

The background image shows a nursery room. On the left is a white shelving unit with various baby items like a basket, a plant, and a framed picture. In the center is a hanging mobile. To the right is a crib with a white blanket featuring a geometric pattern. In the foreground, a play mat with a grey and white pattern is on the floor, surrounded by toys including a wooden toy, a blue bag, and a patterned blanket.

# THE COLLAB SOCIETY

**JANUARY LAUNCH EVENT**



# welcome

*In January 2020 All For Small becomes The Collab Society!*

*With a strong focus on 'strength in numbers' we will be running monthly events with up to 90 businesses involved in an event unlike anything you've ever seen before. It's not a market, it's not a Giveaway, it's not a shop - it's 'The Collab Society' event!*

*We bring together the best in Small Business to showcase our favourite, very carefully hand selected brands, give back to your favourite causes, share Insta worthy content in our interactive magazine and of course to give away a tonne of prizes! Think of it like the Royal Show on the gram' - minus the sheep shearing and the sore feet at the end of the day.*

*Get ready and join us for an absolutely epic launch in January that we intend on seeing take over the gram! There will be a tonne of promotion both online and offline to ensure your target audience is ready and waiting to discover you!*

*jess, xo*



# OUR GOAL

01

*To create a Campaign that involves a large number of businesses to showcase products in a fun, exciting and innovative way that does not feel overwhelming or uninteresting to the public.*

02

*To give businesses a way to give back each month to the months chosen Charity. We will be focusing on children's charities in particular.*

03

*To use the event as a way to create content, exposure, sales, lead generation, connections and meet the individual goals of each participating business through cost effective strategies, promotions, collaborations and education.*



# COLLAB PHOTOSHOOTS

*Our latest shoot!*



@thequinn.girls

THE  
COLLAB  
SOCIETY

# THE PROCESS

*step by step*

## OUR PHOTOSHOOTS

### 1/ APPLICATION

*Apply to be involved in the Photoshoot. We carefully select businesses that will compliment not only the Influencers style but each others as well!*

### 2/ PRODUCT

*We will send you through product selection options that are straight from the Influencer based on what they feel would work best for the shoot.*

### 3/ POSTAGE

*You will receive the postage details for the product and we will let you know as soon as your item safely arrives. Just remember to hold onto the tracking details for us!*

### 4/ THE SHOOT

*After our Influencer has worked their magic on the Styling a Professional Photographer will capture it all! We ask for a variety of shots including close ups of each product.*

### 5/ DELIVERY

*We will send you a folder full of images for you to share! You are welcome to share across Social Media, your website and emails! Just remember to tag the Influencer!*

### 6/ PROMOTION

*We will arrange a post for everyone involved + the Influencer to post on Instagram tagging each business. The Influencer will continue to tag you in any future posts!*

# INFLUENCER/STYLIST

*Justy Olive*

*Justine is exclusively working with The Collab Society in our January event to reveal the all new Nursery for 4 month old Daisy to her 247,000 Instagram followers!*

*Justines Instagram feed is full of fun vibrant colours whilst still maintaining a neutral earthy palette with all shades of brown, mustard and dusty pink. Justine and her 4 girls share the behind the scenes of everyday life with a tonne of matchy-matchy photos and styling with a unique vibe that only Justine is known for.*

*Why we chose to work with Justy Olive:*

- We absolutely love the connection that Justine has with her followers - always replying to comments whenever someone has a question about a product that Justine has featured (and directing them where to buy it!)*
- Justine has always been a HUGE supporter of Small Business and we just love how she styled products in such a unique but 'we use this everyday' type of way where nothing ever looks staged!*





# PHOTOSHOOT VISION



- Nursery Reveal for 4 month old Daisy.
- Modern Moroccan/Vintage inspired.
- Fun subtle pops of colour within a neutral earthy setting.
- Loads of Rattan and eclectic patterns.

