



# Sponsorship, Collaboration And Ambassador Policy

## **PUPPOSE OF THIS POLICY**

1. Go Brown Mobile Spray Tanning Company encourages its Technicians to offer external sponsorship of services, products, collaborations and ambassadorship programs to extend marketing and brand awareness activities in collaboration with Third Parties.
2. Go Brown Mobile Spray Tanning values its reputation and the reputation of its Technicians when engaging in the marketing, advertising and the awareness of the Go Brown brand and endeavors to comply with all applicable regulations, standards and policies.
3. This policy ensures that the good reputation and integrity of the Company is maintained when offering external sponsorship of services, products, collaborations and ambassadorship programs to / with Third Parties.

### **1. SPONSORED CLIENT ONCE OFF TAN FOR AN EVENT**

#### **1.1. DEFINITION**

One individual tan for a client, male or female, who is:

- attending a corporate or a social event, that includes and is limited to: Conferences, Team Building Events, Trade Shows / Expos, Executive Retreats, Product Launches, Year End Functions, Fashion Shows, Beauty Pageants.
- a model for a photoshoot, a run-way model in a fashion show, a contestant in a beauty pageant or a person appearing in a tv or filming production.

#### **1.2. STIPULATIONS**

Client must be older than 18 years of age

Tan must be completed at the closest studio unless otherwise arranged with management and or the Go Brown Spray Tanning Technician.

Sponsorship excludes petrol / call out fee.

Technician is liable for the costs pertaining to the application of the tan.

Adhere to all Go Brown Client Care Protocols.

#### **1.3. PHOTO ELIGIBILITY**

The client and the spray tan are to be the focal point of the photo.

We love smiles and clients who are enjoying life.

All photos should be:

- Clear: not blurry and having good or natural lighting
- Clean: no explicit nudity as to expose the human male or female genitals, pubic area, or buttocks with less than a full opaque covering, or the showing of the female breast with less than a fully opaque covering of any portion thereof below the top of the areola.
- Appropriate: having a background that is consistent and relevant to the event, location or persons attending
- Tasteful: no drugs, branded alcohol, depicting violence, hate speech or bullying

Photos with other self-tanning brands in them or persons tanned with other brands will not be used, to prevent confusion about the Go Brown Brand.

#### 1.4. RETURN REQUIREMENT

In return for the sponsorship, the client will be required to do the following:

- a) have three to four photos taken of the tanning sponsorship, pre tan, during tan, directly after tan and or before and after comparison images.
- b) #tag Go Brown in all relevant photos which show you with the tan and that are used on social e-media, including and not limited to: Facebook, Instagram, Twitter and Pinterest.  
Tag line should be
  - #mobilespraytan #gobrownspraytan # (technician's name) #(event name )
- c) A shout out message attached to one to four images including and not limited to – Facebook, or Instagram. The shout out should be in line with the following examples:
  - “thank you, (Tech name) from Go Brown Mobile Spray Tanning, for my incredible flawless golden glow, get your Go Brown Tan... Love your skin, because they do.”
  - “got my Go Brown Tan with (Tech name), (EVENT NAME) HERE I come!!”
  - “Tanned and feeling fabulous with my Go Brown tan from (Tech name) .... Get your Go Brown Tan ladies... FEEL FABULOUS
- d) Write a review after receiving the spray and or the event. The review should include the following:
  - The name of the event or reason why the client had a tan.
  - The service which the client had.
  - The name of the person who applied the tan.
  - Positive commentary about the colour, service and or experience.

#### 1.5. REQUIRED LINKS

FACEBOOK

[www.facebook.com/gobrowntanningcompany/reviews](http://www.facebook.com/gobrowntanningcompany/reviews)

GOOGLE BUSINESS

<https://g.page/gobrowntanningcompany?gm>

INSTAGRAM

@gobrownspraytan

#### 1.6. FAILURE TO ADHERE

Should the client fail to comply or not adhere to the above they will be liable for full payment of the services rendered, petrol fee and or any other costs relating to the tanning sponsorship.

## **2. EVENT SPONSORSHIP**

### **2.1. DEFINITION**

The supply of DISCOUNT VOUCHERS that are given to a representative of a brand, company or group, who is planning an event at which time they will distribute the vouchers to guests attending the event through direct distribution, placed in goodie bags, as part of a pamphlet set or in a booklet.

