

ISLAND INFLUENCE: COMPREHENSIVE EVENT PLAN

Executive Summary

"Island Influence" is a 3-day influencer competition event taking place in Santorini, Greece from May 15-18, 2025. The event brings together 8-10 TikTok influencers to compete in a series of online and offline challenges, creating content on new TikTok accounts while also producing sponsor-focused content on their established main social media accounts.

The event is a collaboration between B4Battle LTD (title sponsor) and Volkan Enterprises (host sponsor), with all activities designed to fit within a 10-hour daily working window for the production crew. The competition features progressive elimination, narrowing to 4 finalists on Day 2 and final 2 on Day 3, with prizes that promote local Santorini businesses.

The entire event will be filmed and produced as a TV show mini-series with episodes released on YouTube and Instagram, featuring interviews, behind-the-scenes content, and dramatic cutscenes to enhance storytelling.

1. EVENT CONCEPT AND STORYLINE

1.1 Core Concept

"Island Influence" challenges social media influencers to prove their content creation skills in the stunning setting of Santorini, Greece. Competitors must build new audiences from scratch on fresh TikTok accounts while navigating both online battles and physical challenges that showcase the island's beauty and local businesses.

1.2 Unique Selling Points

- Level playing field with new TikTok accounts for all competitors
- Dual content creation (competition content + sponsor promotion on main accounts)
- Stunning Santorini backdrop for all content
- Mix of online engagement battles and physical challenges
- Progressive elimination format building to final showdown
- Exclusive access to premium locations and experiences
- TV show format with dramatic storytelling elements

1.3 Narrative Arc

The event follows a three-act structure:

Day 1: Establishment - All influencers compete individually in online battles while also participating in the Team Red vs. Team Blue beer packing challenge. Winners of the team challenge enjoy a sunset yacht experience, creating natural alliances and rivalries.

Day 2: Escalation - Individual competition intensifies with Cliffside content creation at Volkan's venue, followed by the Equestrian Challenge through Santorini. Day ends with elimination, leaving only 4 finalists.

Day 3: Resolution - The final 4 compete in a 2v2 team battle, followed by the ultimate Volcanic Ascent challenge between the final 2 competitors. The event concludes with a celebration at a sponsor nightclub where the winner is crowned.

2. COMPETITION FORMAT

2.1 Participant Structure

- 8-10 TikTok influencers with established followings
- Individual competition format throughout most challenges
- Strategic team elements (Day 1 Red vs. Blue, Day 3 2v2 battle)
- Progressive elimination: All competitors → 4 finalists → 2 finalists → 1 winner

2.2 Online TikTok Battles

All online battles follow this structure:

- **Preparation Period:** 30 minutes for each influencer to gather viewers and explain stakes
- **Battle Duration:** 5 minutes of actual competition
- **Transition Period:** 5 minutes between battles

Day 1 Format: Round-robin structure where each participant battles every other participant to accumulate points.

Day 2 Format: Cliffside content creation with volcano backdrop at Volkan's venue.

Day 3 Format: 2v2 team battle among the 4 finalists.

2.3 Offline Challenges

Day 1: Beer Packing Challenge

- Team Red vs. Team Blue competition
- Teams must efficiently pack and prepare Volkan beer for distribution
- Judged on speed, accuracy, and creative documentation
- Winning team enjoys 5-hour sunset yacht experience

Day 2: Equestrian Challenge

- Individual challenge navigating Santorini on horseback/donkey
- Multiple checkpoints at local businesses
- Content creation tasks at each checkpoint
- Judged on content quality, engagement, and checkpoint completion
- Bottom performers eliminated, leaving 4 finalists

Day 3: Volcanic Ascent

- Final challenge between last 2 competitors
- Multi-stage ascent of Santorini's volcanic landscape
- Content creation at designated points
- Live streaming component with audience interaction
- First to complete all stages and reach final viewpoint wins

2.4 Judging Criteria

Online battles judged on:

- Viewer engagement (comments, shares, likes)
- Follower growth during battle
- Creative execution of challenge theme
- Audience retention metrics

Offline challenges judged on:

- Content quality and creativity
- Task completion accuracy
- Engagement with local businesses/sponsors
- Time management and efficiency
- Audience response to content

