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MEDIA**



**INFLUENCER ECOMMERCE  
PROGRAM**

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# OVERVIEW

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**Fanatics Media** has developed the first **Influencer commerce program** that serves to co-create and co-promote merchandise through a proven **Fanatics Media process**.

The merchandise developed are limited edition items and will be hand-marked in numeral sequence (hand written) i.e. 1/5000.



The merchandise will be promoted by **Fanatics Media**, **Fanzeal**, and **the influencer** (their social channels).

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**F⚡NZEAL**



The merchandise will be of highest quality available in the market and will sell at a premium.

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# LOGISTICS

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- 1** Influencer and Fanatics Media agree to type of merchandise to be branded and sold.
- 2** Influencer will work with merchandise designer to create design drafts that best represent the influencer's brand (at Fanatics Media expense)
- 3** Influencer will socialize 3 – 5 designs to test market acceptance prior to production.
- 4** Designs will be voted upon by Influencer's audiences on social channels.
- 5** The top designs will be offered for sale on influencer micro-site (as available) and Amazon.
- 6** Sales will be preorder sales for merchandise and expire either in 30 days or when max quantity is reached.
- 7** Influencer will work with Fanatics Media to develop story lines that will be included with each piece of merchandise (think condensed J Peterman descriptions).
- 8** Fanatics Media will develop Tags/hashtags as part of the brand/ theme.
- 9** Packaging and delivery. All orders will be Fulfilled by Amazon
- 10** Check will be cut to Influencer within 30 days of payment to Fanatics Media

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# THEME/STORY

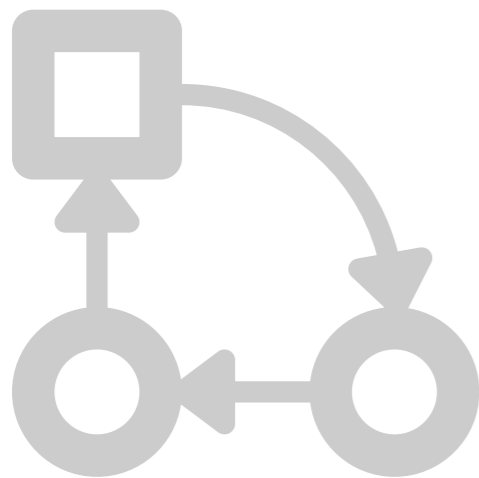
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- Designs will be worked on directly by influencer and the Fanatics Media design team.
- Designs will relate to a story, theme, and/or concept driven by the athlete.

# INFLUENCER MARKETING PLAN RESPONSIBILITY

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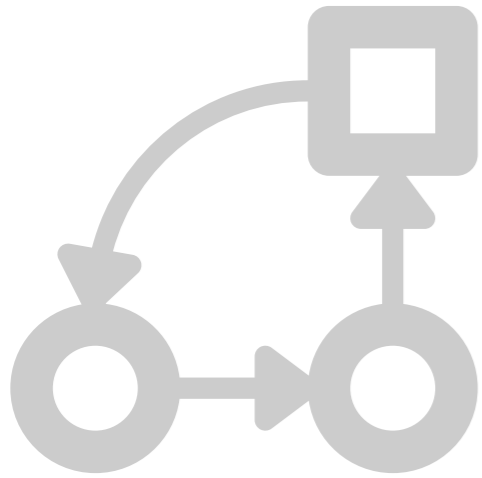
- Will promote merchandise on all relevant channels as it relates to the story line or theme.
- Will shoot a short video with them wearing or using the merchandise.
- Influencer will post links from their website and all social profiles to the developed micro-site shopping cart

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# FANATICS MEDIA MARKETING PLAN RESPONSIBILITY



FM will develop the micro-site sales page shopping experience website

**amazon.com**

FM will create product's Amazon page



FM will handle all creation of branded merchandise logistics



FM will drive organic and paid traffic to the micro-site and Amazon



FM will pay for all development of merchandise



FM will collect all payments and distribute them to influencer with full accounting

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# SHARED REVENUE/PROFIT MODEL

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- Merchandise profits will be split 50/50 with the athlete/influencer
- Pre-profit expenses include all manufacturing, material, marketing, sales, packaging and fulfillment cost.
- Profits will be distributed within 30 days of collection
- 10% of the profits will be kept by FM in the event of returns or merchandise fails. FM will distribute the remainder to influencer after 90 days.

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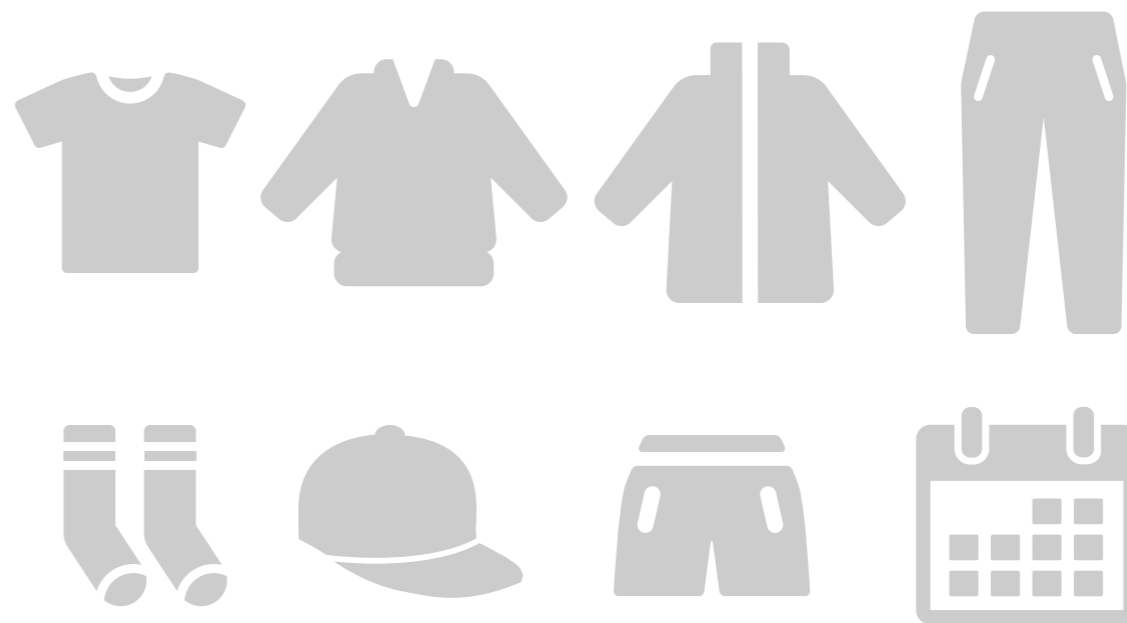
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# TYPES OF MERCHANDISE

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- Current- High quality tee shirts
- Future- Hoodies, Sweatshirts, Hats, Socks, Jackets, Shorts, Work-out pants, Calendars



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