



## SUMMER SPAAAH SERIES® 2014 SPONSORSHIP

### Garner Targeted Brand Exposure with the Valley's Most Influential Consumers

The Summer Spaaah Series ([SummerSpaSeries.com](http://SummerSpaSeries.com)) invites you to join us as a sponsor in our quest to infuse Arizona's sizzling summers with a dose of fun, camaraderie and generosity during our annual 2014 event series! This **award-winning, state-wide phenomenon** unites top beauty and wellness destinations and vendors with spa enthusiasts through engaging events during the summer months. Now in its **ninth** season, the 2014 Summer Spaaah Series celebrates our rich spa landscape with luxury events packed with value for both consumers and local businesses. All that, plus the event series supports **Fresh Start Women's Foundation** of Phoenix. **It's a win-win for all!**

### 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](http://AZSpaGirls.com) and [SummerSpaSeries.com](http://SummerSpaSeries.com). For more about our benefitting charity, visit [WeHelpWomen.com](http://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 a local charity.

## Event Details

### 2014 Tentative Dates and Venues:

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

**Tickets:** Tickets for local events are \$75 to \$130, based on value (gratuuity 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

## Sponsorship Levels

A percentage of all cash sponsorships is donated directly to Fresh Start Women's Foundation.

### Title Sponsor: \$10,000 (limited to one)

- Logo included as title sponsor in Summer Spaaah Series event logo
- Logo featured on branded promotional item (gift bag, apparel or other)
- Business name/logo in all press/advertising materials as title sponsor
- Full-page ad in exclusive media partner publication TBD
- Ads running in other targeted publications TBD
- Press release and announcement distributed to more than 50 local media outlets
- Logo prominently displayed on all collateral, including 5,000 postcards delivered in and around each participating spa location
- Spotlight banner ad (above scroll) with link to your website on AZSpaGirls.com for one year (\$10,000 value)

- Prominent mention in event announcement to AZSpaGirls.com subscribers (12,000+)
- **Logo and link prominently display as sponsor on event website**
- Logo prominently displayed on spa vouchers
- Social media mentions for entire campaign (5+ months)
- Logo on signage at all events
- **Featured booth space at each event**
- Featured placement of your giveaway items on raffle table
- Logo in all newsletter communications (before and after the event)
- Product info/sample coupon included in all 1,000 gift bags
- Product features and editorial as deemed appropriate
- Preferred partner in other Arizona Spa Girls projects and events
- **4 VIP event tickets to every event (\$5,00 value)**

### **Presenting Sponsor: \$5,000**

- **Business name in all press/advertising materials as presenting sponsor**
- Full-page ad in exclusive media partner publication (TBD)
- Ads running in other targeted publications TBD
- Press release and announcement distributed to more than 50 local media outlets
- Logo on branded promotional item (gift bag, apparel or other)
- Business name in all press materials
- Logo on all collateral including 5,000 promotional postcards
- **Spotlight banner ad with link to your website on AZSpaGirls.com for one year (\$5,000 value)**
- Logo and link as sponsor on event website
- Mention in event announcement to AZSpaGirls.com subscribers
- Featured placement of your giveaway items on raffle table
- Logo in all pre and post-event guest communications
- Logo on signage at all events
- Social media mentions
- **Booth space at each event**
- Product info/sample/coupon included in all 1,000 gift bags
- Product features and editorial as appropriate
- Preferred partner in other projects and events
- **2 VIP event tickets to every event (\$2,500 value)**

### **Supporting Sponsor: \$1,000**

- Logo on all event collateral materials
- Logo and link as sponsor on event website
- Business name in all press/advertising materials

- Mention in event announcement to AZSpaGirls.com subscribers
- Featured placement of your giveaway items on raffle table
- Logo in all pre and post-event guest communications
- Social media mentions and cross-promotions
- Logo on signage at all events
- Product info/sample/coupon included in all 1,000 gift bags
- Product features and editorial as appropriate
- 4 VIP event tickets (\$600 value)

### **Product Sponsor: \$500/\$500+ Product Value**

- Logo and link on event website
- Mention in all pre and post-event communications to guests
- Business name in most press materials
- Social media mentions
- Product included in all 1,000 gift bags
- Product features and editorial as appropriate

### **Gift Bag Sponsor: \$350**

- Product/sample/insert/coupon included in all 1,000 gift bags
- Product features and editorial as appropriate

## **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, Spa Magazine, Organic Spa Magazine, North Valley Magazine, 202 Magazine, 944 Magazine, East Valley Tribune, Green Living Magazine, Tucson Weekly, azcentral.com, azsfamily.com and targeted blogs

**Television:** News and lifestyle programming in Phoenix and Tucson including but not limited to 3TV Phoenix, NBC 12 Phoenix, FOX 10 Phoenix, CBS 5 KPHO Phoenix, ABC 15 Phoenix, ABC KGUN 9 Tucson, NBC-KVOA 4 Tucson, CBS KOLD 13 Tucson

**Past Press Coverage at:** <http://summerspaserie.com/press/>

**Event Photos at:** <http://summerspaserie.com/category/photos/>

## **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**