

ROXSTAR GROUP



HOTEL

# ROXSTAR SPONSORSHIP PROPOSAL

[ROXY@ROXSTARGLOBALCONSULTING.COM](mailto:ROXY@ROXSTARGLOBALCONSULTING.COM)

CALL: +44 7479351307

[WWW.ROXSTARCONCIERGE.CO.ZA](http://WWW.ROXSTARCONCIERGE.CO.ZA)





# SPONSOR OUR EXCLUSIVE NETWORK OF INFLUENCERS AND CELEBRITIES

Help Promote your Travel Packages, Brands, and Destinations with our ambassadors

## ABOUT ROXSTAR

---

Roxstar, established in 2004, is a leading luxury agency in Africa and the only Travellermade Serandipians luxury agency on the continent. With our head offices in South Africa, we cater to a global clientele. Our expertise extends to both high-end FIT leisure travel and a substantial corporate division specializing in incentives, events, and corporate travel.

At Roxstar, we go beyond traditional travel services. In addition to curating exceptional travel experiences, we organize a wide range of events, including weddings, concerts, fashion shows, and brand launches. Our continuously growing network of business hubs ensures that our clients and their travelers benefit from the knowledge and support of a local Travel Management Company (TMC) no matter where they are in the world. We prioritize data integrity, quality assurance, and risk management to ensure seamless travel experiences in any local conditions.

Roxstar Concierge was created with the purpose of offering a unique concierge service that provides privileged access to the most sought-after experiences and opportunities life has to offer, all while minimizing stress and delivering on our promises. When you book with us, you gain access to our "preferred partner" status with leading hotels such as Hyatt Prive Hotels, Preferred Hotels, and Hilton Impresario. Additionally, as a member of TRAVELLERMADE, the world's leading luxury travel network, our team has access to the most renowned and unique properties worldwide.

---

The purpose of this proposal is to seek sponsorship from hotels, airways, restaurants, and experiences. Roxstar is looking to establish partnerships with these entities in order to either receive a financial contribution towards the hard costs of operating or to secure a barter deal on offering accommodation, F&B, transport, and experiences.

In exchange for their sponsorship, Roxstar offers significant media benefits to promote the sponsors' brands, destinations, or hotels. These benefits include an engaging aftermovie showcase that captures the highlights of the ambassador trips, extensive platform exposure through various channels such as SuperSport and airport screens, social media amplification through Roxstar and the ambassadors' channels, collaborative opportunities with other influencers and celebrities, brand association with the Roxstar Ambassador Program, and networking opportunities with other sponsors and industry professionals.

By sponsoring the Roxstar Ambassador Program, hotels, airways, restaurants, and experiences have the opportunity to gain exposure to a wide and diverse audience, including travelers and potential customers. This exposure can enhance their brand's image and reputation, positioning them as supporters of exciting and memorable travel experiences. Additionally, sponsors can benefit from networking opportunities and potential collaborations beyond the scope of the program, further expanding their brand's reach and influence.

Overall, the purpose of this proposal is to present a mutually beneficial partnership opportunity where sponsors can gain significant media exposure and brand recognition while supporting Roxstar in delivering exceptional travel experiences to their clients.



# MEDIA BENEFITS FOR SPONSORS

As a sponsor of the Roxstar Ambassador Program, you can expect to receive significant media benefits that will help promote your brand, destination, or hotel. These benefits include:

## **Aftermovie Showcase:**

Our team will create an engaging aftermovie that captures the highlights of the ambassador trips. This professionally produced video will showcase the stunning locations, unique experiences, and the ambassadors' content. The aftermovie will serve as a powerful promotional tool for your brand, reaching a wide audience.

## **Extensive Platform Exposure:**

The aftermovie will be featured on various platforms, including SuperSport (insert hyperlink to landing page), thousands of screens in airports across the United States, and . This exposure will ensure that your brand receives significant visibility and reaches a diverse audience, including travelers and potential customers.

## **Social Media Amplification:**

The aftermovie will be shared across Roxstars, and the ambassadors social media channels, which have a substantial following. This amplification will further increase the reach and engagement of the content, allowing your brand to gain exposure to a larger audience.

## **Collaborative Opportunities:**

By sponsoring the Roxstar Ambassador Program, you open doors to potential collaborations with other influencers and celebrities involved in the program. These collaborations can provide additional exposure and create unique marketing opportunities for your brand.

## **Brand Association:**

As a sponsor, your brand will be associated with the Roxstar Ambassador Program, which promotes travel, adventure, and unique experiences. This association can enhance your brand's image and reputation, positioning it as a supporter of exciting and memorable travel experiences.

## **Networking Opportunities:**

Sponsoring the program allows you to connect with other sponsors, ambassadors, and industry professionals. This networking can lead to valuable partnerships and collaborations beyond the scope of the program, further expanding your brand's reach and influence.

