

PRIVATE & CONFIDENTIAL PARTNERSHIP PROPOSAL

# Manufacturer Partnership Program

WHITE-LABEL + REFERRAL COMMERCIALIZATION SERVICES

MANUFACTURING × COMMERCIALIZATION

# From formulation to flywheel.

A flexible commercialization partnership built to help manufacturer clients launch stronger, sell through faster, and reorder sooner.



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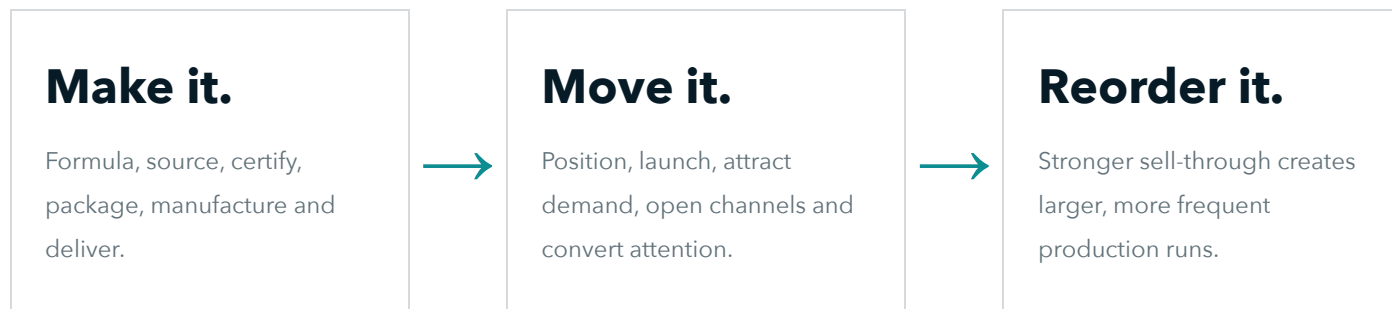
saltwater **interactive**

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THE OPPORTUNITY AFTER THE PRODUCT IS FINISHED

# Manufacturing gets the product made. Growth gets the next PO placed.

Manufacturers already give founders the formulation, formats, quality systems, and production capacity to enter the market. The missing layer for many emerging brands is what happens next.



**The partnership thesis:** put a ready-made commercialization team behind manufacturer clients without adding payroll, overhead, or internal management burden.

## 01

**Increase client value.**  
Give founders a credible path from product concept to commercial launch.

## 02

**Protect the relationship.**  
Keep clients inside a trusted partner ecosystem instead of sending them into the agency wilderness.

## 03

**Accelerate reorder velocity.**  
Better launches improve the conditions for sell-through and repeat manufacturing volume.

TWO WAYS TO PUT GROWTH EXPERTISE BEHIND EVERY CLIENT

# Under your brand or beside it. The client experience stays seamless.

## 01

### WHITE-LABEL DIVISION

## Your marketing arm. Our delivery team.

- Partner-branded packages, intake and client materials
- Saltwater operates behind the scenes as an embedded extension
- The manufacturer maintains the primary client relationship
- Wholesale partner pricing with a built-in margin
- Optional co-branded strategy and reporting

Best for a fully integrated, differentiated client offering.

## 02

### REFERRAL PARTNERSHIP

## Warm introduction. Clean handoff. Shared upside.

- The manufacturer identifies launch-ready or growth-stalled clients
- Saltwater scopes, contracts, manages and delivers directly
- 15% commission on launch packages
- 15% of the first six months of qualifying retainers
- Transparent status updates without extra operational work

Best for fast activation with no new internal workflow.

ONE CONNECTED SYSTEM

**A launch is not a logo, a website,  
or a campaign.  
It is a coordinated growth loop.**



Saltwater connects senior strategy, creative production, digital implementation, launch communications, search visibility, paid media and business development so each decision supports the next.

THREE SCOPES. TWO NAMING SYSTEMS. ONE DELIVERY TEAM.

