

2022

DELIVERABLES



FUN-ON-DAY-ONE

We thought a lot about the campaign and the adventure we are going to have together. It's the first time in the world when influencers from different countries and backgrounds come together to help put a sport on the map and make snowskating an Olympic sport.

For best results, we are asking you to share the following content across your social media channels. Bellow you will also find the channel we ask you to use for different content (minimum – of course) but for best results feel free to share it across all your channels.

DELIVERABLES

01

**After you send us
the participation form**

IG / FB / TikTok

Seed idea (post and/or story to bring awareness about the campaign). Let your audience know that you have been invited to the Influencer event in Norway. Explain your audience the campaign and the sport and share your excitement to be part of it. The seed idea must be posted within 48 hours after signing the agreement.

02

**After receiving the
product package**

IG / FB / TikTok / YouTube

Unboxing video (post and/or story) within 72 hours after you receive the skates. Show your audience the products that you received and share your thoughts with them. Let them know how curious and excited you are to try the skates and sport. Remember them about the event you're going to attend in Norway.

03

**Before traveling to
Norway**

IG / FB / TikTok (post and/or story)

Let your audience know that the moment for the trip has arrived and you are thrilled to join us on this adventure, to test the skates and to try the sport.

DELIVERABLES

04

In Norway

IG / FB / TikTok (post and/or story)

Daily posting with the activities that we are going to do, plus, during the whole trip, 2 stories and 2 posts with our sponsors and tag or mention them. Show the snowskates in action, share your opinion about snowskates, the sport, the sponsors and Norway. You are going to meet other people and influencers so feel free to post and tag each other.

05

Before leaving Norway

IG / FB / TikTok (post and/or story)

Tell your audience about the whole experience with the snowskates, Norway, Tomsen Sports and the company's culture.

06

After arriving home

IG / FB / TikTok / YouTube (post and/or story)

Testimonial about the snowskates – tell your audience the whole experience with the snowskates. What was your first impression before testing it, what was your impression when you first tried the snowskates. How easy it was to learn snowskating. How safe it is. How cheap it is compared with ski and snowboard. How free you feel on the slope as you don't have a lot of gear. How easy it is to carry and to travel with the snowskates. The fact that you don't need other gear for the car to be able to travel (compared with ski and snowboard). Feel free to add other thoughts about snowskating or snowskates.

DELIVERABLES

07.

Tomsen will support all of your expenses in Norway and besides you will be part of the affiliate program we designed for you. Through the program you help us generate sales and you will earn a commission of max* 20% for each sale you generate.

To maximize the results we recommend you post snowskating related content as much as you consider appropriate for your audience. Consider planning a trip to the slope and post more content from a slope in your country. This will build confidence and generate more sales meaning that you will help us get the snowskates out there while you earn from every sale.

KEY INFORMATION & BRAND MESSAGES

When posting, please include the brand handles and hashtag, listed below:

