

THE PREMIERE PAGEANT FOR MARRIED WOMEN IN NIGERIA



Mrs. Nigeria[®]

International
PAGEANT 2016



Showcasing the Accomplishments of
Today's Married Women
Celebrating the Ideal Proverbs 31 Woman

SPONSORSHIP/MARKETING PROPOSAL

MRS. CYNTHIA ORIONSEFE IGHODARO
MRS. NIGERIA 2015

SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP 30 MILLION NAIRA

Sponsor the event and all our winners to the international finals in Europe and America

- Presentation of the Mrs. Nigeria 2016 to the public/audience
- The title sponsor will brand the pageant
- Co-brand all Mrs. Nigeria events
- It will be at the discretion of the title sponsor to allow other sponsors come in
- Sponsor's name and logo will appear alongside event's name and logo
- Adverts of sponsor on Mrs. Nigeria website
- MNI may be used on client's adverts
- Sponsor's advert will air 2/3 times during event broadcast
- Event venue branding
- MN will participate in all sponsor's CSR events
- All other benefits that accrue to the Platinum Sponsor

PLATINUM SPONSORSHIP 20 MILLION NAIRA

Sponsor four winners to the International finals

- Logo on all publicity materials and on the homepage
- A brief about the sponsor on the homepage
- 120 seconds advert during event broadcast
- Logo flash during broadcast of event
- Venue/event branding
- Reasonable amount of advert slots will be awarded to sponsor in the event brochure
- One representative will be given free tickets to the Mrs. International grand finale in the U.s
- Sponsor is entitled to two/three tables at the Mrs. Nigeria grand finale in Nigeria
- Advert slot on strategic page/pages will be awarded to sponsor in the event magazine sold by the Mrs. Nigeria 2016
- 100 complimentary copies of the event Magazine will be given to Sponsor.

GOLD SPONSORSHIP 15 MILLION NAIRA

Sponsors three winners to the international finals

- Logo on all publicity materials and on the homepage
- Venue/event branding
- Sponsor is entitled to two tables at the Mrs. Nigeria grand finale
- Limited advert slot will be given in the event brochure
- 45 second advert during the event and advert slot in the event Magazine sold by Mrs. Nigeria
- Logo flash/2 tables sitting 12 persons at all events
- 75 complimentary copies of the event Magazine will be given to sponsor

SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP 10 MILLION NAIRA

Sponsors two winners to the international final

- Logo on all publicity materials and on the *homepage*
- Venue/event branding
- Sponsors is entitled to one table at the Mrs. Nigeria grand finale in Nigeria
- 30 seconds advert during events broadcast and advert slot in the event Magazine sold by the Mrs. Nigeria
- Logo flash/2 tables sitting 12 persons at all events
- 50 complimentary copies of the event Magazine will be given to sponsor

BRONZE SPONSORSHIP 5 MILLION NAIRA

Sponsors one winner to the international finals

- Link to sponsor's webpage
- Sponsor is entitled to one table at the Mrs. Nigeria grand finale sitting 10 people
- Logo flash on the website/during broadcast
- Event branding/one table at all event/ venue branding and one advert slot in the event Magazine sold by the Mrs. Nigeria pageant
- 25 complimentary copies of the event Magazine will be given to Sponsor

OFFICIAL PARTNERS

Essential partnerships/
sponsorships required

Airlines

Flight to the US and Europe

Hotel

(For event and lodging)

Media houses

Campaign and Publicity

Makeup house

Designers

(For opening number and Winner's Wardrobe)

Photo Studios

Car Company

Government Parastatals

BREAKDOWN OF COST

PRE-EVENT :

Pre-Event items	Qty	Unit Cost	Total in Naira	Total in USD(N200-\$1)
Crowns	5	50000	250000	1250
Sashes	22	5000	110000	550
Flowers	10	5000	50000	250
Plaques	10	5000	50000	250
Dresses(Opening number wear)	10	10000	100000	500
			560000	2800

Event items	Qty	Unit Cost	Total in Naira	Total in USD(N200-\$1)
Hall	1	700000	700000	3500
Entertainers, Music, DJ	1	500000	500000	2500
Video Coverage	1	80000	80000	400
Photography	1	50000	50000	250
Judges Honorarium	4	50000	200000	1000
Snacks and refreshments	100	2000	200000	1000
			1730000	8650

POST-EVENT:

Sponsorship to the Mrs. International finals in Florida	Qty	Unit Cost	Total in Naira	Total in USD(N200-\$1)
*Airfare(Return ticket)	6	600000	3600000	18000
Hotel	3	120000	360000	1800
Registration fee	1	400000	400000	2000
Wardrobe for Winner		200000	200000	1000
Visa fees	2	80000	80000	400
Publicity		500000	500000	2500
			5140000	25700

Sponsorship to the Mrs. Universal finals in Nevada USA	Qty	Unit Cost	Total in Naira	Total in USD(N200-\$1)
*Airfare(Return ticket)	2	600000	1200000	6000
*Airfare(JAX-RENO)	4	200000	800000	4000
Hotel	3	120000	360000	1800
Registration fee	1	500000	500000	2500
Wardrobe for Winner		200000	200000	1000
Visa fees	2	80000	80000	400
Publicity		1000000	1000000	5000
			4140000	20700

Sponsorship to the Mrs. Universe finals in Sofia Bulgaria	Qty	Unit Cost	Total in Naira	Total in USD(N200-\$1)
*Airfare(Return ticket)	6	500000	3000000	15000
Hotel	3	110000	330000	1650
Registration fee	1	360000	360000	1800
Wardrobe for Winner		200000	200000	1000
Visa fees	2	100000	100000	500
Publicity(TV, radio, papers, internet)		1000000	1000000	5000
			4990000	24950

Sponsorship to the Mrs. Top of the World finals in Odessa Ukraine	Qty	Unit Cost	Total in Naira	Total in USD(N200-\$1)
*Airfare(Return ticket)	6	500000	3000000	15000
Hotel	3	120000	360000	1800
Registration fee	1	200000	200000	1000
Wardrobe for Winner		200000	200000	1000
Visa fees	2	100000	100000	500
Publicity(TV, radio, papers, internet)		1000000	1000000	5000
			4860000	24300

Sponsorship to the Miss(Single) Universal finals in Nevada USA	Qty	Unit Cost	Total in Naira	Total in USD(N200-\$1)
*Airfare(Return ticket)	2	600000	1200000	6000
*Airfare(JAX-RENO)	4	200000	800000	4000
Hotel	3	120000	360000	1800
Registration fee	1	400000	400000	2000
Wardrobe for Winner		200000	200000	1000
Visa fees	2	80000	80000	400
Publicity		1000000	1000000	5000
			4140000	20700

***Airfare is for the winner and her husband. The four man team that will accompany each of our queens for the international finals in Europe and America consisting of the Director for the pageant, Designer/Makeup artist, Journalist/Photographer, Trainer.**

***The 'Miss Universal' Nigerian representative is entitled to bring along one person.**



Mrs. Nigeria[®]
International PAGEANT 2016

For further enquires, please contact:
(904) 250-3310, 08034240735, 07062066370
Email: contactus@mrsnigeriainternational.org
www.mrsnigeriainternational.org