# Built to meet founders where they are without delivering cookie-cutter brands.

Performance clients can enter through the bolder package names; wellness and beauty clients can use the calmer naming system. The underlying scope and pricing remain consistent.

**PERFORMANCE: IGNITION**  
**WELLNESS: ROOTED**

## Launch Foundation \$9,500

For early-stage brands that need a credible identity, commerce foundation and focused launch plan.

- Positioning + launch strategy sprint
- Logo, visual identity + brand kit
- Conversion-focused website
- One hero SKU packaging system
- SEO web copy + wholesale sell sheet
- Launch release + 30 days support

Best for first-time founders preparing to enter market.

**MOST VERSATILE**  
**PERFORMANCE: VELOCITY**  
**WELLNESS: RADIANCE**

## Launch Momentum \$13,500

For brands that need the foundation plus the campaign tools and demand system to activate a real launch.

- Everything in Launch Foundation
- 60-day launch + editorial calendar
- Social channel setup + campaign kit
- Email welcome and launch sequence
- Paid search/social setup + 30-day management
- Influencer outreach kit + retail toolkit

Media spend, printing and third-party platform fees are separate.

**PERFORMANCE: APEX**  
**WELLNESS: IMMERSION**

## Full-Suite Launch \$18,700

For founders who need an integrated brand-in-a-box plus a deeper 90-day commercialization roadmap.

- Everything in Launch Momentum
- Expanded eCommerce build + automation
- Multi-SKU packaging system
- 90-day go-to-market plan
- Sales deck + channel materials
- Partnership, retail + creator strategy

Celebrity, creator, retail and media placements are not guaranteed and outside fees are separate.

Starting scopes are customized after discovery. Regulatory/legal review, product claims substantiation, paid media, printing, talent fees, samples, travel and platform subscriptions are excluded unless specifically quoted.

FOR BRANDS THAT LAUNCHED, STALLED, OR OUTGREW THEIR FIRST PLAN

# Custom representation built around the constraint holding growth back.

Saltwater can step in as fractional marketing leadership, a focused execution partner, or a complete commercialization team. Scope can flex by growth stage, channel and internal capacity.

## Fractional leadership

Priorities, budgets, team direction, vendor oversight and executive-level marketing decisions.

## Retail + path to market

Channel strategy, sales materials, buyer positioning, distributor and partnership outreach.

## Celebrity + creator strategy

Talent fit, deal architecture, outreach and campaign planning. Talent fees and approvals remain separate.

## SEO + AI search

Technical, content and authority strategy for Google and AI-powered discovery platforms.

## Paid acquisition

SEM, PPC and paid social planning, launch, testing and optimization.

## Communications

Brand narrative, press strategy, thought leadership, product launches and earned media.

## Brand + packaging production

New SKUs, campaigns, sell sheets, ads, displays, collateral and production-ready assets.

## Web + conversion

eCommerce optimization, landing pages, product finders, custom tools and conversion systems.

## AI automations + agents

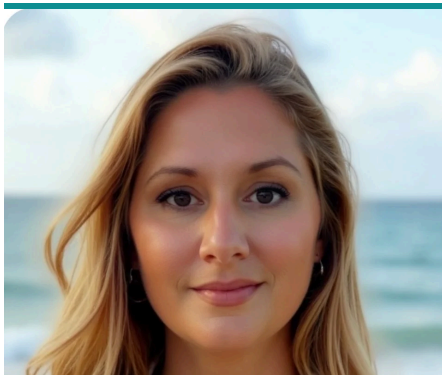
Lead qualification, research, follow-up, reporting, content workflows and operational support.

The goal is not more marketing activity. It is a clearer, faster path to the next commercial milestone.

Qualifying custom retainers generate a 15% partner commission for the first six months. White-label scopes can be priced through a partner rate card with an equivalent minimum margin.

