

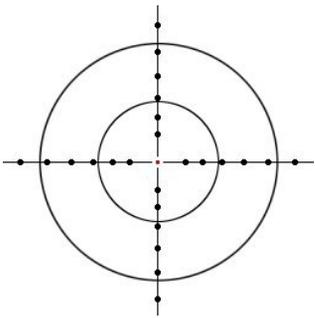
SPONSORSHIP ADVANTAGES:

Inspired By



Turn your business into an *intelligent* force for social good;
Maximize market response.

Step 1



Audience Size: 10 million;
growing exponentially.

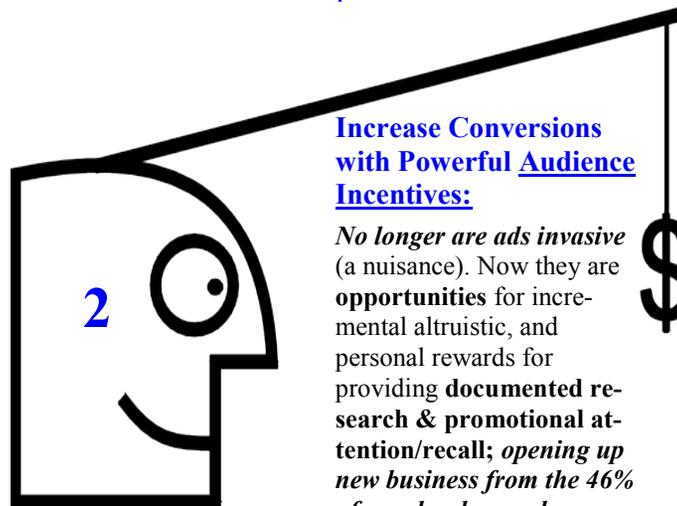
Target 100% qualified leads through both their Persona app, and 3rd party publishers, *while co-branding with their personal charities**; promoting massive response, purchase, and loyalty.

Uniquely Optimized by:

Precise interests, measured social influence, trends in similar profiles (doppelgangers), emotion, & cause markets.

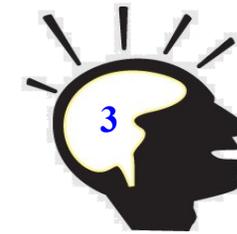
**61% of American's say they will try a NEW brand if the brand matches their charity. 80% will switch brands. (Src: Cone Inc, 2010.)*

Cost: \$0.06-0.10/lead. Ad delivered and notified with both the Persona app & publishers.



Increase Conversions with Powerful Audience Incentives:

No longer are ads invasive (a nuisance). Now they are opportunities for incremental altruistic, and personal rewards for providing documented research & promotional attention/recall; opening up new business from the 46% of people who rarely respond to ads (Src: Harris, 2010).



Educate Your Audience w/ Powerful Incentives:

Our "Where's Waldo/Trivial Pursuit-like" research game *stimulates and incrementally rewards* your audience for their **documented attention** to the details of your promotions. This statistically increases your engagement by 29% (Src: Gigya, 2013). **Costs \$1-2.**

Additional Research Benefits:

- Gauge, and document the *effectiveness* and *absorption* of your promotions.
- Stimulate massive goodwill and loyalty through reciprocity, and cause affiliation.
- Game structure creates competition amongst friends, *increasing referrals to your promotions.*
- Positively benefit your audience by *educating* them on the products/ services they wanted anyways.

6x more value than AdWords:

- **AdWord's \$1-\$40+**, invasive, *conversion only advertising*, with no goodwill, research, loyalty, tested education or incentives.

Vs.

- **Our \$0.06-0.10/highly qualified lead**, non-invasive, incentivized *opportunities* that *gamify and document research, attention, and goodwill for only ~\$1-2 additional.*
- **Social lifestyle targeting and fulfillment** that knows what your market *likes & will like*, by analyzing multiple parameters *across our member's social activity and "doppelgangers"*; revealing future markets.
- **Incentivized** conversion rates/attention.
- **Documented brand education** that only costs relative to your target's proven attention.
- **Supplementary with all promotions**, across all medias (*internet, mobile, print, TV, radio, etc.*), by simply implementing a *logo*.
- **92% of our revenues goes to our member's causes; electrifying brand loyalty.**

If you were incentivized ~\$1-2 to your favorite *local charity* (+equal cash-like benefits), would you be more likely to *pay attention to an ad/play a game to prove it?* How much more *educated, & loyal** would you be to that brand? ***85% of USA says 'a lot more'** (Src: Cone, 2010). **See step 3 for complete value.**

Additional Value:

Hosting Monetization (see <http://bit.ly/smrcp-host>):

- Have a following? Every member you invite awards you **a percent of their total value, every day — 4% of a min. \$0.75/day** — as donations to your charities, and your deductible rewards. *This is a minimum \$0.03/day/invitee. No cost.*

Increased Feedback:

- **Increased feedback to your content** (Facebook, Twitter, website, store-front, etc.), incentivized by our member's personal content monetization. **No cost.**

Crowdsourced Traffic:

- Massive, crowd-sourced traffic to your media, from people incentivized to leave you feedback, and convert to research. **No cost.**

Increased Testimonials & Post-Purchase Research:

- Our incentive system can be applied to acquire **non-bias testimonials, product demonstrations, & post purchase reviews; creating brand champions.** *Costs 5% of purchase price* (like cash-back meets charity; with a deductible receipt).

Mobility:

- Open Source compatible with all mobile devices; allowing for on-the-go response to *in-store demos* (hint, hint), billboards, fliers, video, QR Codes, etc. SMRC provides complete instructions for full mobile enablement. **No cost.**

Why Register Now?

Double your donations and rewards for life!

Registering during our pre-launch will double your donations and rewards for life!

Help enable billions of dollars/year to all causes:

SMRC currently has a pre-registration pipeline of **10 million members**. Their social interaction will produce a minimum of **\$219/year/member (of \$273.75 total)** to themselves and their favorite causes. *Registering today will allow you to influence your follower's value to your corporate causes/CSR.*

SMRC Member Benefits: <http://bit.ly/smrcp-mflyer>
SMRC Host Benefits: <http://bit.ly/smrcp-hflyer>