



SPONSORSHIP OPPORTUNITY

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**IS YOUR  
MOWER  
TOUGH  
ENOUGH**



# THE QUEST FOR THE BEST MOWER

But first...Who are we and why does it matter?

Since 2014 Yanasa Ama Ranch has been growing a strong social media presence via YouTube, Facebook, and recently Instagram. The husband and wife duo have racked up over 4 Million Views and 14 Thousand Subscribers. Based on SocialBlade Analytics and their historical growth rate, the channel will grow by over 25,000 subscribers and 6 Million Views in the next 12 months.

Charlie and Shauna own Yanasa Ama Ventures, LLC which is a parent company for real estate business, professional marketing and videography services in North Carolina. The Yanasa Ama Ranch youtube channel started as a side venture and has grown dramatically over the past two years.

Nearly 10% of the channels videos are mower related. While that is an exciting number, most of those videos are based on mower repairs.

The ranch in which they live is a 30 acre parcel, mainly cleared, with rolling hills, steep topography, and thick tall fescue. Even the brush hog faces challenging moments. The joke amongst viewers and their neighbors is “don’t lend Charlie your mower.”

Now we are on a quest for the best. **Can your mower pass the test? Is it really that tough? Would you dare let this brutal Youtube operator put your mower through the ringer?**

# VIDEO TYPES

The Next Mower will be our flagship.



Video 1 - Delivery, Unboxing, General Review of Features and Stats. Partial Assembly is even better!



Video 2 & 3 - We're going to put it to the test on multiple terrains, different grass heights, cut cleanliness, weedy areas, ditches, we want to see if it's ranch tough. We will repeat this video with a female driver.



Video 4 - General Maintenance and care. Our viewers are home mechanics, we want to show them how easy or difficult it is to maintain the mower.



GOING BEYOND - The mower will become a flagship on our property and appear in numerous videos throughout the year including any repair videos, land management and mechanical repairs which are a big part of our channel.



## WE 'GET' BRAND PROMOTION:

Charlie and Shauna have a combined 32 years of marketing experience and their ready to share their passion with you.

Likely one of the most valuable marketing methods is fan endorsement. Reality stars of today, aka YouTubers, have built a more trusted alliance with their audience than traditional actors. That said, the best endorsement isn't always pushed, but subtly cultured.

Logo Gear is encouraged. You may send us brand clothing and accessories that we will wear/display randomly throughout our videos. We go through a lot of work clothes so your brand will stick with us as long as it's wearable. Cool accessories are another great way to promote your brand. Items like logo tool bags are a great way to steal a close up of your name while grabbing a wrench. Perhaps your name is on that wrench?

Anytime a sponsored item is shown, even if the video is about something completely different, we will make sure



the brand of the equipment is known.

Social Media is fan driven. **Our viewers are watching everything. If we shoot a video and a mower is in the background, they'll notice it and take note.** Our channel covers more than mowers. This is an opportunity for you to gain exposure across a wide spectrum of rural and family life.

When fans come to our channel, they are entering a portal to our ranch, the life of our ranch, the operations of our ranch, everything in that portal (that we choose to show them anyway) is influencing the way they choose to run their homestead, farm, or ranch in some way or another.

## PRODUCT SPONSORSHIP

### Product Sponsor and Taxes:

Your mower will be the only cost of the sponsorship, you may 1099 our ranch for the value of the equipment as a marketing expense.

Sponsors are also welcome to pay an additional fee to have the video promoted via Google Ad-words on a video discovery campaign. If a sponsor wishes to promote the end product in this way, we can discuss a marketing strategy and budget. A per-campaign set up fee may apply.



### Product Requirements:

The product must be a commercial grade mower. This mower will be driven on steep hills and power through some very tough vegetation. **We are looking for the best mower to meet the needs of our demographics which are small farms to average sized farms.**

Product must be female friendly. **Don't send us something that takes a chewbacca to control!** We're looking for a tough mower, but it needs to be able to be safely operated by an average sized female. The mower will be reviewed by both male and female operators.

### ZERO TURN: ONLY 60" OR

**GREATER DECK.** Our viewers have land, they need to cut quickly, 48" takes a lifetime. Size and maneuverability are essential.

### HEAVY DUTY DECK.

We don't want to give you a bad review, but we will be putting the equipment to the test. Something we don't have patience for are the thin floppy decks with low quality mandrels. This is the most essential part of a mower and will be emphasized to our viewers.



# MORE THAN JUST TUBERS...

Charlie and Shauna are more than just “YouTubers” and social media marketers. They are resourceful members of their community.



Following Hurricane Florence, Charlie and Shauna used their social media skills to help raise over 20K dollars for flood victims, they used their real estate expertise to help flood victims find mortgage loopholes to escape “sunken” debts, they used their land to host swamped livestock, and they used their mechanical knowledge to

salvage thousands of dollars in tools and equipment. They helped drag their community out of the mud.



The couple remains committed to being a voice in the agricultural community and helps promote small farmers through their social media presence.

When you sponsor Yanasa Ama Ranch, you are aligning yourself with a powerful pair who care about making a difference in the lives of others.





## IMPROVED VIDEOGRAPHY

Times are changing, our channel is growing, and our skills are developing. The Videography Capabilities of Yanasa Ama Ranch are drastically improving as the camera and equipment line-up expands into professional videography services.

YouTube is generally a place for amateur film makers, however moving forward we plan to bring the same care and quality of professional films to our sponsored videos. Sponsored videos will show multiple camera angles and feature more close-up and slow motion camera shots. All sponsored videos *will be filmed in 4K and professionally edited for color and sound.* This differs from 90% of the videos we create for our channel which are more often quick edits, shot with only one or two cameras.

Will this disrupt the organic raw feel of the channel and relationship to viewers? No. Yanasa Ama Ranch has aired several professionally engineered videos and the content has generally been well accepted by viewers. With the help of sponsors like you, the Yanasa Ama Ranch channel plans to enhance the creative side of social media videography.