A TEAM SHAPED FOR FUNCTIONAL PRODUCTS, WELLNESS AND EMERGING BRANDS

# Enough experience to see around corners. Lean enough to move.



**Julie Wohlberg**  
FOUNDER | PRINCIPAL

Senior brand, communications and growth strategist with 25 years of experience launching, positioning and scaling businesses. A successful serial entrepreneur, Julie brings both founder-side and agency-side perspective across brand strategy, messaging, public relations, business development, partnerships, retail strategy and path to market, with deep category expertise in skincare, sun care, beauty, health and wellness, healthy aging, nutraceuticals and superfoods.



**Kevin Laird**  
DIRECTOR, DIGITAL IMPLEMENTATION & OPERATIONS

Digital strategy and operations leader, Lean Six Sigma Black Belt and former Maryville College football player with degrees in Psychology and Sport Psychology. Kevin brings more than six years of operations leadership and informed perspective across performance, recovery, nutrition, technology and sports-focused consumer products.



**Aaron Snyder**  
CREATIVE DIRECTOR

Creative director and multidisciplinary designer with more than 20 years of experience developing brand identities, packaging systems, illustration, advertising and production-ready creative. Aaron's work spans beverage, food, beauty, consumer products, events and digital experiences, combining distinctive visual storytelling with the technical expertise required to carry a brand from early concept through launch, sales materials, campaigns and shelf-ready execution.

**Extended bench** Photography · Video · Content creation · Copywriting · Paid media · Sales support · Development · Specialized production

**BEAUTY, WELLNESS + HEALTHY AGING**

**Category fluency that goes beyond the brief.**

Serial entrepreneur and senior marketing, communications, and business-development strategist with 25 years of experience launching and scaling brands. Julie brings founder-side and agency-side expertise across positioning, messaging, PR, partnerships, digital growth, retail strategy, and path to market, with 15+ years of category experience in skincare, sun care, beauty, wellness, healthy aging, nutraceuticals, and superfoods.

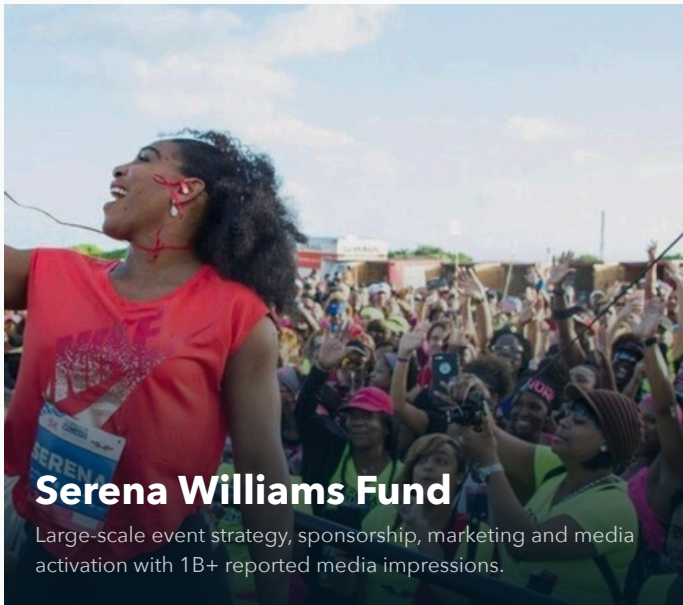
**SPORTS, PERFORMANCE + FUNCTIONAL PRODUCTS**