*Playful but peaceful.*



## YOU WILL RECEIVE:

- *Minimum of 4x professional images of your product (valued at \$3000.00) along with a folder containing all photos from the shoot - minimum 15.*
- ***Inclusion in the main Giveaway follow list of 45 accounts. (valued at \$229.00).***
- *Photo (group shot) posted to Justine's feed, tagged and mentioned in caption. (Valued at \$3,000).*
- ***Tagged in any future posts that Hayley includes your product in. (Valued at \$3000 per post).***
- *Tagged in all Group reposts that businesses involved in the shoot post to their feed.*
- ***Inclusion in the Interactive Magazine when displaying Justines Nursery Reveal with Clickable links for readers to purchase items. (valued at \$109.00)***

## INVESTMENT:

- *\$499.00. This covers Influencers fee + Giveaway costs.*
- *Product for Justine to include in the Photoshoot - subject to approval.*
- *Prize contribution - minimum value \$100 product or Store Credit for the winner of the Giveaway.*

**VALUED OVER \$6308.00.**



# INFLUENCER/STYLIST

## *Sweet Little Story*

*Hayley is exclusively working with The Collab Society in our January event to reveal the all new Playroom for Vali, Romeo and Santino to her 152,000 Instagram followers!*

*Hayley's feed boasts the most Insta-worthy images of life in the Berlingeri family located in Adelaide, South Australia. Our favourite images, and those that often go viral, are the Room Reveal images that are oh-so perfectly styled with all the earthy vibes and neutral tones.*

*Vali, Romeo and Santino are the best of friends and this shines through in Hayleys photos where the kids enjoy play, learning and the occasional cuddle. The children are always up for some matchy matchy when it comes to outfit choices and are very drawn towards educational, wooden and also sensory play.*



# Photoshoot VISION



- Playroom Reveal for Vali, Romeo and Santino!
- Practical with loads of storage.
- Earthy, neutral colour palette.
- Focus on sensory and educational play.
- Nature/animal focused.
- Timber, white and grey with neutral pops of colour.
- Children actively playing in several shots.

Storage Solutions

## YOU WILL RECEIVE:

*- Minimum of 5x professional images of your product (valued at \$2000.00) along with a folder containing all photos from the shoot - minimum 20.*

***- Inclusion in the main Giveaway follow list of 45 accounts. (valued at \$199.00).***

*- Photo (group shot) posted to Hayley's feed, tagged and mentioned in caption. (Valued at \$2,500).*

***- Tagged in any future posts that Hayley includes your product in. (Valued at \$2,500 per post).***

*- Tagged in all Group reposts that businesses involved in the shoot post to their feed.*

***- Inclusion in the Interactive Magazine when displaying Hayley's Playroom with Clickable links for readers to purchase items. (valued at \$109.00)***

## INVESTMENT:

*- \$349.00 to cover Influencer + Giveaway expenses.*

*- Product for Hayley to include in the Photoshoot - subject to approval.*

*- Prize contribution - minimum value \$150 product or Store Credit for the winner of the Giveaway.*

**VALUED OVER \$4808.00**





A soft-focus photograph of a child's room. In the background, a bed with white linens is partially visible under a light-colored curtain. On the wall, there are several framed pictures: a butterfly, a rabbit on a bicycle, and a large rainbow. A wooden shelf holds various toys, including a basket and blocks. In the foreground, a round wooden play table is set with a tea set, and a small wooden chair with a stuffed rabbit on it is in front of it. The overall atmosphere is warm and cozy.

# GIVEAWAYS

EMAIL | INSTAGRAM

# PHOTOSHOOT

- *Content creation. Professional images of your products/s to repurpose over and over again on both your website and Socials.*
- *Brand alignment. Having your brand endorsed by a well known Influencer can help increase customer trust.*
- *Bragging rights! Imagine being able to say 'As seen on the feed of Sweet Little Story!'.*
- *Cross-promotion with not only the Influencer but all the other businesses involved! All reposts of the shoot will include your tag!*
- *Building connections within the Influencer space.*

VS

# GIVEAWAY

- *Follower gains - in order to enter the Giveaway the public must follow all involved businesses including yours!*
- *Brand awareness. The Influencer will be promoting the Giveaway and essentially directing their followers straight to you!*
- *Cross promotion. All businesses that promote the Giveaway are also directing their audience to you. These are followers within your target audience.*
- *Education. Through our resources and post Giveaway support we will ensure you have all the tools you need to turn those new followers into long term customers!*



## INSTA GIVEAWAY ONLY

### YOU WILL RECEIVE:

- *Inclusion in the Giveaway - your name will be added to the follow list that the public must follow in order to win.*
- ***Resources to ensure you are making the most out of the Giveaway before, during and after to convert your new follows into customers.***
- *Welcome Pack which includes all content required for the Giveaway including Graphics, captions, posting schedule and more!*
- ***New followers within your target audience! We carefully select businesses and Influencers that are within the same niche (non-competing) so every new follower is your ideal customer!***

### INVESTMENT:

*Standard spot (full posting requirements):*  
\$229.00.

