



SUMMER SPAAAH SERIES® 2014 SPONSORSHIP

Elevate Your Summer as a Featured 2014 Summer Spaaah Destination

Arizona Spa Girls invites you to join us as a **Featured Spa** in our quest to celebrate the Arizona beauty and wellness communities during their off-season months with our ninth annual **Summer Spaaah Series**. The **award-winning** event series has become a summer phenomenon that raises awareness and funds for a local non-profit while motivating participants to embrace the spa experience as part of a healthy lifestyle. Guided by a theme of **renewal**, our 2014 season guests will be encouraged to renew their commitment to their own health and well-being through the spa experience as well as the mission of our benefiting charity.

The Series is produced and managed by **Arizona Spa Girls**, an integrated marketing and website network that has advocated the spa experience for more than a decade. The events give you the opportunity to attract new and clients and convert them to loyal repeat patrons by allowing them to experience the full breath of your facility and services. As the producers and promoters of the series, Arizona Spa Girls handles all aspects of marketing, public relations, collateral development, online promotion, ticket sales management, gift bag preparation and partner with you in event coordination. As participants in the series, you get to do what you do best - relax, soothe, beautify and renew!

About the Event

Launched in 2006, the series unites beauty and health enthusiasts with top spas in the spirit of charity and celebration. The events have garnered numerous awards including the *Phoenix New Times* "**Best Way to Get Pampered For a Good Cause**," the **Event of the Year** (for events under 20K participants) by the International Festivals and Events Association-endorsed APS AzTEC Awards, along with AzTEC Awards for collateral and apparel. Our benefitting charity, Fresh Start Women's Foundation, **receives a percentage of each ticket sold, a portion of sponsorship dollars and 100% of raffle proceeds**. Events are produced and managed by Arizona Spa Girls, the premier guide to spas, salons and beyond. For more info, visit AZSpaGirls.com and SummerSpaaahSeries.com. For more about our benefiting charity, visit WeHelpWomen.com.

Mission

Our mission is to create engaging events that introduce local residents and tourists alike to Arizona's rich spa landscape, **stimulate business** for the local beauty and wellness industry during off-season months, **create brand recognition** and loyalty for participating sponsors, **educate** attendees on how to integrate the spa experience into their everyday lives, and **raise funds** for local charities.

Event Details

2014 Tentative Dates:

- May 16, 2014
- May 30, 2014
- June 13, 2014
- June 27, 2014
- July 11, 2014
- July 25, 2014
- August 8, 2014
- August 22, 2014
- September 5, 2014

Tickets: Tickets for local events are, \$75 to \$130 based on value (gratuity not included), and include a voucher for a 50 or 60-minute spa service valid for 30 days, a gift bag worth \$200+, and an invitation to an evening VIP reception with refreshments and incentives.

Marketing

Target Market: 2,000+ women total, ages 25 to 59

Marketing Reach: Six-month marketing campaign reaching approximately 20,000 in our target market along with a media campaign including TV, radio, print and online

Logistics

- Ticket price is set at approximately 20% less than the regular price of a 50 or 60-minute spa service, depending on venue and added value.
- Ticket sales are managed by Arizona Spa Girls and sold online at SummerSpaSeries.com.
- Ticket price includes access to an evening “kick-off” open house style event with refreshments and incentives, a gift bag worth \$200+ and a voucher for a 50 or 60-minute spa service valid for 30 days after the event.
- Ticket holders pick up gift bags and vouchers at the kick-off spa event.
- Ticket holders must then book and use their voucher within 30 days after the kick-off event.

Featured Benefits

- Prominent promotion in media and branding campaign for a 6-month period including follow-up PR.
- Featured placement on event website including business name, location, website link, profile and photo gallery (SummerSpaSeries.com).
- Summer-long promotion of your facility, services and offerings for 5+ months to AZ Spa Girls fans, followers and users.
- Reimbursement of \$50 for each voucher redeemed at your facility.
- Featured listing placement on ArizonaSpaGuide.com.
- Summer promotional materials and return-incentives included in guest gift bag.
- Prominent mention of your spa in event announcement email blasts (12K+) from AZ Spa Girls.
- Prominent mention on all promotional collateral including promotional postcard and program.
- Event coordination from beginning to end of your event project.
- Coordinated team of staff and volunteers to manage check-in, assist with event flow and assemble and hand out goody bags, which include your spa and vendor collateral/samples.
- Mention in pre and post-event email blast to attendees with follow-up offers and incentives.
- Professional event photography of your event and facility.
- Social media mentions and cross-promotion (20K reach).