**A real understanding of the athlete consumer.**

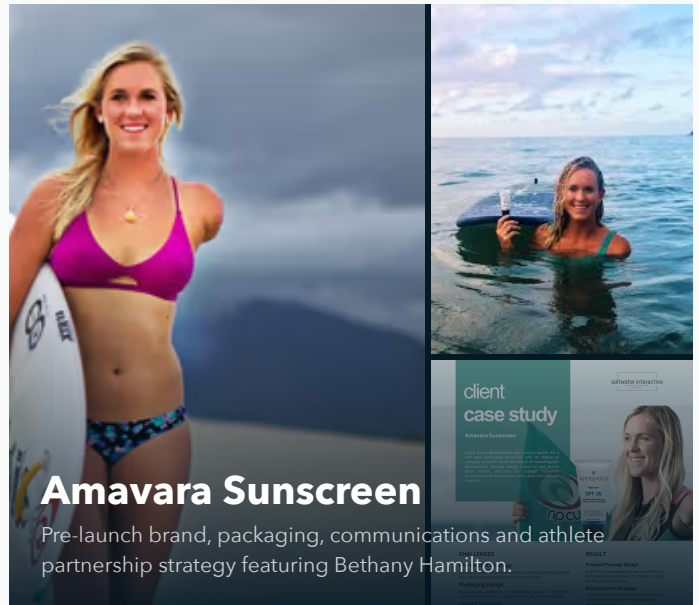
Football at Maryville College, degrees from the University of Florida and Georgia Southern University, and an internship with the Hank Haney International Junior Golf Academy give Kevin informed perspective on motivation, performance, recovery, nutrition and sports-focused products.

RELEVANT WORK ACROSS WELLNESS, LAUNCH, PARTNERSHIPS AND CREATIVE

# Strategy that leaves the document and enters the market.



**Serena Williams Fund**  
Large-scale event strategy, sponsorship, marketing and media activation with 1B+ reported media impressions.

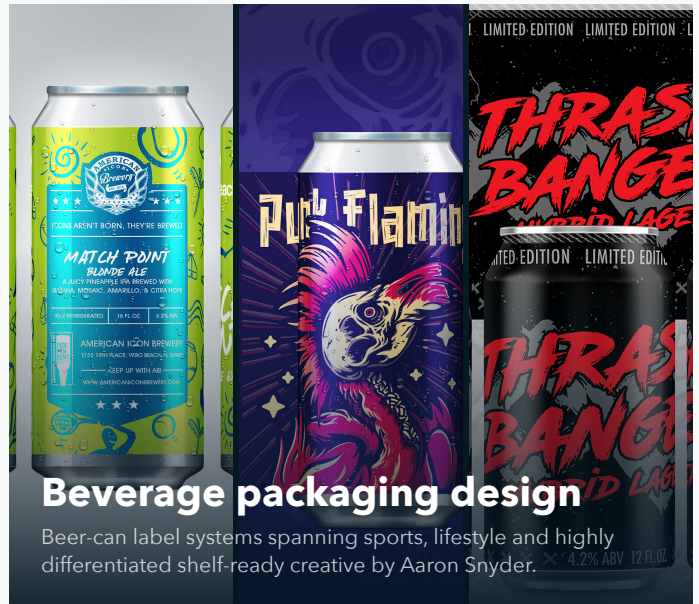


**Amavara Sunscreen**  
Pre-launch brand, packaging, communications and athlete partnership strategy featuring Bethany Hamilton.



**client case study**  
Live Ultimate Whole Skincare & Superfoods  
Live Ultimate was a post-launch, luxury skincare and wellness client seeking to drive increased brand awareness, drive path to market through retail placements and strategic resort partnerships.

**Live Ultimate**  
CHALLENGES: Lack of Outreach Strategy  
RESULT: Growth strategy across skincare and superfoods, including retail path, partnerships and reported 47% annual revenue growth.



