

# küdos

## Partnership Opportunities

Bring value to your participants with the Kudos Coaster Plus. By choosing a strategic combination of these partnership options, you can improve the participant experience and increase your revenue, all while ensuring that your finisher medal is proudly displayed in your participants' homes and offices year-round. [Email partners@kudos2u.com for more.](mailto:partners@kudos2u.com)



### Affiliate Marketing: Registration Add-on

- 1 Offer the Kudos Coaster Plus as an add-on during the event registration process (\$20)
- 2 Prior to packet pickup, purchase necessary quantity of Kudos Coaster Plus at a bulk discount
- 3 Distribute the Kudos Coaster Plus to designated participants at packet pickup

**Benefits:** Easy to Implement, Revenue Generation, Year-Round Event Marketing

### Affiliate Marketing: Pre- & Post-Event Email Campaign

- 1 Email and social media campaign to participants before and after the event, encouraging them to show off their medal in a Kudos Coaster Plus
- 2 Receive commission on all sales (tracked via affiliate links)

**Benefits:** Easy to Implement, Revenue Generation, Coasters Distributed Directly by Kudos, Year-Round Event Marketing

### Kudos Sponsorship: Pre-Purchase Option

- 1 Purchase a Kudos Coaster Plus for all participants at wholesale pricing
- 2 Advertise that your event provides a new, unique offering (\$20 value) rather than the same old swag
- 3 Event distributes a Kudos Coaster Plus to every participant at packet pickup

**Benefits:** Year-Round Event Marketing in Every Participant's Home, Unique Swag Bag Offering, Optional Co-Branding with Your Event Logo

### BONUS: Co-Branded Coasters Available!

- 1 Add your event logo to the base of a Kudos Coaster Plus at a bulk discount
- 2 Minimum order of 10,000 and 6-months lead time required for any co-branding
- 3 Event distributes a Kudos Coaster Plus to every participant at packet pickup

Your event logo goes here! →

*Finisher medal must fit in Kudos Coaster Plus to qualify for these programs, and event must provide Kudos with two finisher medals when available so Kudos can promote partnership before, during and after the event.*

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