



The **OUTDOOR** *Journal*

Great Gear Review and Giveaway

Winter
2020/2021

EXTREME WEATHER GEAR

The Antarctic series

What to wear at the end of the world.



LAMARCA SOON
Lamarca soon makes an all-weather outdoor jacket in this series. It's a technical jacket that has been designed for extreme weather. The jacket has a high collar and a large pocket for an emergency space blanket. It's also available in a variety of colors to match the outdoor gear.

WATERPROOF CLASSIC
A technical outdoor waterproof jacket in this series. It's a classic jacket that has been designed for extreme weather. The jacket has a high collar and a large pocket for an emergency space blanket. It's also available in a variety of colors to match the outdoor gear.

POWERBASIC COOL WORKS
Powerbasic Cool Works is a technical outdoor jacket in this series. It's a classic jacket that has been designed for extreme weather. The jacket has a high collar and a large pocket for an emergency space blanket. It's also available in a variety of colors to match the outdoor gear.

TRAILBLAZER
Trailblazer is a technical outdoor jacket in this series. It's a classic jacket that has been designed for extreme weather. The jacket has a high collar and a large pocket for an emergency space blanket. It's also available in a variety of colors to match the outdoor gear.



Calling all Winter-focused Gear Brands

The Outdoor Journal is searching for **12 unique winter gear products** for review by our TOJ staff or ambassadors. The reviews will be part of a special online editorial feature – **The Great Gear Review and Giveaway!** Once our team has reviewed your products, we will give the gear to **our engaged audience** who participate in our survey project. The gear giveaway drawing is exclusively for readers who complete at least one of our Demographics, Lifestyle, Platform, and Travel surveys during the 30-day promotional period.

Important Dates:

- ❖ **November 30, 2020–Sponsorship Commitments Due**
- ❖ **December 1, 2020–Surveys and landing page launch and social media promotion begins. Sponsors are announced.**
- ❖ **December 5, 2020–Gear in-hand at TOJ for review**
- ❖ **December 15, 2020–Great Gear Review editorial launches. Dedicated promotional email to international audience sent with all Sponsors listed and details of giveaway program.**
- ❖ **December 31, 2020–Giveaway commences and winners announced**
- ❖ **January 15, 2020–All prizes verified shipped to winners**
- ❖ **January 30, 2020–Survey, engagement, and ROI results shared with Sponsors**

WATCH
The latest in outdoor watches. The watch is a high-tech watch that has been designed for extreme weather. It has a large display and a variety of features that make it perfect for outdoor use.

SUNGLASSES
The latest in outdoor sunglasses. The sunglasses are a high-tech pair of sunglasses that has been designed for extreme weather. They have a large lens and a variety of features that make them perfect for outdoor use.

LEATHERMAN
The latest in outdoor gear. The gear is a high-tech piece of gear that has been designed for extreme weather. It has a variety of features that make it perfect for outdoor use.

BOOTS
The latest in outdoor boots. The boots are a high-tech pair of boots that has been designed for extreme weather. They have a large sole and a variety of features that make them perfect for outdoor use.

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Sponsorship Opportunity Details

Objective	Assets	Engagements and Investment
<p>Be part of our highly-anticipated seasonal gear reviews and subsequent audience giveaway. Our staff or ambassador athlete will experience and editorially review your gear and share it with our readers.</p> <p>Sponsorships achieve the following objectives:</p> <ul style="list-style-type: none"> ❖ Ideal Customer Engagement ❖ Brand Awareness ❖ Product Awareness ❖ Product Launch ❖ Lead Generation ❖ Digital Marketing ❖ Social Growth 	<ul style="list-style-type: none"> ❖ Site-wide promotion on TOJ and TOV ❖ Logo, product, and link on Great Gear Review and Giveaway landing page and dedicated email blasts ❖ Recognition in programmatic Social Media campaigns (organic and paid) ❖ Individual Sponsor acknowledgment on Facebook, Twitter, and Instagram ❖ Inclusion in our digitally published Winter 20/21 Great Gear Review feature ❖ Survey and ROI report 	<p>Potential Engagement</p> <ul style="list-style-type: none"> ❖ 2 M+ international owned audience ❖ 5 M+ international paid audience <p>Investment</p> <ul style="list-style-type: none"> ❖ \$250 per review with TOJ Staff ❖ \$500 per review with TOJ Ambassador Athlete ❖ Provide product for review ❖ Provide same product(s) for Giveaway (minimum value \$250)

Only 12 gear spaces available! Contact us today!



Reserve your Sponsorship today!

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