OR

The supply of FREE TANNING VOUCHER/s that are given to a representative of a brand, company or group, who is planning an event at which time they will use tanning vouchers as guest prize/s or for a competition for attending guests.

### **2.2. STIPULATIONS**

Discount / Free Tan Vouchers may not be used or redeemed by representatives, members of their family or team members associated with the planning or organizing of the event.

Only one voucher per attending guest may be redeemed.

Discount Vouchers may be redeemed with any technician.

Free Tan Vouchers may only be redeemed with the technician who is sponsoring the prize/s.

Vouchers are not redeemable for cash

Vouchers cannot be used against specials, discounts or promotions running at the time of the tanning appointment or booking.

Discount Vouchers may not exceed 200 vouchers per event.

Free Tan vouchers may not exceed 5 vouchers per event.

Technician is liable for the cost pertaining to the application of the tans to fulfill the prize obligation.

### **2.3 PHOTO ELIGIBILITY**

Any Winner/s of tanning vouchers are to be the focal point of the photo.

We love smiles and clients who are enjoying life.

All photos should be:

- Clear: not blurry and having good or natural lighting
- Clean: no explicit nudity as to expose the human male or female genitals, pubic area, or buttocks with less than a full opaque covering, or the showing of the female breast with less than a fully opaque covering of any portion thereof below the top of the areola.
- Appropriate: having a background that is consistent and relevant to the event, location or persons attending
- Tasteful: no drugs, branded alcohol, depicting violence, hate speech or bullying

Photos with other self-tanning brands in them or persons tanned with other brands will not be used, to prevent confusion about the Go Brown Brand.

Photos should only contain the representative company and or organisation branding. Photos containing any other product or company branding will not be used.

## 2.4. RETURN REQUIREMENT

In return of the discount vouchers and or free tan/s event organizers will be required to:

- a) #tag Go Brown in all relevant event promotions, advertorials, images, advertisements and writeup's leading up to the event date as per example:
  - #(event name) #mobilespraytan #gobrown # (sponsoring technician's name)
- b) #tag all photos and or images of the event that are used on social e-media, including and not limited to - Facebook, Instagram and Pinterest as per example:
  - #(event name) #mobilespraytan #gobrownspraytan # (sponsoring technician's name)
- c) Invitations, not limited to print, digital and or social media must contain the:
  - Go Brown Mobile Spray Tanning Name
  - Go Brown Logo
  - Go Brown Slogan
- d) Event program must contain the Go Brown Branding in relevant size to page and or program size.
- e) During the event, beginning, middle and end at the minimum, the MC is required to thank Go Brown Mobile spray tanning and or relevant Technician for the sponsorship as per example.

"we would like to thank our sponsor Go Brown Mobile Tanning represented by **TECH NAME HERE**, when you need your day to be better than a holiday... Go Brown... the healthier, safer way to get that fabulous golden glow, without the damaging effects of the sun. Go Brown offers a range of spray tanning services for people of all skin tones, shapes and sizes. A tan for everyone ... and everybody ... and the beauty is, **TECH NAME HERE** from Go Brown will come to you! To book your tan, visit [gobrown.co.za](http://gobrown.co.za) or contact **TECH NAME HERE**, details in your gift bag. Go Brown Mobile Spray Tanning - Love Your Skin."
- f) Should the event make use of a big screen and or digital projected images, the:
  - Go Brown Mobile Spray Tanning Name
  - Go Brown Logo
  - Go Brown Slogan
  - Contact Informationmust be advertised no less than 5 times during the event.
- g) Person/s who win the Free Tan Voucher/s are to have photos taken with the Go Brown Mobile Tanning Company Technician / Representative on receiving their prize.
- h) #Tag Go Brown in any photos taken and released of Free Tan Winner, as an example:
  - # (event name) #winner #mobilespraytan #gobrown # (technician's name)
- i) A shout out message by Free Tan Voucher Winners attached to one to three images including and not limited to – Facebook, or Instagram. The shout out should be in line with the following examples:
  - "thank you for my incredible prize from (event name / Organizer) and (Tech name) from Go Brown Mobile Spray Tanning. Looking forward to having my incredible flawless golden glow"
  - "Winner of (prize) from Go Brown. Thank you to (event name / Organizer). Can't wait to get my Go Brown Tan with (Tech name)"
  - "Looking forward to be tanned and fabulous with my prize I won at (event name) with (Tech name) from Go Brown Mobile spray tanning.

