

JAMAICA

SAINT LUCIA

ANTIGUA

BAHAMAS

GRENADA

BARBADOS

TURKS & CAICOS

Sandals

AMBASSADOR



**BUTCH
NEEDS
YOU**



**BECOME A
SANDALS
AMBASSADOR
TODAY!**

**FOR MORE INFORMATION ON
THE WORLD'S LEADING ALL-INCLUSIVE RESORTS**

Call Agency Sales **020 7590 0210** · Email agencysales@sandals.co.uk · Visit sellingsandals.co.uk



World's Leading All-Inclusive Resorts
20 Years Running

OVERVIEW

Here at Sandals, we are on a mission to find 6 Sandals Ambassadors from across the UK to represent and promote our Luxury Included® brands. Once found, the 6 agents with this prestigious title will receive:

- A marketing spend of £5,000
- An exclusive FAM trip to Antigua and Turks & Caicos
- A place at Travel Weekly's Agent Achievement Awards (2016) and Globe Travel Awards (2017)
- A case of Robert Mondavi Twin Oaks Wines
- A Sandals goody bag



APPLY TODAY!

For your chance to become a Sandals Ambassador, simply submit a creative Marketing Plan (using the following template). This must be to the value of £5,000.

Requirements:

Your Marketing Plan should include the promotion of either Sandals or Beaches with a particular focus on one of our luxury inclusions. Choose from one of the following that interests you the most:



To be in with the chance of becoming a Sandals Ambassador, you must complete the creative Marketing Plan (using the template included) by 01 March 2016. Only one entry per travel agent permitted. Winners will be notified on 03 March 2016.

This prize includes: (1) A marketing spend of £5,000 (maximum) to carry out Marketing Plan submitted – creative/artwork to be produced by Sandals Resorts. (2) An exclusive FAM trip to Antigua and Turks & Caicos, including accommodation at Sandals Grande Antigua Resort & Spa and Beaches Turks & Caicos Resort Villages & Spa on a Luxury Included® basis, return flights from London Gatwick, an internal flight between the two islands, as well as in-resort transfers. Sandals Resorts will determine the departure date and duration within 60 days prior to departure. Room categories will be allocated on arrival. Sandals Resorts reserves the right to relocate prize winners (Sandals Ambassadors) from the stated resorts if rooms/flights become unavailable for the agreed travel dates. This prize is strictly non-transferable, non-refundable, and is subject to Sandals Resorts normal terms and conditions. Holiday insurance is not included and must be purchased before travel. (3) A place at Travel Weekly's Agent Achievement Awards (13 July 2016 – Park Plaza Westminster Bridge, London, SE1 7UT) and Globe Travel Awards (2017 - Exact date/location in London TBC) including £150 (total) towards your transport/accommodation costs. (4) A case of Robert Mondavi Twin Oaks Wines. (5) A Sandals Resorts goody bag.

Please note: By entering this competition prize winners (Sandals Ambassadors) agree to participate in public relations on behalf of Sandals Resorts. This includes being photographed/filmed, and being required to complete a post FAM trip questionnaire – to be published in Travel Weekly.

Prize winners (Sandals Ambassadors) must be over 21 years of age and must have completed the Sandals and Beaches online training programmes. This competition is not open to employees and their immediate families of promoter Unique Vacations (UK) Ltd and their associated agencies. Further terms and conditions may apply.

MARKETING PLAN

Complete this Marketing Plan to be in with the chance of becoming a Sandals Ambassador.

IMPORTANT DATES

Submission Opening Date: 04 February 2016

6x Winners To Be Notified: 03 March 2016

Submission Closing Date: 01 March 2016

6x Winners To Be Announced: 10 March 2016

ABOUT YOU

Name:

Address:

ABTA Number:

Contact Number:

Agency Name:

Email Address:

MARKETING FOCUS

Please tick one of the following:

Sandals Resorts – Love Nest Suites

Sandals Resorts – Island Hopping

Sandals Resorts – Gourmet Discovery Dining
& Premium Brand Drinks

Sandals Resorts – Weddings

Sandals Resorts – Land & Water Sports

Beaches Resorts – Families

MARKETING ACTIVITY

To help you promote our brand and your chosen focus, we have put together a 'Shopping List' of activity for you to choose from (if you wish!):

ONLINE ACTIVITY	SIZE	COST
Web Banners/Landing Pages	Custom	£0
Solus Email	N/A	£200
Facebook Banner	N/A	Added Value – FREE with every email

OFFLINE ACTIVITY	SIZE	COST
Double-Sided Flyer	A5	£25 (200 quantity)
	A4	£50 (200 quantity)
4-Page Flyer	A5	£50 (200 quantity)
	A4	£100 (200 quantity)
Window Poster	A3	£15 per poster
	A2	£25 per poster
Pull-Up Banner	2000mm (high) x 850mm (wide)	£65
	2000mm (high) x 1000mm (wide)	£105
Window Vinyl	Custom	On A Request Basis
Local Advertising	Please Advise	Check With Your Local Publications

This is to be used alongside your own marketing ideas... **OVER TO YOU!**

MARKETING PLAN TEMPLATE

Objectives:

1.
2.
3.

Strategy:

ACTIVITY	TIMING

Feel free to include as many marketing channels as you wish, as long as your overall plan does not exceed more than £5,000.

- Print Ads • Radio • Events • Sales Promotions • Websites • Web Ads • Email • Blogs

Key Messages:

1.
2.
3.

Analysis (How will the success of this campaign be measured?):

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.....
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Additional Comments:

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.....
.....

If you require more space, please do not hesitate to continue on additional sheets of paper.

WE LOOK FORWARD TO RECEIVING YOUR MARKETING PLAN BY 01 MARCH 2016!

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