

STAYSNEAKAR BOLD BRANDS PARTNERSHIP GUIDE

THE WALKING BILLBOARD EFFECT™

Where Products Become 24/7 Campaigns & Brands Dominate Markets

PARTNERSHIP TIERS

Your Goal	Tier	Outcome	Validation
Test AR's Viral Potential	Emerging Icon (500 units)	- 65% lower CAC via UGC- 15-20% engagement rate	Snap AR: 76% engagement (2024)
Scale Cult-Driven Campaigns	Growth Accelerator (1K units)	- 3x resale value- Geo-spatial AR quests	StockX: Limited drops = 3x resale
Own the AR/VR Landscape	Enterprise Universe (5K+ units)	- 75K scans/90 days- Full FTC/NCAA automation	Nike: 500K scans via AR billboards (enterprise benchmark)

CAMPAIGN EXECUTION

1. Partnership Ignition

- **If You Provide:** Brand DNA + 4K assets → **Then We Deliver:** Tech blueprint in 72hrs.

2. Creative Alchemy

- **If You Approve:** AR storyboard → **Then We Activate:** Geo-spatial triggers + tokenized shoes.

3. Digital Genesis

- **If You Validate:** QA testing → **Then We Launch:** 48hr deployment + real-time scan analytics.

4. Market Domination

- **If You Engage:** Post-launch community → **Then We Optimize:** Dynamic pricing + UGC amplification.

CaaS FOR ASSET-CHALLENGED BRANDS

Problem: Brands lack 3D/AR-ready assets.

Solution:

- **Full Asset Creation:** SNEAKAR's team builds 4K-compliant assets (\$75-150/hr).
- **Asset Remediation:** Retrofit existing assets to .glb/.gltf + 4K standards (\$2-5K/project).

TECH ARSENAL REQUIREMENTS

Requirement	Standard	Purpose
4K Textures	3840x2160 resolution, PBR materials	Crisp AR rendering for billboards/quests
.glb/.gltf Formats	Unity/Unreal compatibility	Cross-platform AR/VR experiences
Geo-Spatial AR	ARKit/ARCore anchors (<1m accuracy)	Location-based scavenger hunts

COMPLIANCE & VALIDATION

Automated Guardrails:

- **FTC Disclosures:** "Paid partnership with [Brand]" auto-added to AR captions.
- **NCAA Audit Trails:** Scan→payment tracking via Polygon blockchain.

Industry Benchmarks:

- Adidas' AR scavenger hunts drove **50% conversion** (Netguru).
- Burberry's AR campaigns achieved **2.5x engagement** (CMSWire).

VICTORY METRICS

Muenster of Rap Case Study:

- **Challenge:** Merge music/streetwear without paid ads.
- **Solution:** AR shoe quests at concert venues.
- **Results:**
 - **75K scans** in 90 days.
 - **71% CAC reduction** via UGC.

- **35% rev-share** via smart contracts.

Performance Standards:

Metric	SNEAKAR	Industry Avg
Engagement Rate	15-20%	8-12%
Content Efficiency	90% reuse rate	30% reuse

NEXT STEPS

1. **Choose Tier:** Emerging Icon → Enterprise.
2. **Submit Assets:** 3D models + brand guidelines via SNEAKAR Portal.
3. **Launch:** 48hr deployment → track dashboards.

Contact: info@sneakar.io