*Custom spot (minimal posting requirements):*  
\$299.00.

*Silent spot (no posting requirements):*  
\$369.00

**PAYMENT PLANS AVAILABLE. WITH FULL  
BALANCE DUE ONE WEEK PRIOR.**





# Sweet Little Story

## INSTA GIVEAWAY ONLY

### YOU WILL RECEIVE:

- Inclusion in the Giveaway - your name will be added to the follow list that the public must follow in order to win.
- **Resources to ensure you are making the most out of the Giveaway before, during and after to convert your new follows into customers.**
- Welcome Pack which includes all content required for the Giveaway including Graphics, captions, posting schedule and more!
- **New followers within your target audience! We carefully select businesses and Influencers that are within the same niche (non-competing) so every new follower is your ideal customer!**

### INVESTMENT:

Standard spot (full posting requirements):  
\$159.00.

Custom spot (minimal posting requirements):  
\$229.00.

Silent spot (no posting requirements):  
\$299.00

**PAYMENT PLANS AVAILABLE. WITH FULL BALANCE DUE ONE WEEK PRIOR.**



# EMAIL GIVEAWAYS

## MINI GIVEAWAY

- Displayed on landing page showing prizes and businesses. To enter to win the public must leave their email address to be added to all 5 email databases.
- Up to 5 businesses only.
- 15 second entry. No need to follow any Instagram accounts.
- Promotion in TCS's Instagram bio + feed + stories.
  - Instagram graphics for you to promote to your followers.
- Email graphics for each store to send to their own emailing lists.
- Email Marketing Guide - our complete how-to for growing your email list and how to turn your subscribers into customer.

**Prize contribution min value \$75.00  
+ \$199.00**

## MAJOR GIVEAWAY

*Entrants that register to our VIP database during our Major Giveaways (Sweet Little Story Giveaway) will triple their entries. We see on average 300+ subscribers.*

*This will now include subscribing to YOUR business as well (maximum of 5 businesses). The list of businesses they are subscribing to will be listed upon their extra entry.*

- Email Marketing Guide - our complete how-to for growing your email list and how to turn your subscribers into customer.

**No prize contribution required.  
\$299.00.**

## OUR GIVEAWAYS

# THE PROCESS

*step by step*

### 1/ APPLICATION

*Apply to be involved in the Giveaway. We carefully select businesses that share the same target audience but are not direct competitors!*

### 2/ PREPARATION

*We handle everything from beginning to end! Influencer management, graphics, Group DM management, and ensuring everything is ready to go!*

### 3/ PERMITS

*We arrange the necessary permits, terms and conditions and legalities to ensure the Giveaway is run with 100% compliance across Australia.*

### 4/ WELCOME PACK

*We provide a Welcome Pack for you which includes Posting Schedule, guidelines, content and everything you need from start to finish!*

### 5/ RESOURCES

*You will receive \$200.00 worth of resources to ensure you are taking the right steps before, during and after the to convert your new follows into customers!*

### 6/ PROMOTION

*The Giveaway will go live and you can sit back and watch the followers roll in! After the campaign we will draw a winner via a Gov approved system.*



# BUSHFIRE HAMPERS

*Our Hampers for Charity are not only a great way for you to give back but they are strategically run as a promotional event that not only raise funds for those in need but generate exposure for your business! How is that for some feel good business promotion? #DoubleWin*

## DONATE TO THE HAMPER

- *Donate to the Hamper and receive 5x Professional images of your product.*
- *Hampers are made up of toys and items of high priority to the families that have lost their homes and belongings from the fires.*
- *Hamper delivery will be recorded by a professional videographer and feature all products included.*
- *Instagram handle tagged in the Video feed post of Hamper delivery.*
- *Dedicated post on @thecollabsociety during the January Insta Event with a slide feature showcasing all of the products and businesses involved in the Hamper.*
- *The January Insta Event will be promoted by up to 90 businesses + Influencers including @sweetlittlestory and @justy\_olive.*

**\$179.00 + PRODUCT**



# YOUR CONTRIBUTION COVERS THE COST OF:

## Promotion for the event.

- Up to 90 businesses cross promoting the event.
- Promotional posts directly followers to the Instagram page where the event will be held from both @sweetlittlestory and @justy\_olive.
- Promotion to the Instagram page in the Mamamia newsletter + website.
- Promo to TCS 8000+ email subscribers.
- Facebook and Instagram Ads along with event page to create hype in the lead up to the event.

