



Become a Sponsor of TheSpaReview.com

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TheSpaReview.com is a Division of
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1. [Introducing TheSpaReview.com](#)

[TheSpaReview.com](#) is an independent and interactive new website specializing in spas. It provides a variety of services for spa lovers with a mission to promote spa experiences that are delicious, memorable and meaningful.

[TheSpaReview.com](#) professionally and objectively rates spas according to concise and stringent consumer-based quality standards that have been developed by Dr. KC Barker, a long time spa enthusiast and concerned consumer.

“I have a passion for spas and have visited spas all over the world. I found my friends asking me my opinions on spas, telling me horror stories or just not knowing what to expect from a spa. I felt that there was a need for an unbiased, honest and purely consumer based rating systems for spas – available online -- for consumer awareness and protection” says Dr KC Barker, creator of [TheSpaReview.com](#). “I feel the word spa is often misused. [TheSpaReview.com](#) is helping to give meaning back to the word spa.”

Spas are awarded Silver Crowns (from one to five, with five being the highest) by both the [TheSpaReview.com](#) and authorized guest reviewers, who rate the spas according to a specialized rating system which considers all aspects of a spa: from the customer service, to the level of cleanliness to the treatments. This holistic approach ensures that the total spa experience is assessed.

[TheSpaReview.com](#) not only provides guidance for customers when choosing a spa, but it also offers advice for spas on how to meet customer expectations, thus giving them an advantage in the highly competitive market. [TheSpaReview.com](#) provides a platform for the various spas to communicate their treatments and products through the website.

Highlighted in the [TheSpaReview.com](#) is The Green Spa Initiative, which encourages spas to be more environmentally friendly by providing information and guidelines on how to become greener. This added value service also allows the conscious consumer to choose a spa that reflects their environmental values.

Globally the spa industry is growing at a rapid pace and this region is no exception as it offers an abundance of exquisite spas. [TheSpaReview.com](#) is a tool to help spa customers make informed decisions and to expect excellence from their spa of choice, regardless of whether they seeking health, beauty, serenity, or luxury.

[TheSpaReview.com](#) would like to welcome all spas to be reviewed and obtain their Silver Crown award. Quality spas proudly display their Silver Crowns. Discerning spa clients look for the Silver Crowns. Discerning spa clients should know about your products and services as well.



2. Who Uses TheSpaReview.com

TheSpaReview.com is an information service for spa lovers and people becoming spa lovers.

Typically, compared to the average person, spa lovers are people who have:

- 👑 More disposable income
- 👑 More discretionary relaxation time
- 👑 More demand for luxurious products and services
- 👑 More concern for personal wellness and fitness
- 👑 More reliance on the internet for information
- 👑 More international travel experience
- 👑 More interest in new experiences
- 👑 More intention to be demanding consumers
- 👑 More ability to make informed choices

Spa customers and potential spa clients use TheSpaReview.com for spa advice and information.

3. TheSpaReview.com Website Advertising Policy

As a matter of policy, TheSpaReview.com will sell advertising space on its website when the inclusion of advertising does not interfere with the mission of TheSpaReview.com.

Advertising on the TheSpaReview.com website is directed to spa customers worldwide. The appearance of advertising on the TheSpaReview.com website is not a guarantee of the claims made for the product and services in such advertising.

TSR.com, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted. TSR.com reserves the right to not link to or to remove links to other web sites.



4. Who Sponsors *TheSpaReview.com*

Sponsors of *TheSpaReview.com* want to advertise directly to these spa lovers. Sponsors of *TheSpaReview.com* may not be directly related to the spa industry, but they wish to be associated with it, and to appeal to spa clientele. Sponsors of *TheSpaReview.com* must share our commitment to excellence, luxury, wellness and environmental sustainability. **Sponsors represent excellence** in products and services associated with any or all of the following:

- ✿ Travel, tourism and leisure
- ✿ Health and wellness
- ✿ Beauty and luxury
- ✿ Comfort, rest and stress reduction
- ✿ Style and personal image

In addition to sponsors, there are **advertisers who are directly associated with the spa industry** – spas and spa products and services.

