

Miss World[®] Canada Sponsorship Opportunity

Miss World Canada is coming to Vancouver once again in May 2012 raising funds for Variety - The Children's Charity and is looking for Corporate Sponsorships to be aired on Chek TV

Why should you be Interested?

Build Your Brand:

Showcase your company to corporate sponsors, distributors, publicists, agents and a diverse multicultural audience from Vancouver and the Lower Mainland.

Market to Your Target Audience:

MWC will enable your company to showcase its reach in the marketplace to over 3 million viewers and attendees. We will showcase your business through various media such as television, social media sites, print, newsletters and our website.

Community and Involvement:

MWC is a unique opportunity for you to highlight your support of community events and variety - The Children's Charity. Leverage this event to create mutually beneficial campaigns with industry partners such as hotels, restaurants, clothing boutiques, lounges, universities, modelling agencies and media to reach both local and national markets.

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www.missworldcanada.org



MISS WORLD® CANADA

"Beauty With A Purpose"
Helping Children Worldwide

OVERVIEW AND OPPORTUNITIES GUIDE FOR CORPORATE SPONSORSHIP 2012

www.MissWorldCanada.org



Miss World is the oldest and most annually watched televised show in the world, even beating out the Olympics in its ratings. Miss World is one of the two top pageants in the world continuing to break records. Represented by over 120 countries and fundraising topping over \$500 million!

This pageant differs from others in that its focus is on humanitarianism and philanthropy. Contestants become world ambassadors in setting a powerful example to youth on how to donate time and effort in selfless acts while primarily focusing on the changing lives of children with special needs around the world.

A new enhanced Development Program has been introduced to help contestants with valuable life building skills ranging from self-improvement coaching, to helping open the doors to the future. Contestants will gain knowledge and experience that will help them prospect for jobs, side projects and training in the corporate world through our new Miss World Canada Contestant Roaster on our website (*coming soon*).



Beautiful Vancouver is the host city for the 2012 Miss World Canada contest. The winner of Miss World Canada will receive an all-expense paid trip to China to compete in the Miss World pageant, as well as scholarships, prizes, and leadership opportunities. In Vancouver May 8th to May 14, 2012.

The Grand Crowning Gala is May 13, 2012 at the River Rock Resort – Show Theater at 7:00 PM.

"Celebrating Beauty With A Purpose"

MISS WORLD® CANADA

MWC Mailing Address: 1641 Lonsdale Ave, Suite 902, North Vancouver, British Columbia V7M 2J5 Canada
Tel: 800.939.0810 Fax: 800.939.0813 – email: mail@missworldcanada.org – www.missworldcanada.org



MISS WORLD® Our Sponsors helped change the lives of our contestants to become WORLD AMBASSADORS...



Bollywood superstars Aishwarya Rai (1994), and Priyanka Chopra (2000), as well as Halle Berry (runner up in 1986) Nazanin Afshin-marries Peter MacKay

You hold the key to their your future...



MISS WORLD® 2011 IN LONDON, UK

RIZA SANTOS, MISS WORLD CANADA 2011, MADE CANADA PROUD BY PLACING AS A TOP 30 FINALIST OUT OF 120 COUNTRIES IN THE MISS WORLD CONTEST HELD IN LONDON, NOVEMBER 6TH, 2011. SHE ALSO PLACED 4TH IN THE SPORT TALENT COMPETITION. Thanks to our sponsors, Riza is in her journey around the world to change the lives of thousands of children in need and engage our young generation to take charge in helping others!



MISS WORLD® 2012
WILL TAKE US TO CHINA!



THE CAUSE CELEBRATING “BEAUTY WITH A PURPOSE”



Miss World Canada & its Delegates have changed the lives of so many children in need!
Variety Pageants have raised over \$260,000 for Variety-The Children's Charity.

