



**SHE** Miss India 2012

**SHE** Mrs India 2012

SPONSORSHIP PROPOSAL



## About Us

**SHE Entertainment** is one of the upcoming organisations conducting Beauty Pageants which are popular around the country. **SHE Miss India** and **SHE Mrs India** are couple of them. **SHE** is synonymous with perfection and grandeur. They are not merely competitions but an effort to bring the beautiful women of India to fore and present their talent to the world in an elegant manner. These pageants are an opportunity for the women with alluring beauty and sharp brains to get the well-deserved recognition. These pageant are commendable effort in bringing together the people of different cultures and groups to be a part of this merriment of womanhood. It gives every deserving women a chance to become a celebrity like Aishwarya Rai or Priyanka Chopra. Eminent personalities from around the country come to judge their talent and skills. Apart from this these beautiful women are given special titles to encourage their beauty and elegant appearance e.g. Miss Beautiful Hair, Miss Beautiful Smile, Miss Photogenic Face etc.

## About the Pageant

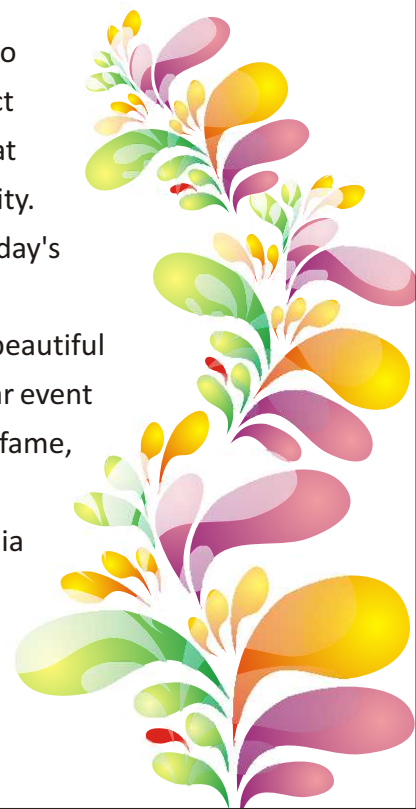
The Contestants of **SHE Miss India** and **SHE Mrs India** are provided with special training sessions which make them more confident by brushing up their skills and covering up flaws if any. **SHE** gives them a platform where they can completely change their lives, touch the sky and become a professional. It is a step towards ushering them into the Glamour Industry. **SHE's** pageants also reinforce the values of teamwork and camaraderie in a quality and structured environment.

All they require to become a part of these pageants is beauty with brains. **SHE** Entertainment starves to contradict the world believing that beautiful women do not have brains. It is a very bad notion which the world has that models are "Beauty without Brains". **SHE's** contests try to break this myth by choosing venerable women with Beauty and Brains.

India is a country where women are normally not exposed to such type of pageants. But we, at **SHE** Entertainment conduct the competitions in such a decent and graceful manner that women from all cultures can come and participate with dignity. **SHE** believes in giving an identity to the Indian women in today's competitive world.

**SHE Miss India** and **SHE Mrs India** contest reaches out to beautiful and talented women from India to be a part of this spectacular event and use this platform as door to enter the glamorous world of fame, attracting a lot of fanfare.

Various companies are integrated through various media platforms, solidifying its standing as a leader in technological advances, which enables them to meet all viewers' and advertisers' needs.





## Why Sponsor ?

It is very essential that the women of our country realise their true potential and come out with their hidden talents. Therefore, in order to achieve our target of making the women of today realise their true worth we solicit sponsors who can help us accomplish this noble cause.

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 following purpose

- It must serve the business interest of the sponsoring company.
- It must suit the desires and interests of the participants and event.
- It must give a positive impact upon the sponsor's direct customer.
- It must benefit the consumer who uses the product or services.

Apart from this we are capable enough to give desired publicity to the people becoming a part of the pageant. There is no doubt in the point that Business Sponsorship is an important element of every event. No event can flourish and become popular without the funds and cooperation of competent sponsors.

Our sponsors are not only treated at the Business level but they are considered as a part of the **SHE** Entertainment Family. We have categorised our sponsors in Platinum, Gold, Silver and Bronze sponsors. Furthermore, complementary VIP passes will be provided for all the categories of sponsors. If you become a part of our event we will surely take care of your publicity and advertising needs. **SHE** Entertainment is putting in their best efforts in bringing the women of India realise their potential worth.

But this is just not possible without the active participation of talented contestants and efficient sponsors. This is an invitation to all the beautiful women of India to come and realize their real worth and true talent and an invitation to all the competent and nascent entrepreneurs as well to be a part of these majestic pageants and augment their customer base.

