

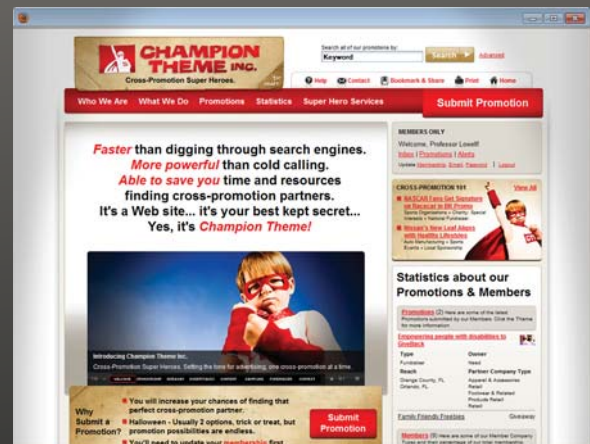


**Cross-Promotion Super Heroes.**

## What is Champion Theme?

Champion Theme is a new Web site where two or more companies connect and communicate, to promote a product or service together.

Usually one company carries an offer for the other and in many cases this is reciprocated. The advantage of this partnership is it may allow each company to reach a market they were otherwise unable to penetrate by themselves.



*The perfect Cross-Promotion tool...  
visit [www.championtheme.com](http://www.championtheme.com) today!*

## Is Champion Theme right for you?

Yes! We can help anyone interested in Cross-Promotion:



We can help **Non-Profits & Charities** connect and communicate with other companies for a **Sponsorship or Fundraiser**.

We can help **Media Companies** connect and communicate with other companies for a **Contest or Giveaway**.

We can help **Retail & Service Companies** connect and communicate with other companies for **Sampling or a Sweepstakes**.

We can help **Your Company** connect and communicate with other companies to **Cross-Promote**.

# A Tale of Two Champions

A local children's charity had an idea for a promotion. They planned to hand out chewing gum at their event at a local orphanage. *They needed 2500 packs of chewing gum!*

They spent endless hours calling any company they had worked with in the past, and even others they had never worked with before. Alas, no one could help.



Meanwhile, a national candy company was looking for ways to sell more of their candy in specific local areas after a recent drop in business. They knew if they could just get into more local markets they would succeed.

They spent weeks scouring the Internet looking for an answer to their dilemma, but nothing they searched for helped.

**They were both told to try out Champion Theme, so they signed up for FREE and started searching.**

The local children's charity found Champion Theme very useful from the start. While they searched for someone who wanted to donate the chewing gum, they found other opportunities for cross-promotional partners.

They were impressed with the easy-to-use search that allowed them to choose "Local" for their *Type* of promotion and "Candy & Confections" for the *Company Type* they wished to work with.

Unfortunately they couldn't find an exact match for what they wanted but **they didn't panic.**



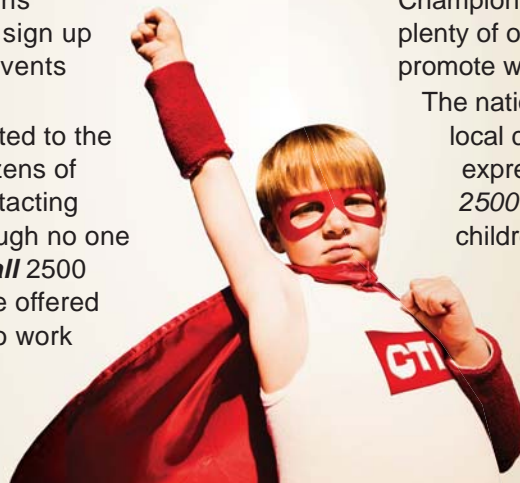
The national candy company found Champion Theme to be a great resource. Much of what they found helped them in other areas of their business, but they were determined to get their name into local markets that had never heard of them.

They were excited to see that Champion Theme allowed them to post *Units Available* and *Per Unit Values* of products or services that others were looking for.

Unfortunately they couldn't find an exact match for what they wanted but **they didn't panic, uh, either!**

The local children's charity knew what they had to do. They had to invest in the Premium Level Champion Theme membership (which was reasonably priced of course), and submit their promotion for others to find. Champion Theme provided an excellent amount of promotion submissions annually. It was a no-brainer to sign up and test the water with all the events they had calendared.

Once their promotion was posted to the Champion Theme Web site, dozens of interested members started contacting them for more details. Even though no one company was willing to supply **all** 2500 packs of gum, Champion Theme offered a solution which allowed them to work with multiple members if they needed to.



One day, the national candy company got an email announcing a possible match for the Alert they had set up while searching Champion Theme. Sure enough, it was a local children's charity in one of their targeted growth areas. They too decided to invest in the Premium Level Champion Theme membership, which gave them plenty of opportunities to contact and cross-promote with other companies.

The national candy company contacted the local children's charity privately and securely, expressing their interest in providing **all** 2500 packs of chewing gum. The local children's charity was ecstatic. After some communication back and forth via Champion Theme, they entered into an agreement and an excellent cross-promotion was born. They all lived happily ever after!

*A little known fact about this whole story is that the local children's charity was also contacted by a slew of local dentists offering free dental consultation to anyone attending the event.*

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**SIGN UP  
& GO!**



[www.ChampionTheme.com](http://www.ChampionTheme.com)