



# Score! with myESPN Highlights

## The Opportunity: Let ESPN's SportsCenter help you grow your business!

Energize your photography business by offering the most innovative personalized photo product in years, myESPN Highlights.

aVinci Media has teamed up with the most recognizable name in sports, ESPN, to offer the ultimate personalized photo product, my ESPN Highlights. aVinci's product allows parents to turn photos of their child athlete into authentic SportsCenter productions, in the form of highlight videos (DVD's), photo books and even posters.

### Program Benefits:

- Sell photo products featuring the most recognizable name in sports: ESPN
- Earn commissions for all purchases made by your customers
  - Your unique Affiliate ID tracks your customers
- Sell to customers and submit the orders—we do the rest
- Leverage myESPN Highlights Sales Tools:
  - Sales sheets, price lists, coupons, ad templates (print and online), printable POS materials, marketing tools (online poster maker)

### Become an Authorized Affiliate

1. Complete Online Affiliate Application at:  
<http://affiliates.myESPNShighlights.com>
2. Pay \$250 Annual Affiliate Fee (online)
3. Start Selling!



**Product Features:**

Turn your customers' photos into an ESPN SportsCenter Highlight Reel!

- Create personalized ESPN SportsCenter productions – DVDs, Photo Books and posters
- Just add photos—we do the rest
- Affordable—as little as \$24.95 customer sell price for a DVD



**DVDs**



**Photo Books**



**Posters**

**Personal SportsCenter Highlights Video**

- Authentic ESPN SportsCenter graphics and sound effects
- Commentary by ESPN's Karl Ravech
- Includes:
  - Sharable movie (MP4 file)
  - 4 personalized ESPN cut-out cards
  - Print-at-home mini poster
- 15 photo or up to 100 photo versions

**Hard Cover / Soft Cover Books**

- Authentic ESPN SportsCenter Photo Book
- 15 photo or up to 100 photo versions
- Personalized cover with your photo
- Includes 3 ESPN mini-posters featuring athlete's photo
- Preview full layout before ordering
- 100# gloss paper
- Two size Options:
  - Hard Cover: 8 ½" x 11"
  - Soft Cover: 5 ½" x 7"

**Custom Wall Posters**

- Authentic ESPN SportsCenter graphics
- 18" x 24"
- Features single photo with athlete's name & personalized ESPN 'bottomline' sports ticker message.
- Choose from 3 poster designs

**Highlight Themes**

Productions are offered for Individual (up to 15 photos) and Team (up to 100 photos) Sports:

- All Sports
- Girls Softball
- Boys Baseball

**Coming Soon:**

- Boys Soccer
- Girls Soccer
- Football
- Girls Volleyball
- Boys Basketball
- Girls Basketball
- Hockey
- Boys Lacrosse
- Others

## Affiliate Fee

The annual affiliate fee of \$250 establishes you as an authorized seller and supplies you with all that you need to promote and sell the product:

- Authorized Marketing Materials (Print & Online)
- Product credit for one sample DVD, photo book and poster
- Sales Sheets and Price Lists
- Coupons
- Viral marketing tools (online poster maker)

## Sales & Marketing Materials

As an authorized myESPN Highlights affiliate, you will be provided a complete kit of sales and marketing materials. Only approved product descriptions and marketing materials may be used. Approved promotion materials will be provided for on-field selling, website selling, and store/studio selling. **Please note:** Any use of unauthorized sales or marketing materials will result in immediate termination of sales affiliate.

## Consumer Pricing & Affiliate Commission:

Product	Consumer Prices		Affiliate Commissions*		
	List Price	Sale Price**	Silver Level	Gold Level	Platinum Level
DVD - Individual (15 images)	\$36.00	\$24.95	\$6.24	\$7.49	\$8.73
Photo Book - Individual (15 images, Soft Cover, 5.5"x7")	\$36.00	\$24.95	\$6.24	\$7.49	\$8.73
Poster (18" x 24")	\$36.00	\$24.95	\$6.24	\$7.49	\$8.73
DVD - Team (20-100 images)	\$50.00	\$34.95	\$8.74	\$10.49	\$12.23
Photo Book - Team (20 - 100 images, Hard Cover, 8.5"x7")	\$71.00	\$49.95	\$12.49	\$14.99	\$17.48
DVD Copies - Individual or Team	\$24.00	\$16.95	\$4.24	\$5.09	\$5.93

\*Silver: \$0 to \$2,500 in revenues (25%); Gold: \$2,500 to \$12,500 in revenues (30%); Platinum: \$12,500+ in revenues (35%)

\*\* 33% discount from List Price

## Sample Products Pricing

Your affiliate fee includes one DVD, one Photo Book and one Poster. Additional copies are available at a discounted price:

- \$15 Sample DVD
- \$30 Sample Hardcover Photo Book
- \$15 Sample Softcover Photo Book
- \$15 Sample Poster

## Selling myESPN Highlights

There are two models for selling myESPN Highlights:

### 1) "Make it for the Customer"

1. Take the order from the customer, completing a myESPN Highlights Order Form.
2. Collect money from customer, payable to you (includes your products and services.)
3. You complete the order process at [www.myESPNHighlights.com](http://www.myESPNHighlights.com)
  - Select & Upload customer's photos
  - Submit payment online, using your business credit card and promo code
4. Product mailed to consumer or your business for personal delivery
5. Receive commission check from aVinci Media

### 2) "Customer Makes the Order from Home"

1. Direct customers to [www.myESPNhighlights.com](http://www.myESPNhighlights.com) by distributing marketing flyers or with a link on your website. Promote a 33% discount on purchases by providing your Affiliate Promo Code\*.
2. Customer completes the order process at [www.myESPNhighlights.com](http://www.myESPNhighlights.com)
3. Product mailed to consumer
4. Receive commission check from aVinci Media

\* Note: By using your Promo Code, customers will receive a 33% discount and aVinci is able to track your sales for commission disbursement.

## Get Started Today!

1. Complete Online Affiliate Application at <http://affiliates.myESPNhighlights.com>
2. Pay Affiliate Fee (online)
3. Start Selling!

For questions about myESPN Highlights' Authorized Affiliate Program, contact us at:

[affiliate@avincimedia.com](mailto:affiliate@avincimedia.com)

1-801-984-2529

**<http://affiliates.myESPNhighlights.com>**



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