

YAY  
IT'S A RAINBOW UNICORN



Sponsored  
**GIVE AWAY!**

[willowing.org](http://willowing.org)

# Sponsored Give Away Opportunities

These are by far the most fun sponsorship opportunities as well as very effective as give aways create excitement and drive extra traffic to the blog and therefore they also drive extra traffic to your sponsored give-away! :)

Over here at Willowing Arts we love connecting our beautiful audience of mixed media and personal development enthusiasts with inspiring businesses, people, services and products! Advertising on willowing.org is highly suitable for those who offer life enriching products & services like art products, online art courses, life coaching sessions, personal development courses/ products or any other wellness and creative products!

If you want to reach thousands of art and wellness enthusiasts through my newsletter, social media sites and website, this opportunity is for you! :)

The site gets between 75,000 to 100,000 monthly page views and approx 20,500 unique visitors per month (daily unique visitors range from 1500 - 2500). The site has over **33,200+** members (and tends to grow with 400 to 500 members each month). The newsletter currently has almost **36,000** subscribers. If you are interested in advertising, please contact Maddie on [hello@willowing.org](mailto:hello@willowing.org).

The Rainbow Unicorn Give Away will also be advertised on my social media sites (23,000 Facebook Biz Page/ 12,000 Personal FB page/ 15,000 instagram/ 9000 FB group members).

## **How it works**

Join a sponsored give away by purchasing your Unicorn Give Away spot at least 4 weeks before the give away is launched (see dates below). You can give away anything you like; a free space on a course, original art work, digital prints, free PDFs or other hand made products etc.

Your blurb needs to describe what you are giving away and can include information about your business, links & the product your are giving away. Your 'blurb' can also include a discount code specifically for Willowing Arts readers (example: use: willowing2018 for 10% off any classes on our site).

## Promotional details

The Rainbow Unicorn Give Away will be posted in a blog post and announced on the day in my newsletter (solo email), each sponsor gets a link mention inside the email and all readers are encouraged to visit the blog post to read about the give aways and leave a comment to be entered to win.

The give away will stay open for **a week** and one more newsletter will be sent out to remind newsletter subscribers to enter the give away - 2 days before it closes. Winners will be announced 2 days after the give away has stopped running. We will contact you with your winner(s)' details.

The give away will also be promoted on our social media: FB biz/ personal FB/ FB group instagram/ pinterest during the week that it the give away runs.

## Dates

	Unicorn Give Away Dates
1	26 <sup>th</sup> April 2018
2	21 <sup>st</sup> June 2018
3	23 <sup>rd</sup> August 2018
4	25 <sup>th</sup> October 2018

## Sponsorship details and pricing

Type of Sponsor	Image Size	Words	Position	Price	Availability
Top Unicorn Give Away Sponsor	675 x 450 or 600 x 600	200	guaranteed top position in blog post	£299.00	1 available
Main Unicorn Give Away Sponsor	450 x 330 or 450 x 450	100	placement: first come first serve	£220.00	3 available
Standard Unicorn Give Away Sponsor	300 x 300	50	placement: first come first serve	£150.00	unlimited

## How to join

If you want to join the Rainbow Unicorn Sponsored Give Away – please email Maddie on [hello@willowing.org](mailto:hello@willowing.org), letting her know which type of sponsor spot you wish to purchase. She will then send you a payment link. Once payment has come through, please provide her with the ad spec details below.

### Rainbow Unicorn Give Away Ad Specs

#### ► **TOP UNICORN GIVE AWAY SPONSOR (#299)**

Please provide:

- Name of you/ your business
- Title / Name of product/ service that you are giving away
- 1 image of the product you're giving away size 675 x 450 or 600 x 600
- URL link to the product/ service you want to link to
- Up to 200 words describing your product and your business (can include links)
- Any discount codes you'd like to include

#### ► **MAIN UNICORN GIVE AWAY SPONSOR (#220)**

Please provide:

- Name of you/ your business
- Title / Name of product/ service that you are giving away
- 1 image of the product you're giving away size 450 x 330 or 450 x 450
- URL link to the product/ service you want to link to
- Up to 100 words describing your product and your business (can include links)
- Any discount codes you'd like to include

#### ► **STANDARD UNICORN GIVE AWAY SPONSOR (#150)**

Please provide:

- Name of you/ your business
- Title / Name of product/ service that you are giving away
- 1 image of the product you're giving away size 300 x 300
- URL link to the product/ service you want to link to
- Up to 50 words describing your product and your business (can include links)
- Any discount codes you'd like to include