Variety disburses much-needed funding to children and their families throughout BC through individual grants and the Emergency Response Fund. Every year, Variety disburses over 1,300 grants for medical emergencies, therapies, specialized equipment, drug prescriptions, and out-of-town accommodation and travel costs. Variety also provides grants to children's organizations for construction, renovations, equipment, and program costs.

Variety has spearheaded capital campaigns to build BC Children's Hospital, Canuck Place, Down Syndrome Research Institute & Foundation Centre, BC Family Hearing Resource Centre, and the Variety Gastroenterology and Liver Research Laboratory at BC Children's Hospital. These places help children receive the care they require and enable them to lead healthier and happier lives. (www.variety.bc.ca)

WHY SHOULD YOU BE INTERESTED?

- **Build Your Brand:** Showcase your company to corporate sponsors, distributors, publicists, agents and a diverse multicultural audience from Vancouver and the Lower Mainland.
- **Market to your Target Audience:** MWC will enable your company to showcase its reach in the marketplace to over 3 Million Viewers and Attendees. We plan to showcase your reach through various media such as television, social media sites, print, newsletters and our website.
- **Community Initiatives and Involvement:** MWC is a unique opportunity to showcase your business and provide support to our Canadian 2012 Queen, Canada's pride and voice. Leverage this with our Charity Fundraising events to create mutually beneficial campaigns with industry partners such as hotels, restaurants, clothing boutiques, lounges, universities, modeling agencies and media to reach both local and national markets.
- In May of 2012, Miss World Canada's audience have potential to reach over 3 million viewers for its sponsors through our National Media Sponsor that will air various pre event programs as well as the Main Crowning Gala night of May 13, 2012 at River Rock Resort – Show Theater.
- Our www.MissWorldCanada.Org website will further advertise our sponsors as we conduct our online contestant voting system for the People's Choice Award. Our website is already #1 in a Google search after having only been online for one year now. We also have an extensive following on FACEBOOK. This exclusive event is set to entertain, educate and celebrate while offering a unique environment to spotlight any company or its brand's involvement.
- Your company will also be highlighted on our website and all social media channels.
- MWC Contestants will be made available for promotional work for our major sponsors.

SOMETHING NEW!

In March 2012, for the first time

THE WORLD WILL VOTE FOR
MISS WORLD CANADA 2012
PEOPLE'S CHOICE AWARD

Thousands of visitors will visit

www.MissWorldCanada.org

and FACEBOOK

to vote for 40 of our top contestants

Every visit will have the opportunity

To see our sponsors!!!

the traffic and media buzz that it will create
will leave lasting impressions!



LEVELS OF SPONSORSHIP OPPORTUNITIES

GRAND NATIONAL SPONSOR - \$35 000 (limited to one sponsor)

AS OUR EXCLUSIVE TOP NATIONAL PRESENTING SPONSOR YOU WILL RECEIVE THE MOST PROMINENT EXPOSURE AND PRESENCE DURING THE ENTIRE CAMPAIGN OF THE MISS WORLD CANADA 2012 EVENT:

- Private VIP Box at River Rock Resort Show Theatre during the Crowning Gala for 13+ of your guests
- Crowning Gala tickets for another 8 of your guests
- Free entrance for you and your guests to the Miss World Canada 2012 Coronation Ball after-party
- Invitation to judge the final event crowning gala at the River Rock Resort Show Theatre
- Appearance of the Miss World Canada 2012 Queen at one of your corporate events
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY BANNER ON THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE VOTING PAGE ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 to MAY 12, 2012!!!!**
- Logo and website on the back of the Miss World Canada 2012 Queen sash to be worn everywhere the Queen makes her appearances
- 8 blocks (15 seconds each/may be combined) of commercial advertising during our MWC 2012 one hour feature on Check TV (option to have commercial created by the MWC videography team)
- Showing of commercial to play automatically on our sponsor page of the www.MissWorldCanada.org website for one year
- Logo inclusion in all press releases as the national presenting sponsor
- Announcement on program book cover page as the official national presenting MWC sponsor
- Whole page ad on the back of program book in full color
- Exclusive top of show announcement at the crowning gala show
- Logo and announcement on website homepage as the national sponsor
- Invitation to present the winner's prize package on stage
- An Invitation to set up a Banner or Display Booth in the Lobby during the Show Performance