3. DAILY SCHEDULE

3.1 Day 1 Schedule (May 15, 2025)

Time	Activity	Location	Duration
08:00 - 09:00	Breakfast & Daily Briefing	Hotel Restaurant	1 hour
09:00 - 09:30	Hair & Makeup Session 1	Styling Area	30 min
09:30 - 10:30	Online Battle Preparation	Content Creation Hub	1 hour
10:30 - 12:30	Morning Online Battles (Round 1)	Content Creation Hub	2 hours
12:30 - 13:30	Lunch & Interviews	Volkan Restaurant	1 hour
13:30 - 14:00	Hair & Makeup Session 2	Styling Area	30 min
14:00 - 15:30	Team Red vs. Blue Beer Packing Challenge	Volkan Brewery	1.5 hours
15:30 - 16:00	Challenge Results & Interviews	Volkan Brewery	30 min
16:00 - 18:00	Yacht Experience (Winning Team)	Santorini Coast	2 hours
16:00 - 18:00	Afternoon Online Battles (Round 2)	Content Creation Hub	2 hours
18:00 - 18:30	Day 1 Wrap-up & Standings Announcement	Main Stage	30 min

3.2 Day 2 Schedule (May 16, 2025)

Time	Activity	Location	Duration
08:00 - 09:00	Breakfast & Daily Briefing	Hotel Restaurant	1 hour
09:00 - 09:30	Hair & Makeup Session	Styling Area	30 min
09:30 - 12:00	Cliffside Content Creation	Volkan Cliffside Venue	2.5 hours
12:00 - 13:00	Lunch & Interviews	Cliffside Restaurant	1 hour
13:00 - 13:30	Equestrian Challenge Briefing	Stables Meeting Point	30 min
13:30 - 16:30	Equestrian Challenge	Santorini Village Routes	3 hours
16:30 - 17:30	Challenge Completion & Content Upload	Content Creation Hub	1 hour
17:30 - 18:00	Elimination Ceremony & Finalist Announcement	Main Stage	30 min

3.3 Day 3 Schedule (May 17, 2025)

Time	Activity	Location	Duration
08:00 - 09:00	Breakfast & Final Day Briefing	Hotel Restaurant	1 hour
09:00 - 09:30	Hair & Makeup Session	Styling Area	30 min
09:30 - 11:30	2v2 Team Battle (Final 4)	Content Creation Hub	2 hours
11:30 - 12:00	Team Battle Results & Final 2 Announcement	Main Stage	30 min

12:00 - 13:00	Lunch & Final Interviews	Volkan Restaurant	1 hour
13:00 - 13:30	Volcanic Ascent Challenge Briefing	Base Camp	30 min
13:30 - 16:30	Volcanic Ascent Final Challenge	Volcanic Landscape	3 hours
16:30 - 17:30	Winner Announcement & Awards Ceremony	Main Stage	1 hour
17:30 - 18:00	Preparation for Evening Celebration	Hotel	30 min
20:00 - 00:00	Celebration Party (Optional - After Work Hours)	Sponsor Nightclub	4 hours

4. DUAL CONTENT STRATEGY

4.1 Competition Content (New TikTok Accounts)

- All influencers create new TikTok accounts specifically for the competition
- Level playing field with everyone starting from zero followers
- Content focuses on competition challenges and battles
- Accounts remain active after the event with competition content preserved
- Joint ownership between B4Battle and influencers

4.2 Sponsor Promotion Content (Main Accounts)

- Influencers create content on their established main social media accounts
- Content features sponsored accommodations, food, drinks, clothing, makeup, etc.
- Minimum 3 sponsor-focused posts/stories per day
- Behind-the-scenes content showing event experience
- Proper tagging of all sponsor accounts and event hashtags
- Content remains owned by influencers with license to B4Battle and sponsors

4.3 Content Requirements

Content Type	Platform	Minimum Frequency	Required Elements
Competition Battles	New TikTok Account	Per schedule	Challenge theme, event hashtags, sponsor mentions
Challenge Documentation	New TikTok Account	1 per challenge	Challenge process, location tags, sponsor integration
Reaction Content	New TikTok Account	2 per day	Reactions to results, competitor content, experiences
Accommodation Showcase	Main Accounts	1 per day	Room features, views, amenities, sponsor tags
Food & Beverage Content	Main Accounts	1 per day	Volkan products, dining experiences, location tags
Styling/Beauty Content	Main Accounts	1 per day	Outfit details, makeup looks, sponsor tags
Behind-the-Scenes	Main Accounts	2 per day	Event production, interactions, Santorini beauty

