

WHY YOU
SHOULD
SPONSOR A DAY
AT UNICORN BOOTY
OUR SPONSOR KIT



THANK YOU

for your interest in Unicorn Booty.

We know you are busy, and we are pleased to have a moment of your day. These pages are going to **sell you on the Booty**. We will tell you **who we are, what we do, and how it will benefit you**.

Consider your overall marketing budget for 2010. How much of it is geared towards traditional marketing? How much are you spending on TV, radio or print ads? Now consider how much of your marketing budget is set aside for online advertising. How much are you spending on PPC campaigns? How much are you paying per conversion? How much of your budget is geared toward social media?

As we get further down your marketing funnel, social media is likely to be at the bottom. It is usually lower priority, because not every business has the time, resources or knowledge to implement an effective social media play. This is where **Unicorn Booty** takes over - we are **less expensive** than a traditional media campaign and far **more memorable** than a PPC campaign for your potential customers.

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WHAT WE DO



Unicorn Booty is a daily contest site for the LGBT-aware community. LGBT-aware includes anyone who identifies as gay, lesbian, bisexual or transgendered, as well as their friends, family and others who acknowledge the **LGBT community**.

Everyday we give away a product from that day's sponsor. Starting at 12:01AM PST, the sponsor company gets full takeover of our homepage, including a custom video by a YouTube Partner. The community is informed about that day's product through Twitter, Facebook, YouTube, Flickr, Buzz and other social media platforms. Users can also get additional entries to win by re-tweeting or sharing that day's product with their networks. At 11:59PM, we close comments and switch over to the next day's product. We then tally the votes, pick a user at random, and announce the winner at 10AM PST. The cycle continues for 365 days a year, and the buy-a-day price increases by \$3 every day.

You don't have to be gay to participate, but we have designed our site with the LGBT market in mind. We are giving them something that is **fun**, slightly **irreverent** and wholly **relevant** - precisely what we ourselves seek out in websites and marketing campaigns. We are giving you a community of **active** and **engaged** users that are interacting with your brand, commenting on your product, and sharing your company with their networks.

» Giving 10% of net proceeds to a non-profit involved in LGBT-issues makes us more appealing to the LGBT demographic. This extends to companies that partner with us. You will have a genuine connection with the community...And that is priceless.

We consider ourselves world citizens and as such we give **10% of net proceeds** to a different non-profit every quarter. These partnerships reflect our belief in socially conscious capitalism that nurtures, not destroys, and demonstrates our commitment to the community we have built.



WE DELIVER THE GAY COMMUNITY

“The total buying power of lesbian, gay and bisexual adults was projected at \$712 billion in 2008 and expected to exceed \$835 billion by 2011.”

- 2007 REPORT BY HARRIS INTERACTIVE AND WITECK-COMBS COMMUNICATIONS

That's a lot of cash. The LGBT market is a very active and brand conscious demographic. By sponsoring a day at **Unicorn Booty**, you differentiate yourself to these consumers. You acknowledge the community and demonstrate your commitment by advertising directly to them. The LGBT community is fiercely loyal to companies that support them and your brand will benefit from this increased awareness and affinity:

58% of LGBT adults were more likely “to purchase everyday household products and services from companies that market directly to gays and lesbians.”
(2007 WITECK-COMBS)

The report also found that direct marketing to the LGBT community did not impact sales among a majority of other demographics:

62% of non-LGBT adults were no more or less likely “to purchase everyday household products and services from companies that market directly to gays and lesbians.”

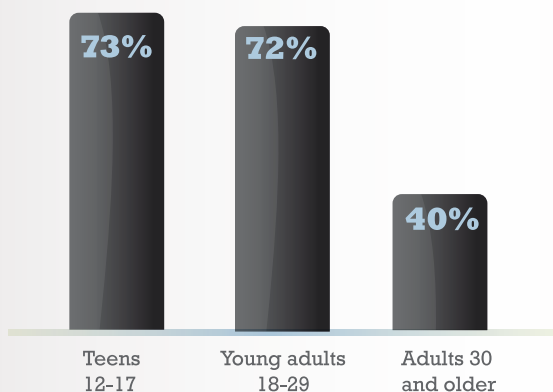
Our target followers are social media power users who are professional males and females from ages 24-40 with an income in the \$50,000 to \$90,000 range. They use the Internet for the majority of their information, and they primarily shop online. They spend 10-20 hours a week on social networks, and check-in often on mobile devices. They are a highly mobile, active, engaged - and very lucrative - demographic. They can also be very elusive, as they have well-developed media filters (aka BS Detectors) and are hyper-sensitive to how they digest their information.