5. Why Sponsor *TheSpaReview.com*

The benefits to those who sponsor *TheSpaReview.com* include:

1. Featured Promotion in the Spa Industry – Sponsor's banner ads feature prominently on the front page of all topic pages, speaking directly to spa lovers.
2. Direct promotion by *TheSpaReview.com* – Sponsors are directly promoted through banner ads with direct links to the sponsor's website, product placement in *TSR.com* stories and promotional materials, and participation in *TSR.com* events.
3. Indirect promotion by *TheSpaReview.com* – Spas and spa products that advertise are regularly mentioned in *TheSpaReview.com* communications, public relations and initiatives.
4. New Market Development – Sponsors are able to communicate directly with potential clients through RSS feeds and blogs – increasing client audience and numbers.
5. Reputation Enhancement – Sponsorship of *TheSpaReview.com* implies that the sponsor's products and services are in line with *TheSpaReview.com's* high standards and customer satisfaction focus.
6. Diversified PR – Through website traffic and a broader web presence – sponsors can use *TheSpaReview.com* like a second, more targeted website aimed at the people who frequent spas.
7. Spa industry news updates -- The use of the RSS feed from *TheSpaReview.com* will update the sponsor with any spa news and will update *TheSpaReview.com* readers with news from sponsors.



6. [TheSpaReview.com Advertising Promises](#)

The goal of the [TheSpaReview.com](#) advertising is to increase sales for our advertisers and sponsors by promoting spa excellence and spa awareness. To that end, we:

- 👑 use the internet in productive ways to communicate with spas and spa clients
- 👑 provide leadership in the spa industry with consumer-based quality awards
- 👑 provide advertising opportunities for quality spas and spa products and services.
- 👑 produce positive and illuminating spa stories, with photographs, for publication
- 👑 sponsor events and resources for meaningful spa experiences
- 👑 network widely in the spa industry
- 👑 focus on informing and supporting learning for spa customers

In addition, we endeavor to increase traffic to our website and to yours. We provide you with a banner ad for your website that proudly shows your relationship with us.



And we utilize the most current forms of Internet marketing:

- 👑 regular search engine optimization and product placement
- 👑 a Real Simple Syndication (RSS) feed for immediate reader updates
- 👑 pod casting, chat rooms, blogging and other digital communications

All sponsors are welcome to use the chat room, blogs and RSS feed to send news to spa customers. Sponsoring [TheSpaReview.com](#) is like having a second website. And it is like joining the international spa community.

The benefits to sponsors are that they become directly associated with spa excellence and can speak directly to spa consumers. Sponsorship of [TheSpaReview.com](#) reaches spa customers in a way that product websites can't.

7. Website Sponsorship Prices and Practices 2008

Sponsorships	For products and services associated with excellence
Description	Positions for logo's (banner ad) on the right side of each topic page ✦ Includes a direct link from your logo to your website. ✦ Benefits from being prominent on every page. ✦ Benefits from being co-branded with spa excellence, wellness, luxury, and a concern for the environment
1 Year Platinum	\$70,000 USD (250,000 AED) per year includes top level website banner ad placement, prominent placement on all TSR.com materials and promotions, placement in TSR.com spa stories, participation in TSR.com events
1 Year Gold	\$30,000 USD (100,000 AED) per year includes mid level website banner ad placement, mention on all TSR.com materials and promotions, mention in TSR.com spa stories, possible participation in TSR.com events
1 Year Silver	\$15,000 USD (50,000 AED) per year includes lower level website banner ad placement, mention on all TSR.com materials and promotions

8. Contact Us

Please contact us if you would like to:

- ✦ Advertise on TheSpaReview.com and communicate directly to spa clients
- ✦ Become a sponsor of TSR.com with a shared commitment to excellence, luxury, wellness and environmental sustainability

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