5. SPONSORSHIP STRUCTURE

5.1 Primary Sponsors

B4Battle LTD (Title Sponsor)

- Overall event concept and organization
- Competition format and rules
- Content rights and distribution
- Influencer selection and management
- TV show production and distribution

Volkan Enterprises (Host Sponsor)

- All food and beverages for the event
- All transportation for influencers and production crew
- Pre and post-production costs for engineers
- Equipment rental costs
- Cliffside venue for Day 2 activities
- Yacht experience for Day 1 team challenge winners

5.2 Secondary Sponsors (In-Kind)

Clothing Sponsor

- Complete wardrobe for all influencers (3+ outfit changes daily)
- On-site styling services throughout the event
- Dedicated content opportunities on both competition and main accounts
- Ideal partner: Local Santorini boutique or designer

Makeup/Beauty Sponsor

- Professional makeup artists and hair stylists for all influencers
- All beauty products and services throughout the event
- "Get ready with me" content and beauty transformation segments
- Ideal partner: Local Santorini beauty salon or spa

Accommodation Sponsor

- Lodging for all influencers and key production staff
- Filming locations within the property
- Dedicated content featuring rooms, views, and amenities
- Ideal partner: Luxury Santorini hotel or villa complex

Nightclub/Entertainment Sponsor

- Venue for final night celebration
- VIP experience for all participants
- Branded content opportunities during celebration
- Ideal partner: Premium Santorini nightclub or entertainment venue

5.3 Local Business Partners

- Equestrian/Donkey Tour Provider for Day 2 challenge
- Local restaurants and cafes for checkpoint locations
- Santorini experience providers for prizes
- Local artisans for custom trophies and gifts
- Photography locations and unique Santorini businesses

5.4 Sponsor Benefits

Benefit	Primary Sponsors	Secondary Sponsors	Local Partners
Logo on all event materials	✓ (Premium placement)	✓ (Standard placement)	✓ (Category listing)

Dedicated content on influencer main

accounts	✓ (Multiple posts)	✓ (Category-specific)	✓ (During visits)
Integration in TV show episodes	✓ (Multiple segments)	✓ (Featured moments)	✓ (Location shots)
Verbal mentions by influencers	✓ (All content)	✓ (Relevant content)	✓ (During visits)
Product/service showcase	✓ (Comprehensive)	✓ (Category focus)	✓ (During challenges)
Content rights for marketing	✓ (All content)	✓ (Relevant content)	✓ (Location content)
Exclusivity in category	✓ (Complete)	✓ (Category-specific)	✓ (Location-specific)

6. PRIZE STRUCTURE

6.1 Daily Challenge Prizes

Day 1: Beer Packing Challenge (Team Prize)

- 5-hour sunset yacht experience provided by Volkan Enterprises
- Premium dining experience onboard
- Professional photography package of the experience
- Exclusive content creation opportunities

Day 2: Equestrian Challenge (Individual Prizes)

- Top performer receives private dinner at exclusive Santorini restaurant
- Custom jewelry piece from local Santorini artisan
- Premium spa treatment package
- Advancement to final day (top 4 performers)

6.2 Online Battle Prizes

- Daily point leaders receive exclusive Santorini experiences
- Custom content creation opportunities at premium locations
- Special feature segments in TV show episodes
- Branded merchandise packages from sponsors

6.3 Grand Prize Package

Overall Winner:

- "Island Influence Champion" title and custom trophy
- Return trip to Santorini with 3-night luxury accommodation
- Featured collaboration with B4Battle and Volkan Enterprises
- Complete wardrobe package from Clothing Sponsor
- Complete beauty package from Makeup Sponsor
- Professional content creation package (photographer, videographer for 1 day)
- Exclusive feature in all promotional materials

Runner-Up:

- Custom "Island Influence Finalist" award
- 2-night luxury accommodation package in Santorini
- Premium product packages from all sponsors
- Featured content opportunities with sponsors

All Participants:

- Official "Island Influence" participation certificate
- Comprehensive content package from their experience
- Sponsor product packages
- Ongoing relationship opportunities with B4Battle and sponsors

7. TV SHOW FORMAT

7.1 Episode Structure

The event will be produced as a 4-episode mini-series:

- **Episode 1:** Introduction & Day 1 (First Battles)
- **Episode 2:** Day 1 (Team Challenge) & Day 2 (Morning)
- **Episode 3:** Day 2 (Equestrian Challenge) & Finalist Selection
- **Episode 4:** Day 3 (Final Battles) & Winner Announcement

7.2 Episode Components

- **Competition Footage:** 50% of episode runtime
- **Interviews & Confessionals:** 20% of episode runtime
- **Behind-the-Scenes:** 15% of episode runtime
- **Santorini Showcase:** 10% of episode runtime
- **Sponsor Integration:** 5% of episode runtime (plus natural integration)

7.3 Storytelling Elements

- **Confessional Interviews:** Private reflections from participants
- **Dramatic Cutscenes:** Enhanced storytelling with music and effects
- **Expert Commentary:** Insights on strategy and performance
- **Relationship Development:** Friendships, rivalries, and alliances
- **Challenge Preparation:** Strategy sessions and preparation
- **Result Reactions:** Authentic emotional moments
- **Santorini Beauty Shots:** Showcasing the stunning location

7.4 Production Elements

- Multi-camera setup for all challenges and activities
- Dedicated interview space with branded backdrop
- Drone footage for location establishing shots
- Professional lighting and audio for all content
- Custom graphics package for results, standings, and transitions
- Original music score for dramatic enhancement
- Professional host/narrator for episode continuity

7.5 Distribution Strategy

- Primary release on YouTube (B4Battle channel)
- Episode highlights on Instagram (Reels and feed posts)
- Behind-the-scenes content on TikTok
- Weekly episode release schedule (one per week)
- Promotional teasers released 2 weeks before first episode
- Influencer participation in promotion on their main accounts
- Sponsor cross-promotion across their channels

8. PRODUCTION TIMELINE

8.1 Pre-Production Phase (April 8 - May 14, 2025)

April 8-14: Initial Planning

- Finalize all legal documents and agreements

- Begin influencer selection process
- Prepare for Santorini visit

April 15-21: Location Scouting

- Santorini visit (April 20)
- Venue confirmations
- Local business partner meetings
- Technical requirements assessment

April 22-28: Participant Finalization

- Complete influencer selection
- Sign all participant agreements
- Finalize secondary sponsors
- Begin technical production planning

April 29 - May 5: Content Planning

- Develop detailed shot lists
- Create challenge instruction packages
- Finalize judging criteria and scoring systems
- Develop graphics package

May 6-12: Final Preparations

- Equipment testing and packing
- Crew briefings and assignments
- Participant pre-event briefings
- Final logistics confirmation

May 13-14: Arrival and Setup

- Crew arrival in Santorini
- Equipment setup at all venues
- Technical testing
- Participant arrival and orientation

8.2 Production Phase (May 15-18, 2025)

- **May 15:** Day 1 - All participants, online battles and team challenge
- **May 16:** Day 2 - Cliffside content and Equestrian Challenge, elimination to 4 finalists
- **May 17:** Day 3 - Final battles, winner announcement, celebration
- **May 18:** Wrap day - Final interviews, b-roll, participant departures

8.3 Post-Production Phase (May 19-31, 2025)

- **May 19-21:** Content organization and logging
- **May 22-24:** Rough cut of all episodes
- **May 25-27:** Fine editing, graphics, and music
- **May 28-29:** Final review and approval
- **May 30:** Delivery of final episodes
- **May 31:** Release of first promotional materials

9. CONCLUSION

"Island Influence" represents a unique opportunity to showcase the beauty of Santorini while creating compelling content that benefits all stakeholders. The event's innovative format, combining online battles with offline challenges and a dual content strategy, ensures maximum exposure for sponsors while providing influencers with exclusive experiences and content opportunities.

The carefully structured 10-hour daily working window for the production crew ensures efficient execution while maintaining high production values. The progressive elimination format builds natural drama throughout the three

days, culminating in a final showdown that will engage audiences across multiple platforms.

With B4Battle and Volkan Enterprises as the primary sponsors, supported by local Santorini businesses providing clothing, makeup, accommodation, and experiences, "Island Influence" will deliver exceptional value through the exclusivity factor that cannot be purchased through traditional channels.

The next steps are influencer selection and the Santorini visit scheduled for April 20, 2025.

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