## Organization

- The Collab Society will be arranging end to end management of the event including:*
- Additional promotion.
  - Personal delivery of Hamper items to be delivered to families in need.
  - Handling all pre-promotion, bidding and payments from the Auction.
  - Videography and Photography management of items in the Hamper.
  - Complete management of all involved third parties promoting the event including Influencers, Businesses and Networks.

## Content for the event.

- Graphics for each business to cross promote the event.
- Graphics uploaded onto the Instagram feed with caption copy.
- Welcome Pack to include step by step process for businesses involved in the event.
- Resources to help you choose and further promote the product that you have donated.
- Handover of all content creation including Videography and Photography from the Hamper shoot over to Businesses involved.

*PLUS The Collab Society will be donating 50% of all profits from the January Insta Event to the Red Cross Bushfire Appeal*

# FUNDRAISING MARKET

Watch our feed transform into a Bushfire Fundraising Market during our January Insta event. A one-stop shop for Australian shoppers to not only discover new brands but to get behind a worthy cause with each business involved donated their choice of % of sales, profits or proceeds to their choice of Bushfire Fundraiser. Want to get involved for your business? We have up to 90 businesses and Influencers directing their traffic through Giveaways, the e-Magazine and Adverts to the Insta event on @thecollabsociety!

~~\$~~99.00

- ***Designed image representing your store including your logo, pledge, chosen bushfire fund, description, product images and business highlights.***
- ***Your Advert posted on The Collab Society feed during the January event.***
- ***A Stories Graphic to promote the event.***
- ***Promotion of the event by up to 90 businesses and Influencers including @sweetlittlestory and @justy\_olive.***
- ***Inclusion in cross promotional graphic posts between all businesses involved.***

*Silver package PLUS:*

- ***Story Highlight promotion on The Collab Society feed.***
- ***Included in the top 4 rows of the Feed.***
- ***A Story Slide post on the feed with your choice of images.***
- ***Advert inclusion in the e-Newsletter promoting the campaign with direct links to your website. Sent to 8,000 email subscribers.***
- ***Inclusion in the group EDM that will be sent and promoted to the involved businesses email lists.***

~~\$~~139.00

THE COLLAB SOCIETY WILL BE DONATING 50% OF PROFITS FROM THE JANUARY INSTA EVENT TO THE RED CROSS BUSHFIRE APPEAL



# ADVERT EXAMPLE

YOUR PLEDGE

20% of all Profits

Online Childrens Boutique stocking Scandi inspired brands from around the world with a focus on ethically made high quality products.



YOUR LOGO

BUSINESS DESCRIPTION

- ✓ afterpay
- ✓ HANDMADE
- ✓ ETHICALLY MADE
- ✓ FREE SHIPPING

BUSINESS HIGHLIGHTS

PRODUCTS DISPLAYED



YOUR CHOSEN CHARITY



# STORIES DISCOUNT



*One of the highlighted (and most exciting!) offer during the event will be our Discount Stories tab! The Discount Stories Tab will feature as the first highlight on the Instagram page and will include a maximum of 20 businesses including:*

- 1x Graphic including your logo + product image or mood board image of your products.*
- 1x Promo graphic to share to your own stories which will include 4 businesses involved in the Campaign (yes, they'll also be sharing a graphic promoting YOUR business!)*
- Swipe up link directing viewers straight to your website.*
- Complete stats after campaign including views and click throughs.*
- Unique discount offer and code for viewers.*



*your business here*

# SPONSORSHIP PACKAGE

*Place your brand front and centre as a sponsor for the Collab Society event. Sponsorship package includes:*

- Inclusion in 1x Giveaway and 1x Photoshoot of your choice. Product for styling required for Photoshoot (valued up to \$499.00)*
- Your logo + product images shared at the bottom of the feed under 'sponsored by' section. This will include a complete write up about your business + discount code shared (optional). (valued at \$199.00).*
- Inclusion in Stories Discounts (optional). (valued at \$35.00)*
- 2x product mentions in the Interactive magazine with clickable links to your website. (valued at \$199.00).*
- Full page advert in the Interactive magazine with clickable links to your website. (valued at \$249.00)*
- Inclusion in Major Email Giveaway (valued at \$299.00).*
- Charity Hamper inclusion (optional). (valued at \$179.00).*

**\$1200.00**

VALUED AT \$1659.00

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# ARE YOU IN?

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PREVIOUS  
PHOTOSHOOT

PREVIOUS  
GIVEAWAY

APPLY  
NOW