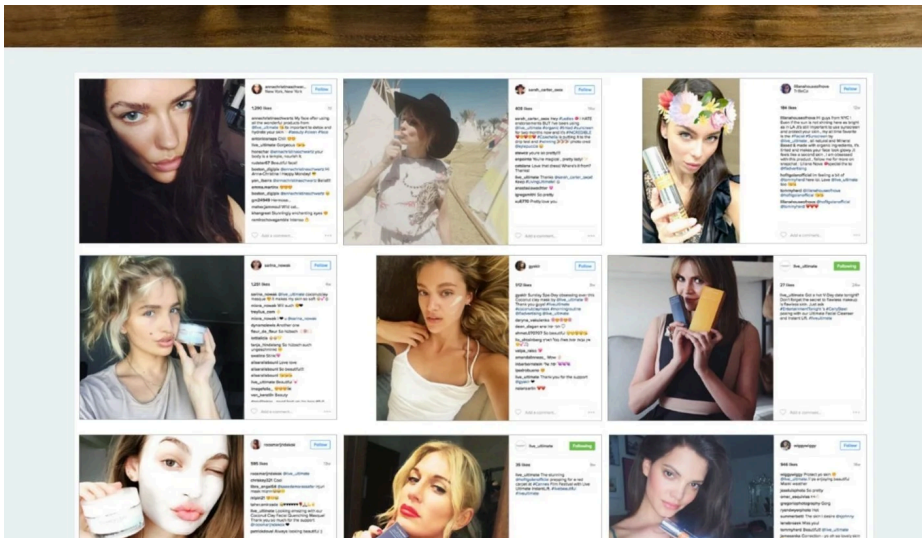
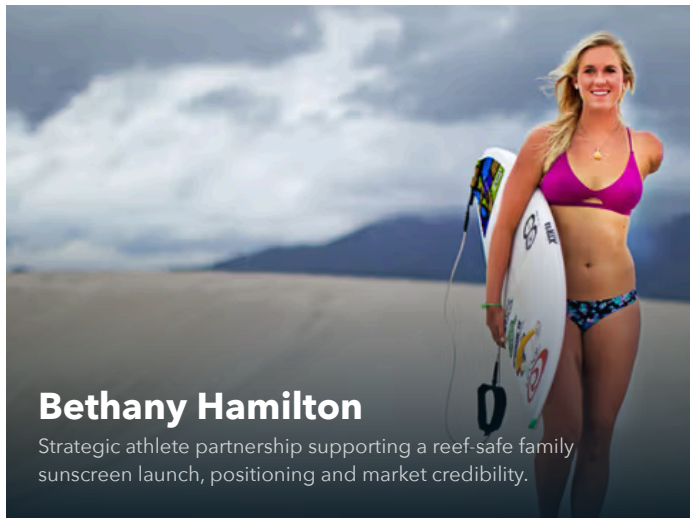
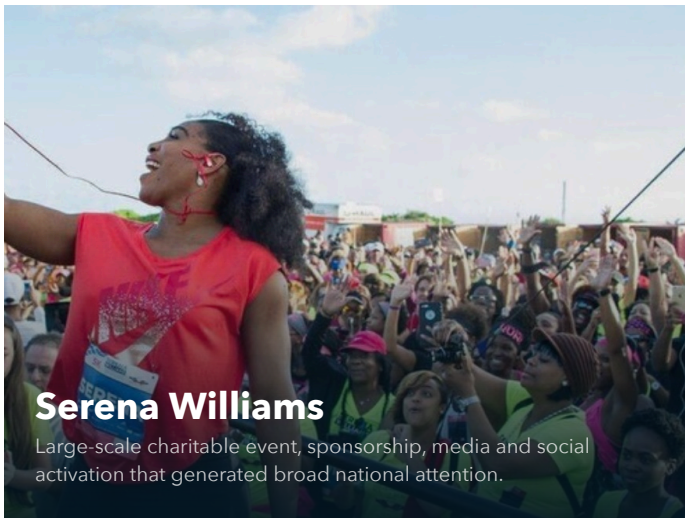
**Beverage packaging design**  
Beer-can label systems spanning sports, lifestyle and highly differentiated shelf-ready creative by Aaron Snyder.

Selected names and outcomes represent prior work or partnerships and do not imply endorsement of this proposal. Specific results vary by brand, category, budget, market conditions and execution.

