

## PERSONALIZED ACCESSORIES SPONSORSHIPS

### Application

The application for sponsorships is available to fashion bloggers who owns a personal account on fashion platforms. Tumblr blogs that simply reposts other posts will not be honored. Only Tumblr blogs that are full of personal posts (such as outfit posts) will be accepted.

### Requirements

A public Tweet or Instagram story mentioning the store, Personalized Accessories *before* Personalized Accessories will ship out items.

Why is this needed? Previously, we encountered a blogger who requested for items but never posted upon receiving the items. When you create 1 post or story related to our site, it assures us that you will post about the items you receive.

In return, we will send freebies.

Please note that not all bloggers are eligible for freebies. We would still select bloggers based on the availability of our budget.

### Freebies

	Basic	Intermediate	Advanced
Post Sponsorships*	Php 500 worth of goods***	Php 1000 worth of goods***	Php 1500 worth of goods***
Giveaway Sponsorships**	1 winner	2 winners	3 winners

\*Amount may be adjusted if the difference is not big.

\*\*Items depend on Personalized Accessories.

\*\*\*Recommended items for bloggers are from Time Capsules. Please choose at least one item from that collection.

For post sponsorships, you must **follow** the requirements:

1. 1 post with an item from Personalized Accessories *within 7 days* (with the link of Personalized Accessories in your post).
2. At least 1 post for each item sent out (maximum of 30 days) with the link of our page in your post.
3. Send the link of your post (via email, Facebook or Instagram) every time Personalized Accessories is used **OR** attach the photo via Facebook **OR** post your blog post in our Facebook wall. [Photos may be used in the homepage of our website, blogger will get featured with the link of his/her shop in the image].

Sample of posts from different bloggers / artists can be seen in the homepage of [www.personalized-accessories.com](http://www.personalized-accessories.com)

For giveaway sponsorships, you **must** place at least one of the following as requirements of your giveaway:

1. **Like** Personalized Accessories on Facebook

2. **Follow** Personalized Accessories (@itsPAofficial) on *Twitter*
3. **Follow** Personalized Accessories (@personalizedaccessories) on *Instagram*

Optional requirements:

For Facebook related posts, must tag @Personalized Accessories.

For Twitter related posts, must use mention @itsPAofficial or use the hash tag #PAgiveaway

For Instagram related posts, must use mention @personalizedaccessories or use the hash tag #PAgiveaway

To determine whether your blog statistics is basic, intermediate or advanced, it is based, but not limited to, the following:

	Basic	Intermediate	Advanced
Blog Statistics [Visitors based on TopBlogs.com.ph]*	At least 100 visitors	At least 500 visitors	At least 1000 visitors
Followers (Twitter or Instagram)	At least 1000 followers	At least 5000 followers	At least 10,000 followers
Facebook Fan Page	At least 800 likes	At least 4000 likes	At least 8000 likes

\*For example of how we check blog statistics based on TopBlogs.com.ph, see image below:

The screenshot shows three blog entries from TopBlogs.com.ph, each with a 'Statistics' button and visitor count:

- 1 Break My Style**: Break My Style (BMS) is a fashion blog by Laureen Uy. She shares her style and her thoughts- she experiments and gives tips on how to be more trendy. **Visitors: 11,573**
- 2 Thirstythought**: Kryz Uy's personal blog with daily injections of her personal style, inspired by worldwide street fashion and beauty. **Visitors: 9,965**
- 3 Camille Tries To Blog**: Camille Co blogs about her love for fashion and a few other loves in between. **Visitors: 9,264**

The most important aspect will be the blog statistics. If this is not applicable, then the blogger must meet the requirements for Twitter or Instagram followers. If you can meet at least one of the criteria for basic, intermediate or advanced blogger level, then you are eligible to claim freebies.

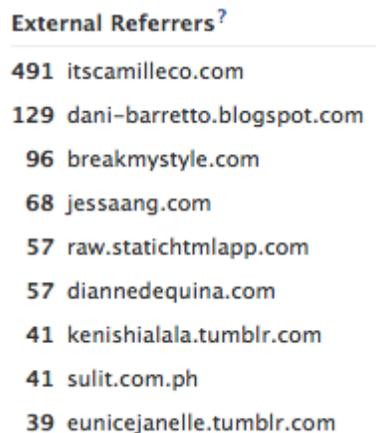
For those getting freebies for the first-time, the status of your blog is dependent, but not limited to, the following:

1. The number of daily visitors you have (May be based on the visitors posted by

- TopBlogs.com.ph])
2. The number of followers you have (Instagram, Twitter, FB fan page, etc)
  3. The rank of your blog (Rank number of the fashion & beauty category [for registered in TopBlogs.com.ph])

Bloggers **may get more items** from Personalized Accessories, if there are increasing number of visitors who visit our page from your blog. To get more items, there should be at least 1-month difference since you last got freebies from Personalized Accessories.

Tip [optional]: You may make a review of the shop (or items from Personalized Accessories) to have more of your followers visit our page. When they click the link of Personalized Accessories from your blog, then it increases the number of visitors we get from your blog. This will be based on Facebook insights, see image below.



The image shows a screenshot of the 'External Referrers' section in Facebook Insights. The title 'External Referrers?' is at the top. Below it is a table with two columns: the number of visitors and the referrer domain. The data is as follows:

Visitors	Referrer
491	itscamilleco.com
129	dani-barretto.blogspot.com
96	breakmystyle.com
68	jessaang.com
57	raw.statichtmlapp.com
57	diannedequina.com
41	kenishialala.tumblr.com
41	sulit.com.ph
39	eunicejanelle.tumblr.com

For those getting more freebies from us, the status of your blog is dependent, but not limited to, the following:

1. The number of visitors (to our page) from your blog
2. The number of daily visitors you have
3. The number of followers you have (Instagram, Twitter, FB fan page, etc)
4. The rank of your blog (Rank number of the fashion & beauty category [for registered in TopBlogs.com.ph])
5. The number of comments or likes of each blog post
6. The quality of the photos and the post

### **Authorization**

Personalized Accessories is authorized to collect photos and related information of your post for promotion use.

By sending freebies to the blogger, it is understood that the blogger agrees and acknowledges the information on this document. Personalized Accessories reserves the right to change these terms at any time.

Thank you for your interest!