It would surely act as a catalyst in the image building of the main sponsors, co-sponsors and all others associated with the event. The event would be extensively covered by the print and the visual media, giving justice to the prestige and the grace of the event. Invitation will be sent out to the people who have reached echelon in their respective fields. This Beauty contest is surely to create waves, **SO COME BE A PART OF THE BEAUTY PAGEANTS!!!**





### Sub-Titles of the Pageants

Miss/Mrs. Beautiful Hair

Miss/ Mrs. Beautiful Eyes

Miss/Mrs. Body Beautiful

Miss/Mrs. Photogenic

Miss/Mrs. Beautiful Smile

Miss/Mrs. Catwalk

Miss/Mrs. Talented

Miss/Mrs. Popular

Miss/Mrs. Beautiful Skin

Miss/Mrs. Congeniality

Miss/Mrs. Beautiful Legs

Miss/Mrs. Exotic

**High-octane visual spectacle that combines art, fashion and entertainment.**

Beauty has always been and will be the most sought after in a society like ours, where it is placed just beside the brains.



## Branding Opportunities

### PLATINUM SPONSOR

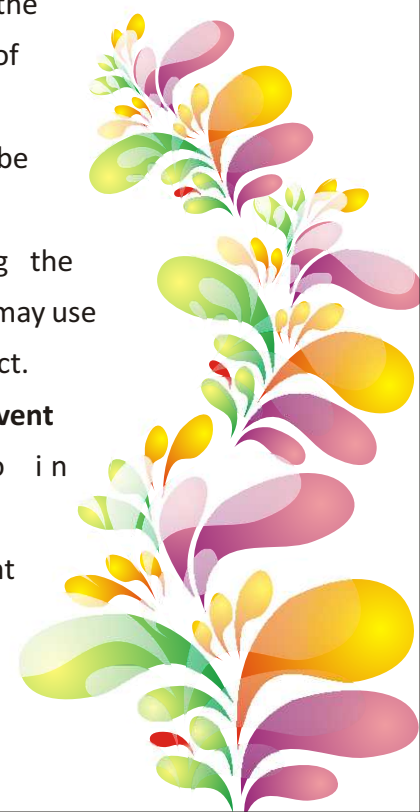
- Rs. 5,00,000/- per event

1. The event will be on your company's name.
2. Insertion of sponsor name & logo in [www.sheentertainment.in](http://www.sheentertainment.in) website.
3. Name insertion in leading newspaper/radio/web/print media promotions.
4. Complimentary passes for the event.
5. The sponsor name will be highlighted in the back drop most prominently.
6. Your logo and company name will be used in every form of publicity adopted.
7. An audio visual display at the beginning and during the show.
8. Coverage will be done by us & the photographs will be given free to the sponsor.
9. A video copy of the event will be filmed at the both the events which the sponsor may use for promotional purposes. Contestants will endorse the sponsor's product during filming.
10. The Winner, first & the second runner up will give three visits to any of your showroom.
11. All the finalists of both the contest will be available for a photo shoot before the finals where promotional opportunities on behalf of the sponsor can be made. This can be filming, photography of promotional work endorsing the sponsor's product.
12. And one commercial shoot with the winner will be provided free for your product.
13. Photographs will be taken of all finalists wearing the fashions/sponsors products or T-shirt and the sponsors may use this photo in future press releases promoting their product.

### GOLD SPONSOR

- Rs 3, 00,000/- per event

1. Insertion of sponsor name & logo in [www.sheentertainment.in](http://www.sheentertainment.in) website.
2. Name insertion in leading newspaper/radio/web/print media promotions.





3. Exclusive name association with category sponsored at show nights and exhibitions
4. Logos will be projected on display screen when each award is presented.
5. The sponsor may use the award winner on one occasion for any promotions.
6. The sponsor name, logo and description will be shown on each individual slide.
7. Announcement of sponsor name and description at the event.
8. The sponsor may receive advertising by logo on the [www.sheentertainment.in](http://www.sheentertainment.in) with a link to their website and an advertisement in the official programme.
9. Complimentary VIP passes for the event.

**SILVER SPONSOR - Rs 2,00,000/- per event**

1. Name insertion in leading newspaper/web/print media promotions.
2. Mention of sponsors name & logo in [www.sheentertainment.in](http://www.sheentertainment.in) website.
3. Sponsor name and logo on individual slide.
4. Announcement of sponsor name at the event.
5. Complimentary VIP passes for the event.

**BRONZE SPONSOR - Rs 1,00,000/- per event**

1. Exclusive rights to have your product or service utilized and promoted during event production.
2. Mention of the sponsor name & logo in [www.sheentertainment.in](http://www.sheentertainment.in) website .
3. Complimentary VIP passes for the event.
4. Contestant will carry the sponsor name.
5. Announcement of the sponsor name at the event.

