



Dr. Udeeta Tyagi
Mrs. India Worldwide
presents

U&Me FAMILY FUNCLUB



Few of the faces

Launch Party Program

Date
25th December, 2011

Venue
Country Inn Sahibabad, Ghaziabad

Program
Gala Launch Party on Arabian theme
Fashion Show with Mrs India finalist and Miss India contestants
Sponsor Slot
Dinner

Principal Sponsor

SHE Entertainment



About Club

The Club has been created to provide families fun-filled activities and time for parents and children, grandmothers and grandfathers, brothers and sisters and friends to share a special time on the weekends or holidays.

Mission : The U n Me Family Fun Club exists to provide exciting and unique opportunities for family enjoyment, and community building. The Family Fun Club will strive to bring people together from diverse backgrounds and to unite them under the common objective of having a fun filled quality leisure time with their families.

Vision : To create community amongst people from diverse backgrounds and to impart members with fun memories that will last a lifetime.

Strategy : The Fun Club will hold unconventional social events that are tailored to thrill-seeking people, and which result in unique and memorable experiences.

About the Club Meetings

We work with local amusement parks, restaurants, adventure parks, activity centers and other visitor attractions to bring families 'credit-crunching' offers throughout the year. We're family focused and understand the importance of spending quality family time together.

U n Me Family Fun Club is fantastic platform for the whole family to meet up together and relax at the end of the day, not to mention share family based activities together.

U n Me Family Fun Club will provide a truly unique family club experience in 12 monthly meeting spread throughout the year..

The following is but a taster of kind of activities in store

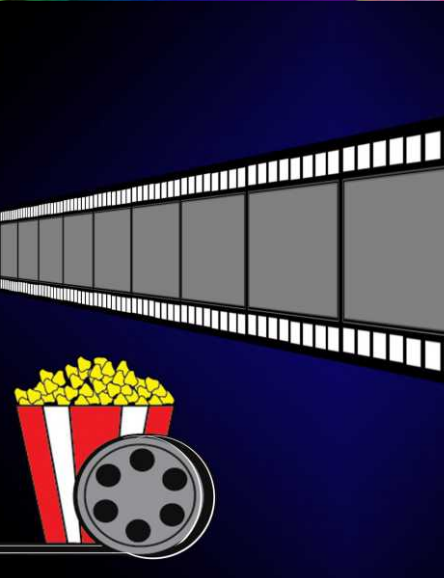
- Sports matches and tournaments, Holi, Teej and Diwali Meets
- Games afternoon for all the family sack races, tug-of-war, egg-and-spoon races
- Kids movie night dinner followed by a film for the youngsters leaving parents free to enjoy a leisurely meal without the children
- Family bingo
- Rain Dance and much more...

Why Sponsor ?

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool. Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy. To be effective, sponsorship of any event must serve the interest of four constituent groups:

- It must serve the business interest of the sponsoring company.
- It must serve the best interests of the event and its participants.
- It must have a positive impact upon the sponsor's direct consumers.
- It must benefit the consumers who use the products or services.

Keeping in mind the above points we have laid down our efforts towards achieving the same.





Marketing and Media Campaign

The thrust of every business is the amount of awareness it has in the market. The below laid plan will provide maximum visibility for your company in the promotion of the club.

Direct mailing: The club brochure carrying your company logo will be mailed out to the target patrons.

Regional awareness: Promotion of the club throughout the NCR Region will be carried out.

Press releases: The club event will have appropriate press coverage.

Online Media: The club event Ads will be displayed on our online Media partner website for a period of one month prior to the event. Advertisements will also be carried out on some targeted third party websites.

Search Engine Marketing: Gaining maximum amount of hits and visibility through tie ups and advertisements with the search engines.

Internet: The club website will be updated constantly with news about the club & events and will be displaying the press releases that the event would be having.

Social Networking Sites: Club & events will be promoted through Social Networking Sites like Facebook, Google+, Orkut, LinkedIn, Twitter etc.

Target Patrons: Typical job titles of our patrons will include:

Chief Executive Officers	Chief Financial Officers
Chairmen	MDs and key management of businesses
Entrepreneurs	Chief Investment Officers
Business owners	IAS, IPS & other senior Civil Servants
Senior Officers from Armed Forces	Doctors, Engineers and CA

Geography: Following places will be covered:

Ghaziabad, Meerut, Noida, Greater Noida, New Delhi/Delhi, Faridabad, Gurgaon

Other Benefits:

- Networking and getting to know interaction with representatives from various verticals.
- It's a place where business contacts are made and where business gets done.
- It's an event of substance: a gathering of top level management of the companies.
- Top notch decision makers will attend it
- It offers sponsorship packages that create a year-round advantage, offering value far beyond the actual event itself.
- Extremely targeted marketing campaign.

As a U n Me Family Fun Club Corporate Sponsor, your organization will be recognized, according to the sponsorship level in a variety of high-impact and visible ways. Sponsors can be tied-up to a specific event or activity during the meeting according to level of sponsorship.



Sponsorship Categories

Presenting Gold Sponsor: Rs. 5,00,000/-

- Named Presenting Gold Sponsor in all U n Me Family Fun Club correspondence for the Year 2012.
- Notable mention as Presenting Sponsor in all U n Me Family Fun Club advertisements, mailers, newsletters etc.
- Corporate logo as a Presenting Sponsor in the U n Me Family Fun Club websites.
- Mention in The Press release in the Launch Party and all the monthly meetings.
- Banner near the stage designating Presenting Sponsorship.
- Public announcements throughout the Launch party.
- 10 minutes Slot in every meeting for Sponsor Activity.

Launch Meeting Gold Sponsor: Rs. 1,00,000/-

- Named Meeting Gold Sponsor in all U n Me Family Fun Club correspondence for the selected meeting.
- Corporate logo as a Meeting Gold Sponsor in the websites.
- Banner designating meeting Gold Sponsorship in the selected meeting.
- Public announcements throughout the meeting.
- 15 Minutes Slot in the meeting for Meeting Gold Sponsor.
- Mention of Gold Sponsor in the local news coverage.

Launch Meeting Silver Sponsor: Rs. 50,000/-

- Named Meeting Silver Sponsor in all U n Me Family Fun Club correspondence for the selected meeting.
- Corporate logo as a Silver Sponsor in the websites.
- Banner designating Silver Sponsorship.
- 10 Minutes Slot in the meeting for Meeting Silver Sponsor.
- Public announcements on stage throughout the meet.
- Mention of Silver Sponsor in the local news coverage.

Launch Meeting Bronze Sponsor: Rs. 25,000/-

- Named Meeting Bronze Sponsor in all U n Me Family Fun Club correspondence for the selected meeting.
- Corporate logo as a Bronze Sponsor in the websites.
- Banner designating Bronze Sponsorship.
- 10 Minutes Slot in the meeting for Meeting Bronze Sponsor.



Dr. Udeeta Tyagi is a doctorate in chemistry, social worker, poetess, stylist, entrepreneur and now Mrs. India Worldwide. In the short span of 13 years of her professional career she has achieved remarkable feats. She is the **Brand Ambassador** and **First Member** of the Club.

She is a go-getter having experience and creativity in building brand recognition, driving awareness and buzz through social media (ideally in the fashion & tourism). She is a wave maker and have in-depth knowledge about online and social media channels such as Twitter, Facebook, Google+ and search optimization. She is highly motivated, results driven, analytical and have a proven track record. She is expert in defining and executing media strategy including awareness and buzz generation on social networks, discussion boards, blogs and other groups and ensure the online presence of the brand.