## **Giveaway Opportunities:**

Unlock the potential of our extensive ambassador network with a combined following of over a million on Instagram. Partnering with us allows sponsors to leverage our ambassadors' platforms to create massive holiday giveaways that boost social media presence, increase brand awareness, and grow Instagram following. By tapping into our engaged audience, sponsors can create a buzz around their brand, reaching a diverse audience and fostering a community of loyal followers.

We believe that these media benefits will provide your brand with valuable exposure and help you achieve your marketing goals. If you have any further questions or would like to discuss sponsorship opportunities, please don't hesitate to reach out to us using the contact information provided below.

# ROLE OF THE AMBASSADOR

The ambassadors play a crucial role in promoting sponsors' brands and creating awareness among their large audience. They are responsible for various tasks that contribute to the success of the Roxstar Ambassador Program. The following outlines the key responsibilities of the ambassadors:

## **a. Content Creation:**

Ambassadors are expected to create high-quality content that highlights the unique experiences, accommodations, and attractions offered by the partner hotels, restaurants, and destinations. This content can include photos, videos, stories, and blog posts that showcase the beauty, luxury, and excitement of the travel packages. By creating compelling and engaging content, ambassadors help generate interest and desire among their audience to experience the sponsors' offerings.

## **b. Social Media Promotion:**

Ambassadors utilize their social media platforms, such as Instagram, YouTube, TikTok, or personal blogs, to share their travel experiences and actively promote Roxstar's offerings. They engage with their audience by sharing personal insights, recommendations, and behind-the-scenes moments to create an authentic connection. Through their social media presence, ambassadors effectively reach and influence their followers, encouraging them to explore the sponsors' brands and offerings.

## **c. Use of Unique Codes:**

To incentivize their audience to book travel packages and services through Roxstar, ambassadors are provided with unique codes. They are responsible for encouraging their followers to use these codes when making their bookings, which allows them to avail exclusive discounts or benefits. This not only helps track the success of the ambassadors' promotional efforts but also rewards them accordingly for their contribution in driving bookings and generating business for the sponsors.

## **d. Reporting and Communication:**

Ambassadors are expected to maintain regular communication with the Roxstar team. They provide updates on their content creation, engagement metrics, and any challenges or opportunities they encounter during their ambassadorship. This reporting and communication help the Roxstar team better support the ambassadors and ensure a successful collaboration. It also allows for ongoing feedback and adjustments to optimize the promotional efforts and maximize the exposure and impact for the sponsors' brands.

By fulfilling these roles, ambassadors actively promote sponsors' brands, generate awareness, and drive engagement among their large audience. Their content creation, social media promotion, use of unique codes, and regular reporting and communication contribute to the overall success of the Roxstar Ambassador Program and help sponsors gain significant exposure and brand recognition.

# KEY PARTNERSHIPS AND MEDIA REACH

Apart from the exposure from Roxstar's and the ambassadors channels, Roxstar has established key partnerships that provide extensive media reach and exposure opportunities for sponsors. These partnerships include:

## 1. Partnership with SuperSport:

Roxstar's partnership with SuperSport, Africa's leading sports television network, is a significant asset for sponsors. SuperSport boasts an extensive reach across the continent, with millions of viewers tuning in to their programming. This partnership allows Roxstar to secure valuable ad space within SuperSport's programming, providing sponsors with a unique platform to showcase their brands. The professionally produced after movie, capturing the highlights of the ambassador trips, will be featured in SuperSport's programming, ensuring substantial exposure and brand recognition. Sponsors can leverage this opportunity to connect with a diverse audience and promote their offerings effectively.



## 2. Collaborations with Major American Media Conglomerates:

Roxstar has established collaborations with major American media conglomerates, including CBS, SBG (Sinclair Broadcast Group), and Tribune Media. These collaborations open doors to a vast audience in the United States, expanding the reach of sponsors' brands beyond Africa. Through these partnerships, Roxstar can tap into the extensive networks and platforms of these media conglomerates, enabling sponsors to gain exposure to a diverse American audience. This exposure can significantly enhance brand recognition and create new opportunities for sponsors to connect with potential customers.



## 3. Showcasing the after-movie on Airport & Hotel Screens

Roxstar's in-airport partnership network appears on thousands of screens in restaurants, retail stores, bars, and concourses at over **70** top airports in the United States. This extensive network allows for a remarkable reach of over **1.3 billion travelers each year**. Sponsors can take advantage of this opportunity to showcase their brands and offerings to a massive audience of airport visitors, creating significant brand exposure and potential customer engagement.

Additionally, Roxstar's in-hotel partnership network is a top 10 Multiple System Operator (MSO) in terms of national scale. With over **750,000** connected rooms and projected growth to reach over **1.3 million rooms** by 2023, this network represents a staggering **500 million travelers annually**. Furthermore, Roxstar's in-hotel partnership network holds an impressive 85% market share of Video-On-Demand (VOD)-served rooms in the US. Sponsors can leverage this extensive network to target and engage with a large and captive audience of hotel guests, ensuring maximum visibility and brand exposure.