**GROOMING SPONSOR - Rs 1,00,000/-**

1. Exclusive rights to groom 50 candidates of both pageant
2. Mention of the grooming sponsor name & logo in [www.sheentertainment.in](http://www.sheentertainment.in) website .
3. Exclusive rights for grooming in the franchisee events on revenue sharing basis of 60-40.
4. Contestant will carry the grooming sponsor name.
5. Announcement of the sponsor name at the event.

**SUB TITLE SPONSOR - Rs 50,000/- per event + Gift Vouchers worth 50,000/-**

1. Exclusive rights to have your product or service utilized and promoted during event production.
2. Mention of the sponsor name & logo in [www.sheentertainment.in](http://www.sheentertainment.in) website .
3. Complimentary VIP passes for the event.
4. Sub Title Winner will carry the sponsor name.





## Event Details

Venue :  
Five Star Hotel/ Five Star Resort in North India

**SHE** Mrs .India 2012                      19th of May 2012

**SHE** Miss India 2012                      15th of September 2012

Latest event information:      <http://www.sheentertainment.in>

This event is a theme based fashion show. Four themes are:

WESTERN ROUND

BRIDAL ROUND

SAREE ROUND

GOWN ROUND



## 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 event.

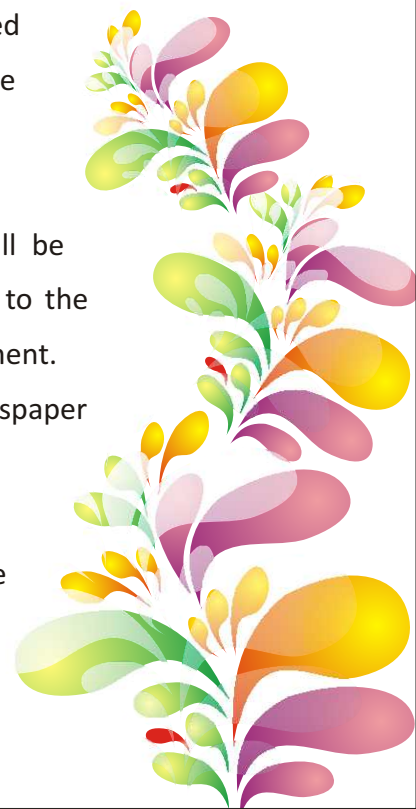
### Our Workforce

#### Fresh & Young Volunteers:

Our organization has got active volunteers which are recruited and trained for promotional activities. This team will promote event across nation.

#### Direct mailing

- ⇒ The event brandings carrying your company logo will be mailed (both electronic copy and the print copy) out to the target audience mentioned in the latter part of the document.
- ⇒ 25000 leaflets will be circulated through different newspaper distribution network.
- ⇒ E-mails will be sent to 500000 subscribers
- ⇒ Event leaflet will be mailed to members of most elite clubs of cities.





### **Adverts & press releases**

- ⇒ The event will have a round of advertisements in almost all of the national daily newspapers.
- ⇒ Two Press conferences will be held – pre and post event.

### **Online Media**

The event Ads will be displayed on our online Media partner website. Advertisements will also be carried out on some targeted third party website.

### **Print Media**

The event will have six advertisements coming up (our media partner).

### **FM partner**

Event will receive promotion on AIR by our radio partner

### **NEWS partner**

Indian News correspondents will cover our event.

### **Search Engine Marketing**

Gaining maximum amount of hits and visibility through tie ups and advertisements with the search engines

### **Internet**

The event website will be updated constantly with news about the event & will be displaying the press releases that the event would be having.

### **Press relations**

Tie up with PR firm for very effective PR campaign

### **Social Media Networking**

Promotion of the event through popular social network like Orkut, Facebook, LinkedIn, Twitter apart from 100 other social media networks.

For Platinum & Gold Sponsor 50% payment at the time of booking rest 50 %, 2 weeks prior to the event. For Silver 100% payments on booking. All the payments to be done by DD or cheque on the name of "SHE Entertainment".





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. After winning the crown of Mrs. India Worldwide, she has decided to structure the entire beauty pageant industry. According to her, there is enormous talent in small cities of India. Being a small town girl, she wants to take the beauty pageants to the small cities of North India in a professional way through U n Me Events Private Ltd. to bring out the beautiful females from North India to a bigger platform of Miss India and Mrs. India Worldwide and give them wings to pursue their dreams.

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 Plus 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.



**Fund Raiser :**

**U n Me Events (P) Ltd.**

R-14/185, Raj Nagar, Ghaziabad

m: +91-9873929690, e : info@unmeevents.com,

w : [www.unmeevnets.com](http://www.unmeevnets.com)



**SHE** Miss India 2012

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**SHE** *Entertainment*

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