            25 calendars &amp; 25 posters</p>	<p><b><u>Contestant gets:</u></b>            Registration fee paid            2 points added to total score            \$325 towards her airfare to Nassau</p>
<b>SILVER LEVEL \$1500</b>	
<p><b><u>Sponsor gets:</u></b>            FREE hotel room @ Wyndham (3 nights-4days during TBT event Oct. 1-6, 2008)            1" x 2" ad space in calendar            Name on border of picture of model in calendar            50 calendars &amp; 50 posters for 1 hour autograph signing @ business by contestant</p>	<p><b><u>Contestant gets:</u></b>            Registration fee paid            3 points added to total score            \$325 towards her airfare to Nassau            \$175 commission</p>
<b>GOLD LEVEL \$2250</b>	
<p><b><u>Sponsor gets:</u></b>            FREE hotel room @ Wyndham (4 nights-5days during TBT event Oct. 1-6, 2008)            Be a judge at Nationals in Nassau, Friday – Oct. 3, 2008            1" x 2" ad space in calendar            Name on border of picture of model in calendar            75 calendars &amp; 75 posters for 1.5 hour autograph signing @ business by Contestant</p>	<p><b><u>Contestant gets:</u></b>            Registration fee paid            4 points added to total score            \$325 towards her airfare to Nassau            \$375 commission</p>
<b>PLATINUM LEVEL \$3000</b>	
<p><b><u>Sponsor gets:</u></b>            FREE hotel room @ Wyndham (6 nights-7days during TBT event Oct. 1-6, 2008)            Be a judge at Nationals in Nassau, Fri Oct. 3, '08            2" x 2" ad space in calendar            Name on border of picture of model in calendar            100 calendars &amp; 100 posters for 2 hour autograph signing @ business by Contestant;            can be upgraded to a calendar release party with any/all TBT members that can attend if scheduled through TBT office</p>	<p><b><u>Contestant gets:</u></b>            Registration fee paid            5 points added to total score            \$325 towards her airfare to Nassau            \$675 commission</p>



## ADVERTISING SPONSOR AGREEMENT

Sponsorship deadlines are set before the Grand Finals in Nassau (*Oct. 1-6, 2008*) so that the model can get monies paid toward her airfare to Nationals.

However, we will accept Sponsorships all the way up to the artwork deadline of Oct. 31, 2008 and then reimburse the model when sponsorship comes in.

### BRONZE SPONSORSHIP \$750

The Texas Bikini Team agrees to provide the following for the Silver Sponsorship:

- 1) The deadline for this SPONSORSHIP is September 30<sup>th</sup>, 2008 for points.
- 2) Sponsor to receive your name as sponsor on the border of the picture of your sponsored model, i.e. "sponsored by Lone Star Beer".
- 3) Sponsor to receive 25 free calendars & 25 free posters.
- 4) Because of time restraints, sponsor agrees to waive all rights of inspection, layout, and or errors or omissions, which may occur in ads.
- 5) Sponsor agrees to hold the Texas Bikini Team harmless from any liability whatsoever from the sponsorship of the model chosen, her actions, agreements or statements, including appearances.
- 6) TBT will pay the model \$325 towards her airfare to and from Nassau Bahamas. Leaving October 1<sup>st</sup> and returning October 6<sup>th</sup>, 2008.

### SILVER SPONSORSHIP \$1500

The Texas Bikini Team agrees to provide the following for the Gold Sponsorship:

- 1) The deadline for this SPONSORSHIP is September 30<sup>th</sup>, 2008.
- 2) Sponsor will receive 50 free flip calendars & 50 posters, after printed, for a 1 hour autograph signing at business by contestant sponsored. Additional flip calendars are available for \$5.00 each, FOB Austin.
- 3) Sponsor will receive their name as sponsor on the border of the picture of your sponsored model, i.e. "sponsored by Lone Star Beer"
- 4) Sponsor ad spacing will be divided if there are two models on the page. Sponsor will receive their logo as a half tone screen, in place of ½ the Texas Bikini Team logo, on right or left, pending model placement, for your models month. The size will be similar to our logo divided by 2, for the two models, almost 2" x 2". If there is only one sponsor or one model on the page you will receive a full size 2 x 2 ad.
- 5) Because of time restraints, you agree to waive all rights of inspection, layout, and or errors or omissions, which may occur.
- 6) You agree to hold the Texas Bikini Team harmless from any liability whatsoever from the sponsorship of the model, her actions, agreements, appearances or statements.
- 7) TBT will pay the models \$325 towards her airfare to and from Nassau Bahamas. Leaving Oct. 1<sup>st</sup> and returning Oct. 6<sup>th</sup>, 2008, as well as a commission of \$175.
- 8) The deadline for ARTWORK in October 31<sup>st</sup>, 2008. If you miss this deadline, all payments to TBT or Models are forfeited and your ad may not be placed in the calendar.