## **2.5. REQUIRED LINKS**

FACEBOOK

[www.facebook.com/gobrowntanningcompany/reviews](http://www.facebook.com/gobrowntanningcompany/reviews)

GOOGLE BUSINESS

<https://g.page/gobrowntanningcompany?gm>

INSTAGRAM

@gobrownspraytan

## **2.6. FAILURE TO ADHERE**

Should the client fail to comply or not adhere to the above, they will be liable for full payment of the services rendered, petrol fee and or any other costs relating to the sponsorship of discount vouchers and free tan vouchers not limited to supply, delivery, courier and printing.

### **3. GIVEAWAYS THROUGH COLLABORATIONS**

#### **3.1. DEFINITION**

The act of combining Go Brown Mobile Spray Tanning and or its Technicians resources, services , and funds with other companies, who have similar interests and clients, in order to better accomplish a common marketing objective.

#### **3.2. COLLABORATION OBJECTIVES**

What's the reason behind the giveaway collaboration? In order to get the most out of the collaboration, establish what end result should be, and what metrics will be used to measure the success of the campaign.

Is the collaboration there to:

- Gain more Instagram / Facebook / Pinterest followers
- Get more engagement on posts
- Get people to know about the services or product
- Grow the email subscription list
- Gain more user-generated content

#### **3.3. COLLABORATION ELIGIBILITY**

Collaboration partners are required to complement the Go Brown brand, instead of go against it. Consideration should be taken under the following guidelines:

- a. Type of Business – the business must serve the same niche as Go Brown to ensure that a common audience is targeted. If the partner offers products instead of a service consideration to how the product can align with the service to best suite the client.
- b. Social Platforms – understand the partner's social platforms and determine how established they are in each. Which platforms are they focused on? Do they have a substantial following in each of their platforms, or are they focused on one platform only?  
The more platforms they're on, the better, to ensure maximum exposure for the Go Brown Brand. However, if the objective is for a higher conversion rate e.g. an increase in Instagram followers, then consider a partner with a strong Instagram following.
- c. Target Audience – the business should overlap in terms of the target audience being marketed to. Customers should feel that Go Brown and the partners brands belong together in their lives. If there is no alignment between the partner's audience as well as Go Brown, the partnership will not send a very strong message about who you intend to serve.
- d. Business Benefits – will both partners be able to get something out of the partnership. This could be tangible assets like increased number of followers on a specific platform, a new mailing list, joint sales of products or the booking of services.
- e. Prize Value - choosing a prize for the audience or giveaway can be surprisingly tricky. The prize/s should be something that's valuable enough to get lots of people to participate, but is still relevant enough that will actually attract people from your target audience.

### 3.4 COLLABORATION RETURN REQUIREMENTS

In return for joint collaboration the partners must agree on the following

- a. Go Brown branding including and not without limitation to company name, slogan, and or mark should be placed on all collaboration marketing material, promotions, advertorials, images and advertisements.
- b. Go Brown must be #tagged in all relevant collaboration promotions, advertorials, images, advertisements and writeup's leading up to the launch date as per example:
  - #(event name) #mobilespraytan #gobrown # (sponsoring technician's name)
- c. All photos and or images of the collaboration that are used on social e-media, including and not without limitation to - Facebook, Instagram and Pinterest should be #tagged as per example:
  - #(collaboration name) #mobilespraytan #gobrownspraytan # (sponsoring technician's name)
- d. All information and images relating to the collaboration, prizes, shout out message attached to any images including and not without limitation to – Facebook, or Instagram. The shout out should be in line with the following examples:
  - “thank you, (Tech name) from Go Brown Mobile Spray Tanning and (Partner Name), for my incredible flawless golden glow, get your Go Brown Tan... Love your skin, because they do.”
  - “got my Go Brown Tan with (Tech name), thank you Go Brown and (Partner Name)”
  - “Tanned and feeling fabulous with my Go Brown tan from (Tech name) and (Partner Name) .... Get your Go Brown Tan ladies... FEEL FABULOUS”

