



## Sponsorship Reference Guide

This guide is to be referred to by all aspiring sponsors/collaborators who would like to know more information on sponsorship protocol undertaken by KewbzUK

KewbzUK is the largest UK online puzzle store, serving customers for 4 years. We have established ourselves as a respected and reputable brand for UK speedcubers and puzzle solvers alike. We are the only UK puzzle store to have collaborations with both TheCubicle.us and SpeedCubeShop to vend their speciality lubricants, making them readily available to speedsolvers in the UK and Europe. We also stock the latest speed cubes, before any other UK store. We regularly sponsor and vend at WCA competitions, awarding vouchers and KewbzUK trophies/medals to podium finishers across all events.

We are in the process of establishing our sponsorship system to give back, and help develop our interaction with the community. We're looking for driven, motivated individuals who hold qualities that we believe can best represent our store and want to take KewbzUK to the next level within the UK community.

This guide only provides a rough outline on what we expect from the speedcubers that we will sponsor at each tier. There is some flexibility for some of these requirements!

When applying, you do not need to specify the sponsorship tier for which you are applying unless you want to be considered for the Content Creator tier. All other applications are to be left non-specific.

Sponsorship perks will be discussed after the initial application period with successful applicants.

Currently, applications from competitors who compete mainly in the UK will be considered.



## TEAM IMPERIUM

This is the main sponsorship tier for KewbzUK. These are the speed solvers who will be the front-line of KewbzUK - the best of the best. Here are some of the qualities we expect from Team Imperium sponsors:

- **For all-rounded speedsolvers:** Show high proficiency across many WCA events. If you feel like your skill is spread across the board and you can't narrow down one or two specific events in which you excel, this is the category for you.  
**Or: For specialist speedsolvers:** Demonstrate a very high level of ability across a small number ( $\leq 3$ ) of WCA events. If a couple of your rankings stand out well above the crowd of others, this is the category for you.
- **Be an established and trusted community member:** We want people who the community respects and looks up to on Team Imperium. This goes above and beyond recognition for ability, and extends into community interaction and participation at every level across all platforms.
- **Be motivated to continue improving and carry the KewbzUK name with pride:** We want our sponsors to show what they're capable of on the world stage and do so whilst representing KewbzUK with passion and commitment.
- **Be an adamant supporter of KewbzUK and contribute towards a brighter future for us:** You will be the face of KewbzUK, which means being a speed-solver who loves what we do and want to be a part of it with us, and help bring the latest speed cubes and products to the UK and Europe.

This tier of sponsorship will be reserved for **exceedingly impressive applicants only.**



## KEWBZERS (AFFILIATE PRO-

## GRAM)

This will be our main category of affiliation. We want a strong base of speed solvers who are committed to supporting KewbzUK but aren't quite at the level required for Team Imperium. Your main duties will involve spreading the word about KewbzUK wherever you can and being a positive, helpful community member at competitions and online. Here are some of the qualities we expect from our Kewbzers Affiliates:

- **Passionate about speedcubing and a regular customer of KewbzUK:** Do you primarily purchase your puzzles from KewbzUK, and are you avid about cubing?
- **Active and helpful at WCA competitions:** As a company that has sponsored WCA competitions in the past, we cannot stress how important it is to be helpful at competitions, by running, judging and scrambling.
- **Desire to improve at events that you enjoy (competitive mindset):** We are looking for people who are on track to improve, do you practice regularly? Are you motivated to improve?
- **Willing to be active in spreading the word about KewbzUK at competitions and on social media:** The point of the Kewbzers Affiliate Programme is to support upcoming Speedcubers and promote the KewbzUK brand. Would you recommend KewbzUK to others?
- **Fun and friendly to be around:** Arguably the most important criteria for being an Affiliate - are you fun and friendly? We want a team of social and passionate Speedcubers, that aren't afraid to speak with people at competitions or online.



### **KEWBZTV (CONTENT CREATORS)**

We are also interested in recruiting some content creators into our team. The main requirements for this role coincide with the above category but also include YouTube or Instagram presence. We're looking for people who love to produce content about speedcubing and WCA competitions. There isn't any specific content for this - it could be reviews of products, competition vlogs, personal achievements, help guides or anything speedcubing related. The only additional requirements we have outside of this are as follows:

- Your content must be high-quality, well produced and edited with care and attention. We want to see your passion for content production shine through in your work.
- You must have a relatively developed channel (a substantial quantity of both subscribers and regular video viewers). Interaction with followers across all platforms is also helpful.

**Please indicate in your application if you would like to be considered for this role in addition to other tiers.**

## Application Tips

For applications, we will provide some basic questions that can help guide your application, but most of it will be up to you. We want to allow you to show us what you have to offer, in any way you see fit. We expect a substantial part of your application to be independent discussion of your personal fit into the KewbzUK Team.

As a reminder, sponsorships are a **two-way relationship**. We are more than happy to help support our sponsors in ways that we can, however we expect the same support in return. Keep this in mind whilst writing your applications.

Here are some things we would like you to include in your discussion:

- **Who are you?** Tell us a bit about yourself. We're interested in your character and personality as well as what you have to say, so show us the kind of person you are as best as you can throughout your application.
- **Why KewbzUK?** Tell us about your experiences with us, what you think of our services and how you think that you could help us grow and develop. Even throw in a few suggestions for us if you like!
- **What can you bring to the table?** Show off whatever you think is relevant to your application. Personal achievements, competition experiences, suggestions for new endeavours for us. Anything that you're proud of can go here (try to keep it cubing related, however).
- **Links** - Please conclude your application with the following links: WCA profile (mandatory), YouTube channel (mandatory for content creator role), personal Facebook profile, Instagram, email address etc. **Do not lie about how many subscribers/followers you have, as we will be checking.**

Please email all applications to [sponsorships@kewbz.com](mailto:sponsorships@kewbz.com) before May 30<sup>th</sup> to be considered in the first round of sponsorship.