

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 donating 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!

- 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.

~~\$~~99.00

~~\$~~139.00

ADVERT EXAMPLE

YOUR PLEDGE



20% of all Profits

FOR MY little.

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

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

YOUR LOGO



BUSINESS DESCRIPTION



BUSINESS HIGHLIGHTS

PRODUCTS DISPLAYED



YOUR CHOSEN CHARITY



CLICK HERE TO JOIN NOW