Unicorn Booty has been built to provide an authentic and trustworthy space for these types to learn about products that are relevant to them.



WE DELIVER AN INTEGRATED SOCIAL MEDIA CAMPAIGN

Teens and young adults coverage in enthusiasm for social networking sites



September 2009 data

“ More than four in five US online adults use social media at least once a month. This means the time to build social marketing applications is now. Interactive marketers should influence social network chatter, master social communication, and develop social assets. ”

- The Broad Reach of Social Technologies by Sean Corcora

Not every company has the resources to develop long-term social applications or to hire a full-time social media person. **Unicorn Booty** is an integrated social media solution, a turnkey interactive marketing campaign that you purchase for a day. We already have the **followers**, we already have the social media cachet, we have already **set the tone** for interactions on our site...we have done **all of the work**.

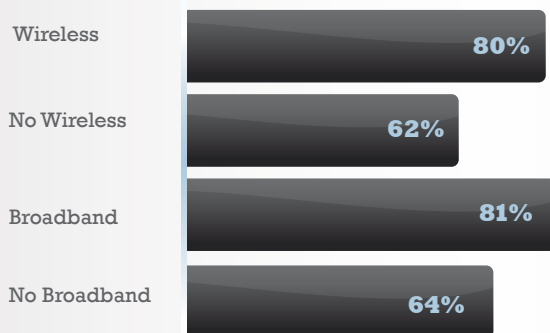
We have built a community of people excited to engage with brands for a chance to win free stuff. These fans are on our site willingly and you do not have to worry about PPC/CPM. We have done the work to get the eyeballs to our site - and we work everyday to keep them there. For example, we hit 1,000 fans on Facebook - two weeks before the site is scheduled to launch!

People love the concept, love the brand and are already evangelizing to their friend networks. You get all of this as part of your day.



SOCIAL COMMERCE IS THE BEST WAY TO SELL

% of adults who bought something online



Percentages are for internet users. April 2009 data.

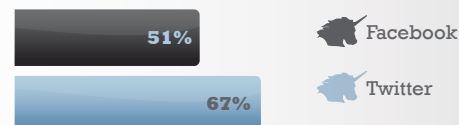
“Over 50% of Facebook fans and Twitter followers are more likely to buy, recommend than before they were engaged.”

- Chadwick Martin Bailey, February 2010

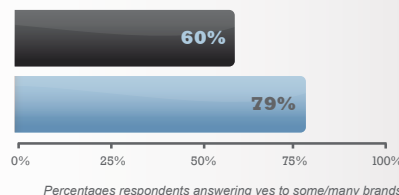
“As of April 2009, three in four online adults (75%) report purchasing a product online such as books, music, toys or clothing.”

- February 2010 report by Pew Research Center

Are you more likely to buy since becoming a fan/follower?



Are you more likely to recommend since becoming a fan/follower?



Whether or not you have budgeted for non-traditional marketing plays, it is important for you to **consider your impact**: don't be a disruptive force in your potential consumer's online experience. By using our unique blend of **interactive** and **in-bound marketing**, you are able to tap into a valuable tool that builds your brand **authenticity, awareness and affinity**.

You will look very cool working with **Unicorn Booty**, because it demonstrates that you **“get it.”** You understand social media, you get that consumers are now quite sophisticated, you appreciate that they have limitless online choices, and you are working to approach them on their own terms. We give you a very valuable piece of Internet real estate, putting your brand into a viral octopus with tentacles that reach across many different platforms and mediums. You are being a social brand - and it definitely pays to be social.

So meet your customers where they play, and sponsor a day!



