



ELROSHÉ KRUGER

PROMOTIONAL MANAGER

ELEVATE YOUR BRAND WITH **PROMO POPPIES'**
PROFESSIONAL MODELS!



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PROMO POPPIES ALCOHOL ACTIVATIONS

BROCHURE & CLIENT AGREEMENT

Sophisticated. Strategic. Stand-Out Brand Ambassadors.

Welcome to Promo Poppies

At **Promo Poppies**, we specialise in providing experienced, dynamic promotional models for **alcohol brand activations** — from in-store tastings and nightclub promotions to VIP events and festivals. Our brand ambassadors are trained to responsibly and effectively engage with your target market while elevating your brand's visibility and identity.

Booking Process

1. Initial Enquiry

Submit your event details (date, time, location, number of models required, brand information, and activation goals).

2. Proposal & Talent Availability

We'll curate a list of brand-aligned models and check availability for your dates.

3. Talent Selection

You may select preferred models from our portfolio. Final assignments may be adjusted depending on availability and compliance requirements.

4. Deposit (50% Booking Fee)

A **non-refundable 50% deposit** is required to confirm the booking and secure the models.

5. Agreement Signing

A signed agreement must be in place before the models can be booked and briefed.

6. Balance Payment (Due 48 Hours Before Event)

The remaining **50% balance** is due no later than 48 hours prior to the scheduled activation.

7. On-Site Management

All Promo Poppies models are **supervised by our Director or Team Leader** to ensure your activation is executed with precision and professionalism.

Model Conduct & Activation Standards

- **Age Verification & Legal Compliance**
All models assigned to alcohol activations are over 21 years of age and trained in **responsible alcohol promotion** in line with South African liquor laws.
 - **Strict No-Consumption Policy**
Promo Poppies models **may not consume alcohol** during their working shift or accept drinks from clients or attendees.
 - **No Personal Information Disclosure**
Models are **prohibited from sharing their phone numbers, email addresses, or social media profiles** with clients, event guests, or any third parties.
 - **Professionalism at All Times**
Models must be punctual, presentable, and follow the client brief. Disrespectful or inappropriate behaviour from event attendees must be reported immediately to Promo Poppies supervisors.
 - **Photography Consent Required**
Clients may not photograph or film models in suggestive or inappropriate contexts. All marketing content involving our models must be approved by Promo Poppies.
 - **Supervision and Coordination**
A **Promo Poppies team lead** will be present during all alcohol activations to oversee schedules, breaks, uniform standards, and brand messaging.
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Confidentiality Policy

- **Client Privacy**
All details shared with Promo Poppies — including campaign strategies, activations, and internal communications — will be kept strictly confidential.
- **Brand Protection**
Models are trained not to speak about brand specifics beyond the approved messaging and will not represent any brand without Promo Poppies coordination.

Payment Policy

- **Deposit Requirement:**
A **50% deposit** is required to confirm the booking. This deposit is **non-refundable**.
- **Balance Due:**
Full payment must be made **at least 48 hours prior to the activation**. Late payment may result in cancellation and forfeiture of your deposit.

Rescheduling & Cancellations:

- Cancellations made less than 72 hours before the event will result in **no refund**.
- Rescheduling is subject to availability and must be done in writing.
- Any additional costs incurred due to rescheduling will be charged to the client.
- **Payment Methods:**
EFT is the preferred method. Banking details will be provided with the invoice.

Client Agreement

By signing this document, the client agrees to the terms, policies, and conduct expectations outlined by Promo Poppies.

This includes but is not limited to:

- ✓ Responsible alcohol promotion
- ✓ Confidentiality of model and brand information
- ✓ Full payment compliance
- ✓ Model supervision and protection
- ✓ Legal compliance with the Liquor Act and related legislation

CLIENT NAME: _____

COMPANY (if applicable): _____

EVENT NAME / BRAND: _____

EVENT DATE & LOCATION: _____

SIGNATURE: _____

DATE: _____

Promo Poppies: Where beauty meets branding — with responsibility, style, and purpose.

Signature:

EC Kruger



Promo Poppies

**MODERN TALENT
UNFORGETTABLE EVENTS
LIFESTYLE**

Your Event, Our Talent!

Promo Poppies – Elevate Your Event!

Need promo models, influencers, or brand ambassadors? Promo Poppies provides top talent for any event. From product launches to corporate events, we've got you covered!

Services:

- Promo Models
- Influencers
- Brand Ambassadors

Get in touch today and make your event unforgettable!

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