



WE'D LOVE TO SHARE
YOUR AMAZING
BRAND WITH OUR
CAKE KIT
COMMUNITY

Baker Girl Lou x

CAKE 2 THE RESCUE - SPONSORSHIP KIT

In this kit you will find a range of opportunities to collaborate with Lou and the Cake 2 The Rescue community.

Our highly engaged Cake Kit Community are a fun group of kind, supportive families, raising each other up and throwing perfection out of the window. Our live social media cake kit demos, decorating classes, competitions, giveaways and free gifts with purchase, make Cake 2 The Rescue the perfect place to share your brand.

Over the last 10 years, Lou has taken a "customer first" approach to growing the Cake 2 The Rescue brand. She spends time supporting, teaching, inspiring and raising up her community on the daily. Her community are included in decisions about product development, new designs and community culture and the future of the brand. As such, she has created a loyal following of parents, who place their trust in all that she does.

“MY DAUGHTER SAID TO ME, IT SOUNDS LIKE LOU IS A FRIEND THROUGH THE INTERNET. I LAUGHED AND SAID, THAT’S HOW SHE MAKES EVERYONE FEEL!”

MICHELLE EVANS

OUR COMMUNITY DIGITS

10Y IN THE BAKING

11K FACEBOOK
GROUP MEMBERS

40K DIY CAKE KITS
SOLD

60K FACEBOOK
PAGE FOLLOWERS

65% GROWTH
DURING COVID



WAYS WE CAN PROMOTE YOUR BRAND



BRAND AMBASSADOR

FREE GIFT IN OUR CAKE KITS

FB LIVE PRODUCT PLACEMENT

PRODUCT ENDORSEMENTS

TAILORED ARRANGEMENTS

LET'S FIND THE BEST FIT FOR YOU

Here are 3 great ways you can work with our trusted brand and raise your profile and products with our engaged community. Of course, we are also open to tailoring something to suit your needs, just get in touch.

FREE GIFTS

We love including free gifts from our chosen partners to send out with our DIY cake kits.

These are usually related to cake baking or decorating in some way. We're open to anything which might make the lives of our community a little easier in the kitchen.

Minimum retail value of product: \$7.95

Minimum quantity supplied: 150 units

If chosen as a free gift, we'll include you in our boxes until the quantity runs out. Your contribution includes promotion on our Facebook group header as a free gift option, and announcement post within our Facebook group which has more than 11,000 members.

FREE GIFT PARTNER: \$0

No cost to you, other than the provision of the products which will be given away to our community members.

FREE GIFT PREMIUM PARTNER: \$495

***plus provision of the products.**

As above, but we'll also do a Facebook live video in the group showcasing your product, to increase awareness and engagement.

PRODUCT PLACEMENT

Got a product you think our DIY cake community would love?

We're pretty picky about the products and brands we work with - we look for businesses who are aligned with our values and which we know our customers will really enjoy using (or eating!).

COMPETITION PARTNER: \$795

***minimum prize value : \$500**

We run competitions within our community, where members get the opportunity to win your product. Competitions will be promoted across our email and social marketing platforms, with an total audience reach of 90,000.

CAKE 2 THE RESCUE DISCOUNT: \$395

***minimum discount : 15%**

Offer a discount to our Cake 2 The Rescue community which can be redeemed with an exclusive code. Discount code will be promoted across our email and social marketing platforms, with an audience reach of 90,000.

PLACEMENT IN LIVE VIDEO: \$895 - \$1995

***depending on the level of promotion agreed**

Lou's live videos have become legendary within our Facebook Group. And what better way to engage our audience, than to have Lou speak on camera about your product (and why she loves it!). We can also offer more subtle product placement in video content, without direct mentions.

BRAND AMBASSADOR

Looking for a brand ambassador who will truly add value to your brand and business?

Engaging Lou Duggan as a brand ambassador is a true partnership - a mutually beneficial agreement where Lou brings her expertise, personality and engagement to your own audience, as well as engaging with our own Cake 2 The Rescue community with a total audience of 90,000 to help share your message.

Lou loves to endorse products and businesses which are aligned with our Cake 2 The Rescue values, as a business which encourages and celebrates parents, family, DIY cake skills and making memories.

Working with Lou as a brand ambassador could include having her speak at an event, having her appear in video content on your own digital platforms, or even hosting cake decorating demonstrations at an event.

Each brand ambassador agreement is tailored to meet your exact requirements.

COST: \$2495 - \$4995

***depending on level of engagement agreed**



TAKE A LOOK INSIDE OUR COMMUNITY

[CLICK HERE](#)

READY TO WORK WITH US?

[EMAIL US](#)

PREFER TO CHAT?

Prefer to chat in person? No worries, contact

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