Estimated marketing and promotional value: \$10,000.

What We Ask of You

- Host a 3-hour, open house-style event on the Friday evening of your kick-off weekend including light food, mini spa/salon services and extra incentives for approximately 100 people.
- Accept a voucher for a 50 or 60-minute spa service for each ticket holder.
- Collect redeemed vouchers for 30 days and return them to Arizona Spa Girls with invoice.
- Provide an optional overnight stay discount rate, package and/or resort credit incentives for kick-off weekend or entire month of your promotion.
- Provide a minimum of two items for charity raffle valued at least \$100 each.
- A marketing and promotional fee of \$450.

Targeted Press

Print/Online: National and local publications including but not limited to The Arizona Republic (and Republic custom publications), Phoenix Magazine, Arizona Foothills publications, NewBeauty Magazine, So Scottsdale Magazine, North Valley Magazine, 202 Magazine, 944 Magazine, East Valley Tribune, Green Living Magazine, azcentral.com, azfamily.com and targeted blogs

Television/Radio: News and lifestyle programing in Phoenix and Tucson including but not limited to 3TV Phoenix, NBC 12 Phoenix, FOX 10 Phoenix, CBS 5 KPHO Phoenix, ABC 15 Phoenix and Clear Channel radio.

Contacts

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Buzz

“As a newcomer to the Valley, it's a great intro to the spa scene and all the lovely properties in the area. I'll be back next year!” - Theresa C., Guest

“The Summer Spaaah Series is fun and relaxed networking for a great cause! I feel good about spoiling myself with delightful lotions and potions (and a glass of wine) while helping women in need through the Fresh Start Foundation!” - Laura D., Guest

“Overall our event was well executed and proved to be a success. AZ Spa Girls did a great job of helping prepare for the main event. It was an awesome way to get our name out there to those who otherwise may never have heard of us or known where to find us. We had the opportunity to showcase our beautiful property and allow our guests to experience what Red Door Spa is all about.” - Jill Stillinger, Red Door Spa Director, The Wigwam

“Every year Arizona Spa Girls Summer Spaaah Series provides us with the necessary funds to build programs and educate women in the Valley. This year we were wowed at the amount of money raised and we look forward to many more years of collaborating for the Spaaah Series.” - Dara Gibson, Events Director, Fresh Start Women's Foundation

“This is a five star event - great venues, wonderful services, phenomenal charity event. So glad to be a part of it and can't wait until next year. Our "Spa Group" is growing because of you!” - Julie A., Guest

“Working with Lisa and the Spa Girls, and participating in the Summer Spaaah Series is something we look forward to each year. Being involved in this event is always a great experience and has helped us build up many of the programs Valley women have come to rely on from us.” - Debbie Simons, VP Strategic Marketing & National Development, Fresh Start Women's Foundation

“GREAT JOB with event organization--each event was uniquely classy and your attention to detail really shined through. Thanks for the fun experiences and keep up the good work!” - Lynn R., Guest

“The new luxury spa event concept that Arizona Spa Girls came up with this year was a big hit! Our guests were able to enjoy the open house without rushing from one event to the next. Being able to come back on their own time to relax for their full treatment really showcased our spa to the fullest - relaxed, spacious and luxurious!” - Danielle Morgan, Revive Spa Manager, JW Marriott Desert Ridge

“Our involvement with the 2008 Summer Spaaah Series exceeded our every expectation. The savvy clientèle really took advantage of our health club taking complementary group exercise classes as well as spa services just as they would if they called and booked a service like any other day. This resulted in a relaxing mind/body experience for everyone in attendance. The Summer Spaaah Series helping the Fresh Start charity was so successful and we are anxious to host it again next year with even more activities for everyone to enjoy.” - Chris Farley, The Spa at Gainey Village Spa Director

“What a fabulous and extravagant experience! I would highly recommend this. Get a group of girlfriends together and enjoy being pampered while helping out a most worthy cause.” - Whitney C., Guest