OUR NATIONAL PRESENTING SPONSOR WILL ALSO RECEIVE THE FOLLOWING HIGH PROFILE ADVERTISING AND BENEFITS:

- MARQUIS "Presented by." ON ALL PRINT and GALA SHOW SIGNAGE INCLUDING PROJECTOR SCREENS DURING THE SHOW.
- Marquis Inclusion in our Pageant Show DVD – will receive a copy of this
- Marquis and Logo Inclusion on 11"x17" Show Posters and Show Flyers
- Invitation to set up booth and banner at the River Rock Theatre Lobby on May 13th
- Marquis Presenter Recognition on Variety's Website under the MWC Event
- Right to use Logos and Photos of the Pageant for Advertising Purposes.

SOLD TO BLISS SPRING WATER

NATIONAL DIAMOND SPONSOR - \$25 000 (limited to one))

- VIP tickets at the River Rock Resort Crowning Gala for 4+ of your guests
- Crowning Gala tickets for another 8 of your guests
- Free entrance for you and your guests to the MWC 2012 Coronation Ball after-party
- Invitation to judge the final event Crowning Gala at the River Rock Resort Show Theatre
- 3 blocks (15 seconds each) of commercial advertising during our MWC 2012 one hour feature on CHEK TV (option to have commercial created by the MWC videography team)
- Full Page Ad in the Official Miss World Canada Event Program Book Recognition in all Print, Electronic and Broadcast Media
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY BANNER ON THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE VOTING PAGE ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 to MAY 12, 2012!!!!**
- One of our "Main Sponsor" Titles including the following:
- Annual Recognition of your Logo with a Hotlink to your Website on www.MissWorldCanada.org
- Annual Advertisement on the www.MissWorldCanada.org Home Page Slide Show
- An Invitation to set up a Banner or Display Booth in the Lobby during the Show Performance
- Logo Inclusion on 11"x17" Show Posters and Show Flyers
- Advertisement Inclusion in our Pageant DVD to be distributed to present and future contestants
- Verbal Recognition by our Celebrity Host onstage on Pageant Night (Including during the Top of the Show)
- Company logo on the Professional Theatre Projection Screens during the show through a Slide Show
- An Invitation to come during Pageant Week to give a Presentation to all the Delegates and their Families, as well as judges on Pageant Night
- Right to use Logos and Photos of the Pageant for Advertising Purposes.



BLISS by re:newal

500 ML - 16.9 FL OZ

CHANGING THE WORLD ONE BOTTLE AT A TIME



PLATINUM SPONSOR - \$15 000 (limited to three)

- VIP tickets at the River Rock Resort Crowning Gala for 4+ of your guests
- Crowning Gala tickets for another 8 of your guests
- Free entrance for you and your guests to the MWC 2012 Coronation Ball after-party
- Invitation to judge the final event Crowning Gala at the River Rock Resort Show Theatre
- 3 blocks (15 seconds each) of commercial advertising during our MWC 2012 one hour feature on CHEK TV (option to have commercial created by the MWC videography team)
- Full Page Ad in the Official Miss World Canada Event Program Book Recognition in all Print, Electronic and Broadcast Media
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY BANNER ON THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE VOTING PAGE ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 to MAY 12, 2012!!!!**
- One of our "Main Sponsor" Titles including the following:
 - Annual Recognition of your Logo with a Hotlink to your Website on www.MissWorldCanada.org
 - Annual Advertisement on the www.MissWorldCanada.org Home Page Slide Show
 - An Invitation to set up a Banner or Display Booth in the Lobby during the Show Performance
 - Logo Inclusion on 11"x17" Show Posters and Show Flyers
 - Advertisement Inclusion in our Pageant DVD to be distributed to present and future contestants
 - Verbal Recognition by our Celebrity Host onstage on Pageant Night (Including during the Top of the Show)
 - Company logo on the Professional Theatre Projection Screens during the show through a Slide Show
 - An Invitation to come during Pageant Week to give a Presentation to all the Delegates and their Families, as well as judges on Pageant Night
 - Right to use Logos and Photos of the Pageant for Advertising Purposes.