ON YOUR DAY

On your sponsored day you get:

- » Targeted traffic from consumers **interested** in learning about your product.
- » Complete **takeover** of our homepage.
- » A fun and compelling **video** from a YouTube Partner interacting with your product.
- » **Photos** of us interacting with your product on Flickr, Twitter, Facebook and more.
- » Links back to your site/product/service or whatever else you prioritize.
- » **Multiple** insertions into our Twitter, Facebook, Buzz, Flickr.
- » \$10 in Facebook ads targeted directly toward your fans.
- » As users share with their networks to get extra entries into the competition, your product gets **viral (exponential) exposure**.
- » Increased traffic to your own site, with **increased sales** due to our coupons and cross-promotions.
- » Increased **social media mentions** across several networks.
- » Increased **brand awareness** and **affinity**.
- » Enhanced **authenticity**, because rather than paying for a click or a static advertisement, you are getting a textured and nuanced experience that builds organic trust in your brand.
- » All of our past contests are archived on our site and social accounts, so this means your sponsored day stays SEO-friendly. Our **evergreen content** (videos, blogs and product page) will continue to feed valuable inbound links to your site - forever.

**BE A PART OF SOMETHING
COOL, UNIQUE AND DIFFERENT.
GO TO » WWW.UNICORNBOOTY.COM/CALENDAR
AND CHOOSE YOUR DAY NOW!**



AFTER YOUR DAY

We are developing methods to measure return-on-investment for our sponsors. After your day, you will receive a **detailed report** outlining the number of interactions, type of interactions, and location of interactions. We will ask for your help. By providing us with your stats for the day (uniques, pageviews, increase in sales, coupon redemptions and whatever other tracking you do) you allow us to tweak our strategy regularly, which means we can provide better value to repeat sponsors.

CPI = \$ Paid / No. of Interactions

To calculate your ROI, we use Cost Per Interaction (CPI) as our measurement. We calculate how many interactions we had with your brand on your day. We take how much you paid for your day and divide it by the number of interactions we measured - comments, tweets, re-tweets, links clicked, Facebook shares, YouTube views, and othe social media shares. Then you get a CPI figure that allows you to directly compare what you are paying for your PPC campaigns.

**WE GUARANTEE THAT WE CAN
PROVIDE A LOWER CPI AVERAGE
THAN YOU ARE CURRENTLY GETTING
WITH YOUR PPC CAMPAIGNS
OR 110% MONEY BACK.**



HOW TO SPONSOR A DAY

It's easy: Head over to www.unicornbooty.com/calendar and choose any available day. Pricing starts at \$3, and goes up each day thereafter: Day 2 is \$6, Day 3 is \$9 and so on. It pays to get in early, and to get in often. Scroll through the months of the year and select "Buy a Day" on the particular day(s)* you would like to sponsor. Then you will be sent to PayPal for a free, safe and secure payment. It's that simple.

After you buy your day, you will be sent to a page with 4 questions that helps us serve you better. We will work with you to optimize our partnership, by figuring out what your objectives are for the promotion. We will set some targets and swap logos so that we can cross-promote on your site as well. **The more noise we make**, the bigger the splash in the swift-moving social river!

We also ask sponsors to provide a **unique coupon code** to share with our users. This is a great value add that encourages users to buy your product now if they cannot wait to win, driving sales conversions and giving us another solid tracking measure for the success of our partnership.

** IN ORDER TO MAINTAIN DIVERSITY OF PRODUCT GIVEAWAYS FOR OUR COMMUNITY, PRIOR APPROVAL IS REQUIRED TO PURCHASE 2 OR MORE CONSECUTIVE DAYS. WE RESERVE THE RIGHT TO REFUSE ANY COMPANIES THAT DO NOT ABIDE BY OUR STANDARDS
WWW.UNICORNBOOTY.COM/STANDARDS.*



IF YOU ARE STILL READING THIS YOU ARE A ROCKSTAR

Thank you for taking the time to learn about **Unicorn Booty's** unique approach to interactive marketing. We hope that we have sold you on a sponsoring a day. If not, we would be thrilled to help address any reservations you have.

Please contact us at **sales@unicornbooty.com**, or call us between 9am and 5pm PST, any day of the week, at **(415) 779-2132**.

All the best to you and yours,

Handwritten signatures of Nick and Kevin in black ink.

Nick and Kevin





WWW.UNICORNBOOTY.COM