Website URL: <https://tomsensports.com/>

All social channels: @tomsensports


Hashtags to be added in this order: #skates

#SkatesOnSnow #snowskates #FunOnDayOne

#TomsenSports

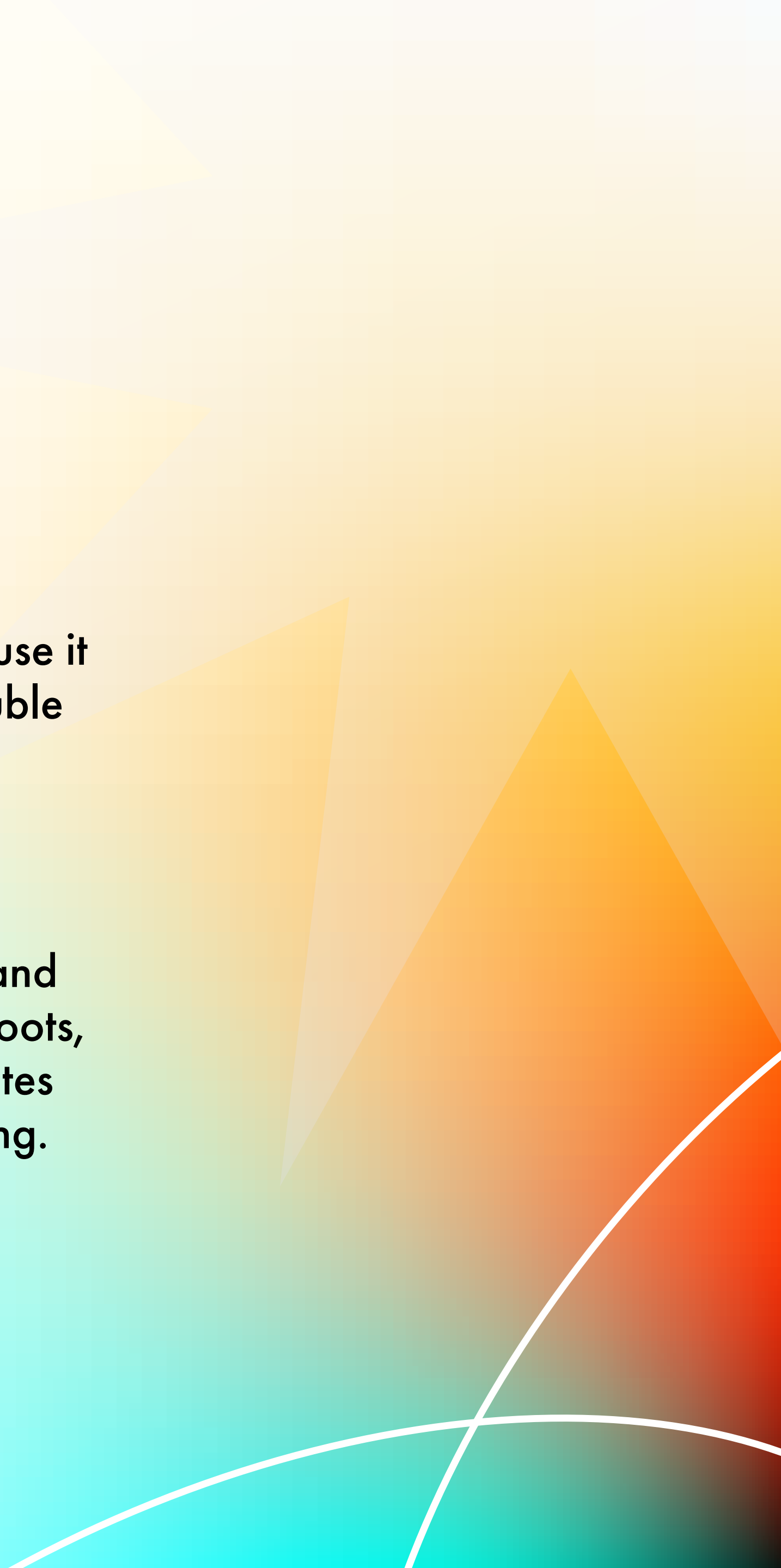
Your posts should feature a mix of:

- Video prioritised, still imagery in addition
- Content optimised for different social media channels. (portrait or landscape, size of the image, etc.)
- Real action shots, showing the snowskates and the other Tomsen products in action (e.g. taking the bag out of the car, putting the skates on, using the walkers to walk to the slope or to the restaurant, etc.)
- Close-ups of the snowskates
- Professional tips (e.g. preparing for a snowskating day, gear to use, etc)
- All content to be shared with Tomsen for repurposing.
- Referrals to skating contacts, young talent or other people that you consider it would be good for us to engage with.



KEY INFORMATION & BRAND MESSAGES

Tomsen Brand

- Tomsen is ideal for all skating disciplines users as they know how to use it right away. Skaters will use snowskates for training, for fun and to double their season.
 - Tomsen is a fun-on-day-one solution for winter sports beginners.
 - Tomsen snowskates are safe and comfortable.
 - Snowskates are easy to learn and easy to carry
 - Tomsen snowskates is the most affordable way to join winter sports and enjoy the slopes. Ski and snowboard requires skis/board, bindings, boots, poles + travelling gear for the car. Snowskating only requires snowskates and walkers (optional) and you don't need any other gear for travelling.
- 

SOCIAL DOS AND DON'TS

DO

- Ensure the content you create has a professional feel which keeps in line with your own channels aesthetics
- Send all content to your Tomsen contact before posting live
- Share your experience with your followers through engaging content
- Do include "I'm working with," "Ad" in your post as well as agreed hashtags and social handles. Tag Tomsen Sports as a brand partner where possible.

DO NOT

- Feature other snowskates brands on your social channels
- Include other brands in your snowskating content, unless pre-agreed with us.
- Include alcohol or capture situations that can be considered illegal and dangerous
- Include nudity or other situations that can be deemed risqué



FUN-ON-DAY-ONE

With Tomsen Sports