



FROST & SPRINKLE

Hands On Fun, One Cake At a Time.

# Affiliate Onboarding Guide





# Welcome to Frost & Sprinkle

*Welcome to Frost & Sprinkle!*

We're excited to have you as a partner. At Frost & Sprinkle, we create unforgettable **cake-decorating competition events** for **corporate teams, private celebrations, and kids' birthday parties** in South Florida. Our events are interactive, fun, and highly shareable-making them a perfect fit for influencers, event planners, and community leaders who love connecting people through experiences.





# About Frost & Sprinkle

**Who We Are:** Frost & Sprinkle is a South Florida-based event company bringing people together through cake-decorating competitions.

**What We Do:**

- Corporate Events - unique team-building experiences.
- Private Parties - birthdays, showers, and special occasions.
- Kids' Events - creative, hands-on fun for little decorators.

**Why It Works:** Every event is lively, photo-worthy, and memorable-which makes it

**EASY FOR AFILIATES TO SHARE AND PROMOTE.**

# Commission Structure

- **10% commission** on every booked event you refer.
- **Minimum event size:** 12 guests.
- **Base price:** \$119 per person.

## Your Earnings Example:

- 12-person party → \$1,428 total → **\$142 commission** for you.
- 20-person corporate event → \$2,380 total → **\$238 commission** for you
- Larger events (30, 40, 50+ guests) = even more earnings.

There's **no cap** on what you can earn - the more events you help book, the more you make.

\* Commission is calculated on gross program revenue, before taxes or processing fees.



# How You Can Promote Frost & Sprinkle

## 1. Social Media Sharing

- Share our content (photos, videos, testimonials) on Instagram, Facebook, LinkedIn, and TikTok.
- Highlight the fun, team-building, and Instagram-worthy moments.

## 2. Direct Referrals

- Recommend us to your network: HR managers, event planners, moms, schools, and community organizations in South Florida.
- Use your personal referral link or tracking code (we'll provide this).

## 3. Content Creation

- Write blog posts or create videos about your Frost & Sprinkle experience.
- Showcase the creativity, laughter, and team bonding that happen at every event.

# Next Steps

## 1. We'll provide you with:

- A unique affiliate tracking link.
- A set of brand images, videos, and sample captions.
- A quick guide to talking points and FAQs.

## 2. Start sharing and promoting Frost & Sprinkle.

## 3. Track your referrals and commissions in real time (we'll send login details once your account is set up).



# Why Affiliates Love Frost & Sprinkle

- **Easy to promote:** Fun, visual, and highly shareable events.
- **Generous commissions:** 10% on every booking.
- **Growing demand:** South Florida companies and families are always looking for unique event ideas.
- **Strong support:** Our team is here to give you assets, updates, and everything you need to succeed.

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Welcome  
aboard—we  
can't wait to  
grow with you!



The Frost & Sprinkle Team