By partnering with Roxstar, sponsors gain access to these powerful in-airport and in-hotel networks, allowing them to reach millions of travelers and hotel guests. This unparalleled reach and market share provide sponsors with a unique opportunity to connect with their target audience, increase brand awareness, and drive customer engagement.



# BRAND EVENT

Partner with Us and Elevate Your Brand with Exclusive Events!

At Roxstar, we specialize in creating bespoke brand events that are tailored to showcase and elevate your brand. As a sponsor, you'll have the opportunity to collaborate with us and host unforgettable experiences that leave a lasting impression on your target audience.

## 1. Customized Experiences

We work closely with our sponsors to design brand events that align with their unique vision and objectives. Whether you're looking to launch a new product, engage with influencers, or create captivating social media content, our team will curate an event that perfectly represents your brand and captivates your audience.

## 2. Premium Venues

We have secured exclusive deals with some of the best venues in the world. From a breathtaking 180 Million Rand Mansion in Clifton Beach, offering stunning sea views and a bespoke created store, to a private rooftop pool penthouse in Mykonos with panoramic island vistas, our venues are carefully selected to create a luxurious and immersive experience for our guests.

## 3. Influencer Engagement

Our events attract a premium guest list of influencers, models, press, and PR professionals. By sponsoring our brand events, you gain direct access to this influential network, allowing you to forge valuable connections and collaborations that can elevate your brand's visibility and reach.

## 4. Social Media Content Creation

We understand the power of social media in today's digital landscape. Our brand events provide a unique opportunity for influencer talent to create engaging content across various platforms, including TikToks, Instagram posts, stories, and reels. As a sponsor, your brand will be organically integrated into this content, amplifying your exposure to a wider audience.

## 5. Comprehensive Event Package

Our sponsorship package includes everything you need to host a successful event. This includes venue selection, event planning and coordination, entertainment, catering, branding opportunities, and social media coverage. We'll work closely with you to ensure that every aspect of the event reflects your brand's identity and objectives.

By partnering with us, you'll gain access to our expertise in event planning and brand promotion. Together, we'll create an exceptional event that showcases your brand in the best possible light and leaves a lasting impression on your target audience.

### Also Includes:

- **Product Placement:** Your brand's products will be strategically placed throughout the event space, allowing guests to interact with and experience them firsthand.
- **Point-of-Sale Displays:** We will set up branded point-of-sale displays to showcase your products and encourage sales during the event.
- **Post-Event Analytics:** We will provide you with detailed analytics and insights on the event's performance, including attendee demographics, social media engagement, and more.



# SPONSORSHIP OPTIONS

Roxstar offers two sponsorship options for potential sponsors to choose from:

## **Financial Contribution:**

Sponsors can provide a financial contribution towards the hard costs of operating the Roxstar Ambassador Program. This contribution helps cover expenses such as logistics, accommodations, transportation, and production costs. In return, sponsors receive significant media benefits and exposure, as outlined in the Media Benefits for Sponsors section of this proposal. The financial contribution option allows sponsors to support Roxstar in delivering exceptional travel experiences to their clients while gaining valuable brand exposure.

We understand that each sponsor may have different budgetary constraints and objectives. Therefore, we are flexible in tailoring the financial contribution to align with sponsors' specific requirements. We can discuss the contribution amount and customize the benefits and exposure accordingly.

## **Barter Deal:**

Roxstar also welcomes barter deals from hotels, airways, restaurants, and experiences. In a barter deal, sponsors offer accommodation, food and beverage services, transportation, and unique experiences in exchange for the exposure and promotional opportunities provided by the Roxstar Ambassador Program. This option allows sponsors to showcase their offerings to a wide and diverse audience, gaining brand recognition and visibility. The barter deal option provides sponsors with a unique opportunity to align their brands with the Roxstar Ambassador Program and reach a global clientele.

We recognize that sponsors may have unique offerings and resources that can enhance the ambassador trips and provide memorable experiences. We are open to discussing and customizing the barter deal to ensure a mutually beneficial partnership that aligns with sponsors' offerings and objectives.

Our goal is to create a partnership that meets sponsors' specific needs and maximizes the benefits and exposure they receive. We are flexible in tailoring the sponsorship options to accommodate sponsors' preferences and ensure a successful collaboration. Let's discuss your requirements and explore how we can create a customized sponsorship package that aligns with your goals.

[CLICK HERE](#)

Contact

**Roxy Robinson**



[www.roxstarluxurygroup.com](http://www.roxstarluxurygroup.com)  
[www.roxstarglobalconsulting.com](http://www.roxstarglobalconsulting.com)



+44 7479351307  
[ROXY@ROXSTARCONCIERGE.CO.ZA](mailto:ROXY@ROXSTARCONCIERGE.CO.ZA)