### 3.5 COLLABORATION ENTRY ACTIONS

Partnerships should establish clear calls to enter actions using any of the following options:

- a. Social Media Actions -
  - Visit Facebook Page – ask the audience to visit and LIKE the Go Brown Mobile Spray Tanning Facebook page. This allows them to interact with your page or comment on posts.
  - View a Post on Facebook - draw attention to a specific Facebook Post or Video, allowing the audience to engage with the post by leaving a comment.
  - Follow Instagram Page - allows the audience to check out a specific Instagram profile. With the option to LIKE, TAG and FOLLOW.
- b. Collect Reviews / Testimonials / Feedback – receive information back directly from the target audience by collecting feedback or insights about a topic that will benefit partnership or the business. This can simply be done by asking a question and allowing the audience to respond.
- c. Collecting User- Generated Content - User-generated content is a powerful way to get closer to the audience with original, authentic and relatable content straight from the customer. This can be done by hosting a photo contest to get users to upload photos of them using the product or outcome of the service received.
- d. Offer Coupons / Discount Glow Card – The best way to drive the campaign and generate immediate sales is by offering discount codes to users who complete a designated number of actions in the campaign. Create campaigns which offer instant discounts to both you and your partner's store to the users who successfully complete a certain number of actions. This is an outstanding way to not only incentivize the completion of more actions, but also to drive sales by offering discounts which make a purchase that little bit more enticing.

- e. Viral Share - a great way to exponentially increase your campaign's audience. This is especially true if you are exposing the campaign to not just one, but many different audiences.  
By offering bonus entries to participants who refer the campaign to their friends and family, this presents the campaign with more participants and potential followers. However, ensure that the prize truly aligns with the audience, or else users will be less inclined to share the campaign with their friends.
- f. Promotion of Collaborators Campaign - If a partner is running an individual campaign, help each other by promoting their campaign by awarding extra entries to the audience whenever they enter the campaign with other collaborators.

### **3.6 REQUIRED LINKS**

#### FACEBOOK

[www.facebook.com/gobrowntanningcompany/reviews](http://www.facebook.com/gobrowntanningcompany/reviews)

#### GOOGLE BUSINESS

<https://g.page/gobrowntanningcompany?gm>

#### INSTAGRAM

@gobrownspraytan

### **3.7 FAILURE TO ADHERE**

Should the collaboration partner fail to comply or not adhere to the above they will be liable for full payment of the services rendered, petrol fee and or any other costs relating to the collaboration.

## **4 AMBASSADORSHIP PROGRAM**

### **4.1 DEFINITION**

A Go Brown brand ambassador is used by a company or organization to help raise brand awareness and increase sales. They complete a variety of tasks ranging from promoting products or services to implementing marketing campaigns.

### **4.2 BRAND AMBASSADOR JOB DESCRIPTION**

Go Brown Ambassadors are required to be enthusiastic about being the face and voice of our brand. As a successful candidate, you will be involved in increasing brand awareness and sales by promoting our services and products through various media channels. You will work closely with our sales and marketing division to achieve its marketing goals and objectives, such as communicating the value of our products to customers, tracking customer feedback, and representing the brand at launches and events.

To excel in this role, Go Brown Ambassadors will need to have excellent communication and networking skills, and a strong presence on social media. Previous experience as a brand ambassador or similar role is strongly desired, as well as knowledge of sales and marketing principles.

### **4.3 BRAND AMBASSADOR RESPONSIBILITIES**

Familiarize yourself with Go Browns mission, vision, and goals.

Work closely with sales and marketing staff and or your Technician to conceptualize marketing campaigns and strategies.

Educate customers about Go Brown's services and products.

Create and post social media content (tags, posts and shoutouts) in order to drive brand awareness and attract new customers. A minimum posting criteria of:

- 1 Instagram post per month
- 2 Instagram stories per month
- 2 Facebook post per month
- 1 Facebook post per month on a local community page

Issue Discount Glow Cards to increase appointment volume and Technician Revenue.

Build rapport with customers, clients and Technicians.