- 9) Sponsor gets FREE hotel room @ Wyndham during TBT event, Oct. 2-4, 2008, if sponsorship received by Sept. 30, 2008.

### **GOLD SPONSORSHIP \$2250**

The Texas Bikini Team agrees to provide the following for the Gold Sponsorship:

- 1) The deadline for this SPONSORSHIP is September 30<sup>th</sup>, 2008.
- 2) Sponsor will receive 75 free flip calendars and 75 posters, after printed, for a 1 ½ hour autograph signing at business by contestant sponsored. Additional flip calendars are available for \$5.00 each, FOB Austin.
- 3) Sponsor will receive their name as sponsor on the border of the picture of your sponsored model, i.e. "sponsored by Lone Star Beer"
- 4) Sponsor ad spacing will be divided if there are two models on the page. Sponsor will receive their logo as a half tone screen, in place of ½ the Texas Bikini Team logo, on right or left, pending model placement, for your models month. The size will be similar to our logo divided by 2, for the two models, almost 2" x 2". If there is only one sponsor or one model on the page you will receive a full size 2 x 3 ad.
- 5) Because of time restraints, you agree to waive all rights of inspection, layout, and or errors or omissions, which may occur.
- 6) You agree to hold the Texas Bikini Team harmless from any liability whatsoever from the sponsorship of the model, her actions, agreements, appearances or statements.
- 7) TBT will pay the models \$325 towards her airfare to and from Nassau Bahamas. Leaving Oct. 1<sup>st</sup> and returning Oct. 6<sup>th</sup>, 2008, as well as a commission of \$375.
- 8) The deadline for ARTWORK in October 31<sup>st</sup>, 2008. If you miss this deadline, all payments to TBT or Models are forfeited and your ad may not be placed in the calendar.
- 9) Sponsor gets FREE hotel room @ Wyndham during TBT event, Oct. 2-4, 2008, if sponsorship received by Sept. 30, 2008.
- 10) Be a judge at the National Finals in Nassau, Oct. 3, 2008.

### **PLATINUM SPONSORSHIP \$3000**

The Texas Bikini Team agrees to provide the following for the Platinum Sponsorship:

- 1) The deadline for this Sponsorship is September 30, 2008.
- 2) Sponsor will receive 100 free flip calendars and 100 posters, after printed, for a 2 hour autograph signing at business by contestant sponsored. Can be upgraded to a "calendar release party" with any/all TBT members that can attend, if scheduled through TBT offic
- 3) Additional flip calendars are available for \$5.00 each, FOB Austin.
- 4) Sponsor will receive their name as sponsor on the border of the picture of your sponsored model, i.e. "sponsored by Lone Star Beer"
- 5) Sponsor ad spacing will be divided if there are two models on the page. Sponsor will receive their logo as a half tone screen, in place of ½ the Texas Bikini Team logo, on right or left, pending model placement, for your models month. The size will be similar to TBT logo divided by 2, for the two models, almost 2" x 2". If there is only one sponsor or one model on the page you will receive a full size 2 x 4 ad.



- 6) Because of time restraints, you agree to waive all rights of inspection, layout, and or errors or omissions, which may occur.
- 7) You agree to hold the Texas Bikini Team harmless from any liability whatsoever from the sponsorship of the model, her actions, agreements, appearances or statements.
- 8) TBT will pay the model \$325 towards her airfare to and from Nassau Bahamas, leaving Oct. 1<sup>st</sup> and returning Oct. 6<sup>th</sup>, 2008, as well as a \$675 commission.
- 9) The deadline for artwork in October 31<sup>st</sup>, 2008. If you miss the deadline, all payments to TBT or Models are forfeited and your advertisement may not be placed in the calendar.
- 10) Sponsor gets FREE hotel room @ Wyndham during entire TBT event, Oct. 1-6, 2008, if sponsorship received by Sept. 30, 2008.
- 11) Be a judge at the National Finals in Nassau, Oct. 3, 2008.

Both the TBT and sponsor agree to the terms contained herein and have their signatures hereto. The contract must be signed by the Texas Bikini Team to be binding on both parties. The TBT reserves the right to decline any sponsor for any reason whatsoever. Ads will be placed with another model in the event that the sponsored model does not make the team. All funds are non-refundable. Must be signed by a Texas Bikini Team officer to become effective. In the event of any litigation both parties agree that no punitive damages are to be awarded to or requested from either party.

**Sponsor:**

Level of Sponsorship \_\_\_\_\_

By \_\_\_\_\_ Date \_\_\_\_\_

Company: \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

**Texas Bikini Team:**

Accepted By: \_\_\_\_\_ Signature \_\_\_\_\_

Texas Bikini Team, Inc.

Texas Bikini Team Officer