GOLD SPONSOR - \$10 000 (limited to 10 sponsors)

- Crowning Gala tickets for 8 guests
- Free entrance for you and your 8 guests to the MWC 2012 Coronation Ball after-party
- Invitation to judge the final event Crowning Gala at the River Rock Show Theatre
- 1 block (15 seconds) of commercial advertising during our MWC 2011 one hour feature on CHEK TV (Option to have commercial created by the MWC Videography Team)
- 1/2 Page Ad in Event Program
- Recognition in all Print, Electronic and Broadcast Media
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY LOGO ON SPONSORSHIP PAGE DURING THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE SVOTING ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 – 12!**
- Verbal Recognition by our Host on the stage on the Pageant Night
- Company Logo on the Professional Theatre Projection Screens during the Show through a Slide Show Format
- An Invitation to Come to Downtown Vancouver during Pageant Week to Give a Presentation to all the Delegates and their Families, as well as Judge on Pageant Night
- One Year Recognition of your Logo with a 'Hotlink' to your Website on www.MissWorldCanada.org
- An Invitation to Set Up a Banner or Display Booth in the Lobby During the Show Performance



SILVER SPONSOR - \$5000 (unlimited)

OUR SILVER LEVEL SPONSORSHIP PACKAGE RECIPIENTS WILL RECEIVE

- Free Entrance for 8 of your Guests to the Crowning Gala Show at the River Rock Theatre May 13th
- 1/4 Page Ad in Event Program
- Recognition in all Print, Electronic and Broadcast Media on May 7th, 2012
- Company logo on the Professional Theatre Projection Screens During the Show through a Slide Show Format.
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY LOGO ON SPONSORSHIP PAGE DURING THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE SVOTING ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 – 12!**
- Annual Recognition of your Logo with a “Hotlink” to your Website on www.MissWorldCanada.org for One Year

SPONSOR FOR AFTER GALA VIP PARTY - \$10,000 (limited to one sponsor)

OUR VIP PARTY SPONSOR WILL RECEIVE

- Free Entrance for 8 of your Guests to the Crowning Gala Show at the River Rock Theatre May 13th
- 1/4 Page Ad in Event Program
- Recognition in all Print, Electronic and Broadcast Media on May 7th, 2012
- Company logo on the Professional Theatre Projection Screens During the Show through a Slide Show Format
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY LOGO ON SPONSORSHIP PAGE DURING THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE SVOTING ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 – 12!**
- Annual Recognition of your Logo with a “Hotlink” to your Website on www.MissWorldCanada.org for One Year

SPONSOR SCHOLARSHIP FOR THE QUEEN - \$10,000 (limited to one sponsors)

OUR SCOLARSHIP SPONSOR WILL RECEIVE

- Free Entrance for 8 of your Guests to the Crowning Gala Show at the River Rock Theatre May 13th
- 1/4 Page Ad in Event Program
- Appearance of the Miss World Canada 2012 Queen at one of your corporate events
- Recognition in all Print, Electronic and Broadcast Media on May 7th, 2012 Company logo on the Professional Theatre Projection Screens During the Show through a Slide Show Format
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY LOGO ON SPONSORSHIP PAGE DURING THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE SVOTING ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 – 12!**
- Annual Recognition of your Logo with a “Hotlink” to your Website on www.MissWorldCanada.org for One Year



BEAUTY WITH A PURPOSE SPONSOR - \$1,000 (unlimited)