Monitor customer feedback and escalate complaints to the marketing department.

Track customer tanning preferences and tanning trends.

Represent Go Brown at product launches, events, and trade shows.

Brainstorm ideas and participate in training and workshops.

Maintaining a positive image of the brand at all times, through having a healthy glowing spray tan.

Maintain the highest of ethical standards whenever representing Go Brown Mobile Spray Tanning.

Wear promotional attire whenever possible and as required.

Participate in promotional photoshoots for brand identity.

#### **4.4 ELIGIBILITY**

Be older than 18 years of age to participate in the program. Go Brown Mobile Spray Tanning or any associated Technician will not accept anyone under the age of 18.

Current client of Go Brown Mobile Spray Tanning.

Be an influencer on social media.

Have at least two active social media account with no less than 3000 followers collectively.

Upon acceptance into the program, you must include Go Brown Mobile Spray Tanning in your social media's bio.

Be of sound healthy and stable mind.

Have no criminal record.

#### **4.5 PHOTO ELIGIBILITY**

The ambassador and the spray tan are to be the focal point of the photo.

We love smiles and ambassadors who are enjoying life.

All photos should be:

- Clear: not blurry and having good or natural lighting
- Clean: no explicit nudity as to expose the human male or female genitals, pubic area, or buttocks with less than a full opaque covering, or the showing of the female breast with less than a fully opaque covering of any portion thereof below the top of the areola.
- Appropriate: having a background that is consistent and relevant to the brand, concept or tanning theme.
- Tasteful: no drugs, branded alcohol, depicting violence, hate speech or bullying

Photos with other self-tanning brands in them or persons tanned with other brands will not be used, to prevent confusion about the Go Brown Brand.

#### **4.6 GO BROWN AMBASSADOR TIERS**

##### **a) Go Brown Darling**

- Six-month trial basis
- Your Personal Discounted tanning rate of R250.00 per tan (excludes petrol/ call out fee)
- Your Personal Discount of 10% on self-tanning and skin care products.
- You receive a FREE tan for every TEN client referrals we receive that use your Discount Glow Card Code.
- Discount Glow Card Code to give clients R50.00 off their tan or products
- One Free Client Tan Give A way per month (new clients only)
- Booking notice of 48 hours.
- Renewable month to month for 6 months.

##### **b) Go Brown Babe**

- Two-year basis
- Your Personal Discount tanning rate of R180.00 per tan (excludes petrol / call out fee)
- Your Personal Discount of 15% on self-tanning and skin care products.
- You receive a FREE tan for every FIVE client referrals we receive that use your Discount Glow Card Code.
- Discount Glow Card Code to give clients R80.00 off their tan.
- Two Free Client Tan Give A ways per month (new clients only).
- Booking notice of 24 hours.
- Renewable every 2 years.

**c) Go Brown Angel**

- Five-year basis.
- FREE tans (excludes petrol / call out fee) and or self-tanning products
- One FREE skin care boxset per year Your Personal Discount of 20% on self-tanning and skin care products.
- Discount Glow Card Code to give clients R100.00 off their tan.
- Three Free Client Tan Give A ways per month (new clients only).
- Booking notice of 12 hours.
- Renewable every 5 years.

**4.7 TERMINATION OF AMBASSADORSHIP**

An Ambassador contract will be terminated in the following cases

- If the Ambassador performs the Ambassador Responsibilities in an incompetent manner or does not perform the Ambassador Responsibilities pursuant to the terms of this Agreement;
- If the Ambassador commits a dishonest act while performing the Ambassador Responsibilities or in any way related to the provision of the Ambassador Responsibilities
- If the Ambassador engages in any promotional activities with or on behalf of companies or entities who are competitors, whether indirect or direct, of the Sponsor;
- If, in performing the Ambassador Responsibilities, the Ambassador fails to act in a responsible and professional manner, including acting in a disrespectful fashion to any other individual or third party, including but not limited to other Go Brown Mobile Spray Tanning Ambassadors, Go Brown Technicians, Go Brown Staff, competitors, volunteers, promoters, judges, photographers, other federation officials or official services providers; and
- If the Ambassador engages in any conduct or omission which would entitle the Sponsor to terminate this Agreement without notice at law.