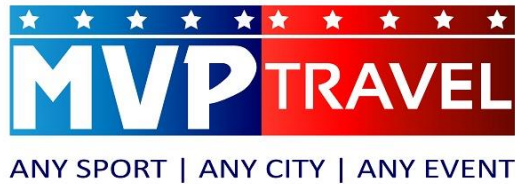


Sponsorship Brief



Problem

MVP needs more exposure, due to the lack of it they aren't getting as many sales as they could be and are missing out on a large chunk of potential buyers.

MVP only has a small budget so crazy advertisements and expensive productions are out of the question.

Objective

Bring in customers through YouTuber's promotions to increase the traffic of the MVP site and in turn increase the number of sales for MVP Travel on a regular basis.

Target

Sports fans, of any gender. Internet users, primarily who tend to frequent YouTube a lot. Age range between 20-35, due to them being more tech savvy and using the internet a lot.

Solution

Approach multiple YouTuber's, ones who specialise in American sports, sport gaming channels and even approach sport Twitch streamers.

What we will offer them is a commission-based pay. Where in if they generate a deal for us, we pay them a small percentage of the money that deal made. We would offer them a 10% cut of the money earned.

How they promote us is through their YouTube videos, we would get a dedicated minute where they talked about us, showing our site, logo, packages we provide and what we are all about.

Offer the viewers a 10% discount if they use the link to our site and then the code that we would have provided to the separate YouTubers.

Requirements

MVP logo in the video, link to our site in the description and embedded on screen. MUST talk about the package deals and what MVP is all about.

Budget

Budget is not an issue with this, due to MVP only having to pay when the YouTuber generates a deal for MVP. MVP's overall budget is minimal, so this works perfectly.

