

## **ASEA ATHLETE PROGRAM Sponsorship Guidelines**

### **Introduction**

The ASEA Athlete program is an important part of the ASEA brand, underscoring the impact that our flagship product, ASEA cellular supplement, can have on healthy, active individuals. There is a two-fold message that we want to send through ASEA Athlete brand ambassadors 1) if you are an elite athlete, you, too, can benefit from the use of ASEA; 2) if elite athletes who rely on optimal physical health to enhance their performance can increase endurance and recovery times through the use of ASEA, then anyone, no matter age, gender or genetic disposition can stay active and healthy longer through their consumption of this ground-breaking product.

There is some criteria which we follow in determining athletes to work with, so if you or athletes you train are interested in becoming an ASEA Athlete, we encourage you to review these important considerations points:

### **To be considered as an ASEA Athlete, you must have:**

- Respect, acknowledgement and visibility in your sporting community
- Consistent and ongoing social media presence and activity (the bigger the better)
- Solid reputation without any significant controversy or crises attached to your name/brand
- Attractive media appeal and comfort in interacting with media—print, electronic or online
- No conflict of interest or competitors within your current stable of sponsors

In addition, to become a corporate-sponsored ASEA Athlete, you cannot be a current ASEA associate and you cannot work with a particular ASEA associate in a way that benefits their specific business. ASEA associate leaders, as independent business owners, are welcome to sponsor their own athletes to benefit their specific organization or business, but athletes who choose this route, will not be considered for corporate sponsorship.

### **Levels of Engagement**

We engage ASEA Athletes at different levels, and if we choose to sponsor you, we will work with you to identify which sponsorship level we feel is most appropriate for your particular situation:

### **Product Sponsorship**

- What ASEA will offer athlete:
  - Provide yearly supply of ASEA to athlete



- What ASEA will ask for from the athlete in return:
  - Allow image/name to be used on the website
  - Write yearly update for ASEA website

### **Bronze Level**

- What ASEA will offer athlete:
  - Provide yearly supply of ASEA to athlete
  - Provide sponsorship support up to \$5,000-\$10,000 for participation in 1-3 events
- What ASEA will ask for from the athlete in return:
  - Allow image/name to be used on the website
  - Write update for ASEA website four times each year
  - Quarterly social media post
  - One ASEA-related blog on personal blog per year
  - Sponsorship identification (uniform, banner, logo on personal website, etc.) during event

### **Gold Level**

- What ASEA will offer athlete:
  - Provide yearly supply of ASEA to athlete
  - Provide sponsorship support from \$10,000- \$25,000 for participation in 3-5 events
- What ASEA will ask for from the athlete in return:
  - Allow image/name to be used on the website
  - Quarterly update for ASEA website
  - Bi-monthly social media post
  - Two ASEA-related blogs on personal blog per year
  - Sponsorship identification (uniform, banner, logo on personal website, etc.) during event(s)
  - Participation in up to two media interviews

### **Platinum Level (Event-Related Sponsorship)**

- What ASEA will offer athlete:
  - Provide yearly supply of ASEA to athlete
  - Provide sponsorship support from \$25,000-\$50,000 for participation in 3 ASEA sponsored events
- What ASEA will ask for from the athlete in return:
  - Allow image/name to be used on the website
  - Quarterly update for ASEA website
  - Monthly social media post
  - One ASEA-related blog on personal blog during year
  - Sponsorship identification (uniform, banner, logo on personal website, etc.) during all events throughout the year
  - Participation in up to ten media interviews

## **Timing**

Proposals will be reviewed on a regular basis. ASEA will respond in a timely manner to the requesting individual. If there is a need for additional information, ASEA will contact you or your representative directly.

## **Submitting your proposal**

Potential ASEA Athletes or their representatives are welcome to submit sponsorship proposals by mail or email to:

### By Mail

ASEA Athlete Committee  
ASEA LLC  
6550 South Millrock Drive, Suite 100  
Salt Lake City, UT 84121

### By Email

[bfreeze@asea.net](mailto:bfreeze@asea.net)

### Proposals should include the following information:

- Background and track record of your athletic career
  - Explanation of why ASEA should consider sponsoring you, including benefits to ASEA
  - Description of your social media engagement, including social media platforms and number of fans/followers
  - Level of sponsorship requested and how it would be used
  - Listing of existing sponsors
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