TALENT STRATEGY BUILT AROUND BRAND FIT, NOT VANITY METRICS

# Talent that earns attention. Campaigns designed to move it.

Saltwater has developed athlete partnerships, celebrity-led activations, influencer seeding and creator campaigns that connect credible voices with the right product, audience and commercial objective.

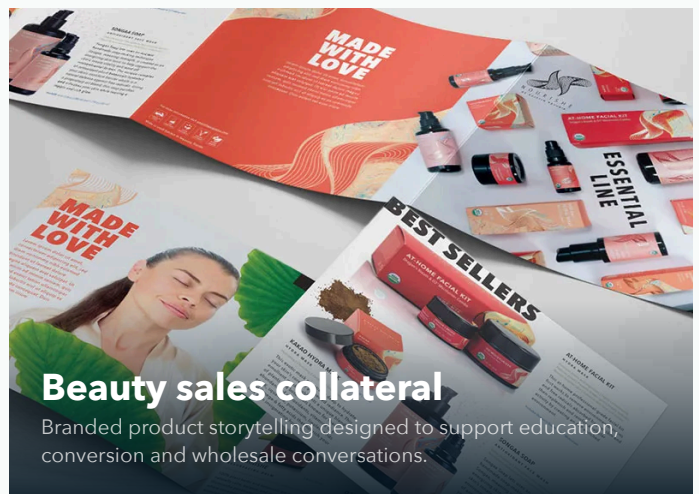


- ### Partnership capabilities
- Athlete + celebrity alignment
  - Creator research + outreach
  - Product seeding programs
  - Campaign concepts + briefs
  - Licensing + partnership introductions
  - Earned, paid + social amplification

Selected names and campaign examples represent prior work or partnerships and do not imply current endorsement. Talent participation, placement and results are never guaranteed.

SELECTED PACKAGING AND COLLATERAL WORK BY AARON SNYDER

# Creative that works on the shelf, in the pitch and across the launch.



REVENUE CREATED BEFORE THE MANUFACTURING UPSIDE IS COUNTED

# A referral program that pays now and compounds when clients reorder.

## LAUNCH FOUNDATION

**\$1,425**

15% commission on a \$9,500 package

## LAUNCH MOMENTUM

**\$2,025**

15% commission on a \$13,500 package

## FULL-SUITE LAUNCH

**\$2,805**

15% commission on an \$18,700 package

## ILLUSTRATIVE CUSTOM RETAINER

**\$4,500**

Partner commission generated by one \$5,000/month retainer over the first six months.

## The bigger value

When clients have sharper positioning, stronger conversion systems and active demand generation, they are better equipped to sell through inventory and return for larger or more frequent production runs.

## No payroll

No recruiting, benefits, onboarding or permanent headcount.

## No delivery burden

Saltwater manages scope, staffing, workflow and client execution.

## No channel conflict

Engagement rules and account ownership are defined before introductions begin.

A CLEAN PATH FROM CONVERSATION TO OPERATING PARTNERSHIP

# Start with a focused pilot. Build the repeatable system together.

01

## Select the first brands

Identify 3-5 clients that are pre-launch, under-resourced, or struggling to build commercial momentum.

02

## Choose the model

Launch first through referral for speed, white-label delivery for integration, or a controlled mix of both.

03

## Review and scale

Measure intake, conversion, client experience, delivery and manufacturing opportunities after the first 60-90 days.

### PROPOSED FIRST DECISION

Should the first client conversation happen under the manufacturer's brand, Saltwater's brand, or both?

### What Saltwater can prepare next

- Partner-branded one-sheet and package menu
- Referral introduction language and intake workflow
- White-label service agreement framework
- Client qualification scorecard
- Shared opportunity and commission tracker

# You make the product. We help make the market.

Together, manufacturing partners and Saltwater can give emerging functional, wellness and consumer brands something most manufacturers cannot: a connected path from concept to customer to reorder.

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**3-5**

pilot brands to validate the model and workflow

**2**

flexible partnership paths: referral or white-label

**1**

shared objective: healthier client brands and stronger repeat volume