OUR BEAUTY WITH A PURPOSE SPONSORSHIP PACKAGE RECIPIENTS WILL RECEIVE

- 2 VIP Gala Tickets on May 13th, 2012 at the **River Rock**
- Logo with Link on the www.MissWorldCanada.org Website for One Year
- Logo Inclusion in the Official Pageant Program
- Company Logo on the Professional Theatre Projection Screens During the Show through a Slide Show Format
- Exposure in all our social media channels like Facebook, LinkedIn, YouTube, Twitter, etc.
- **YOUR COMPANY LOGO ON SPONSORSHIP PAGE DURING THE HIGH TRAFFIC GLOBAL PEOPLE'S CHOICE SVOTING ON FACEBOOK AND OUR WEBSITE FROM MARCH 15 – 12!**

THE CHALLENGE EVENTS - \$5000 (one sponsor per challenge event)

Contestants go through a number of optional challenge competitions where if they win first place, they will receive bonus points toward their overall score. These challenges could take place at the sponsors' location in conjunction with sponsor invitees. For example, a contestants' swim suit challenge event can take place at a mixer arranged by the sponsor. The sponsor can gain even more exposure when the participants, and their family and friends, attend the event at their venue. Here are some examples of the Challenge Events:

- POSITIVE BODY IMAGE (Swim Suit Preliminary)
- NATIONAL COSTUME
- TALENT
- TOP MODEL (Cocktail Dress Attire Modeling)
- PHOTOGENIC
- VIDEO PRESENTATION OF "BEAUTY WITH A PURPOSE" CHARITY PLATFORM

For more details on this sponsorship, please call 1.800.939.0810



THE GRAND
CROWNING GALA OF
MAY 13, 2012
WILL BE HOSTED BY

**VERONICA
CHAIL**

OF
BOLLYWOOD
BOULEVARD
FROM OMNI TV



MISS WORLD® CANADA 2012

SPONSORSHIP OPPORTUNITY - COMMITMENT FORM

SPONSOR INFORMATION

Company Name (or individual): _____

Position: _____

Address: _____ City: _____ Prov: _____ PC: _____

Cell: _____ W Tel: _____ Fax: _____

email: _____

Website: _____

CASH SPONSOR OPPORTUNITY

- _____ **Grand National Sponsor - \$35,000** (limited to only one sponsor)
- _____ **Diamond Sponsor - \$25,000** (limited to one sponsors) **SOLD - Bliss Spring Water**
- _____ **Platinum Sponsor - \$15,000** (limited to three sponsors)
- _____ **Gold Sponsor - \$10,000** (limited to ten sponsors)
- _____ **Silver Sponsor - \$5,000** (unlimited)
- _____ **After Gala VIP Party - \$10,000** (limited to one sponsor)
- _____ **Scholarship to the Queen - \$10,000** (limited to one sponsor)
- _____ **Challenge Events - \$5,000** (limited to one sponsor per challenge)
- _____ **Beauty with a purpose - \$1,000** (unlimited)

I would like to purchase _____ VIP Tickets X \$150 = \$ _____

I would like to purchase _____ Tickets X \$50 = \$ _____

***** VIP Tickets include after Gala VIP Party with Miss World Canada contestants *****

PAYMENT

_____ I will forward a cheque (payable to World Creative Entertainment Inc.)

Please charge my credit card ___ Visa ___ MC ___ Amex _____ is the 3 digit code (back of the card)

Card # _____ Expiry date: _____

Name on the card: _____ Signature: _____

**SEE YOU AT MISS WORLD CANADA GRAND GALA MAY 13, 2012
AT RIVER ROCK RESORT - SHOW THEATER IN VANCOUVER (RICHMOND), BC**

MAIL, FAX or EMAIL to:

MISS WORLD® CANADA

1641 Lonsdale Ave, Suite 902 - North Vancouver, BC V7M 2J5 Canada Tel: 800.939.0810 Fax: 800.939.0813