

SPONSORSHIP PROPOSAL



15th of January 2010

Abhay Prashal, Race Course Road

Indore, India

CONTENTS

The Fashion Show

When & Where

Intention

Format of fashion show

Target groups

Why Sponsor?

- Marketing and Media Campaign

Means of Sponsorship

SOLE SPONSOR

Category PLATINUM

Category GOLD

Category SILVER

Category BRONZE

Financial Terms & Conditions

Contact Information

When & Where

15th of January 2010

Abhay Prashal, Race Course Road

Indore

Latest event information: <http://thefashionshow.mymo.co.in>

Intention

Fashion Shows have always been glamorous events which boost visibility and promotion of brands associated.

Fashion shows provide platform to creative designers to display their art and equal opportunity to models to showcase their talent, boosting their confidence.

This event will open vast opportunities for young designers & models.

myMO is a youth organization working since 2006 for providing platform to youth.

Fashion show is an apt event to promote youth & thus contributing to our goal as an organization.

THE FASHION SHOW is also an effort to bring together best talents from 5 different design institutes of Indore.

Format of 'THE FASHION SHOW'

This event is a theme based fashion show.

Four themes are [western]

[bridal]

[save environment]

[India 2020]

Awards at the closing ceremony will be Best Design, Best Model Male, Best Model Female.

1. Selection of Designs

Five design institutions will be the participants of the event.

This phase of event will take place in campus & out come will be in total 8 designs, 2 [male & female] of each theme will be selected from each institution.

This phase will be promoted through posters and on web.

2. Screening of Models

Models will be invited from places in and around Indore. They will be screened by a panel of judges. Only 20 models [10 male & 10 female] will be selected for walking ramp in the fashion show.

These models will showcase the designs by the young designers selected in phase One

Phase 2 will take place in

Pantaloons, **Treasure Island, Indore**

Date: 31st of December 2009

Treasure Island is the most happening mall in Indore and hosting event on 31st December [New Year's eve] will boost the footfalls in THE FASHION SHOW on 15th January, also giving increased visibility to the associated brands with the event.

3. THE FASHION SHOW night

Fashion show will be hosted by professionals and judged by Heads of Institutions participating in event.

Fashion show will have glamour with music and huge number of attendees.

After 4 rounds of ramp walk, our judges will announce the winners for best design, best model male & best model female.

Special Attraction of the event

Star Guest – ‘Miss Hansika Motwani’

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:

- 1. It must serve the business interest of the sponsoring company**
- 2. It must serve the best interests of the event and its participants**
- 3. It must have a positive impact upon the sponsor's direct consumers**
- 4. 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 event

Workforce of myMO – fresh & young: Our organization has 148 active volunteers which are recruited and trained for promotional activities.

This team will promote event in **90 colleges** of Indore, Ujjain, Bhopal.

- 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.

- **10,000 leaflets** will be circulated through different newspaper distribution network.
- E-mails will be sent to **5000 subscribers** of myMO News
- Event leaflet will be mailed to members of most elite clubs of Indore, which includes Yashwant Club, Tennis Club and others.

- Adverts & press releases: The event will have around **2 advertisements*** in one of the national daily newspapers.

2 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 **2 ads*** coming up (our media partner NaiDunia / Patrika) then followed by the other one.

- **FM partner:** Event will receive promotion on AIR by our radio partner RED fm/ BIG fm

- **NEWS partner:** Star News correspondents will cover our event.

- **Digital TV partner:** ACT DIGITAL TV is our local TV network partner.

‘10000 SEC ON AIR PROMOTIONS , LOGO OF EVENT ON NEWS & SONG CHANNEL, SPECIAL COVERAGE OF PRE EVENT ACTIVITIES , AND SPECIAL TALK SHOW WITH HANSIKA MOTWANI , & OUR SPECIAL GUEST.

1.04 LAKHS CONNECTION IN CITY COVERING THE MOST HI PROFILE NETWORK OF THE CITY’

- **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

Target Groups

As we are committed to provide platform to youth, the target groups

we focus on are – college goers [age 18 – 24 years], professionals in the fashion industry, press community.

MEANS OF SPONSORSHIP

CATEGORY SOLE SPONSOR (Only your brand)

Sponsorship amount: Rs.6,00,000 /-

Your brand will be the only sponsor for the event.

All the privileges of Platinum Sponsor.

CATEGORY PLATINUM (Maximum of 1 Sponsor)

Sponsorship amount: Rs.2,00,000 /-

- **Event title**

Platinum class sponsors will have the event title as

“our sponsor presents THE FASHION SHOW”

- **Member in the judging panel of fashion show**

Platinum class sponsors will have the right to nominate a representative to include in the Judging panel of the fashion show.

- **Opening and closing ceremony**

The sponsor will be mentioned at the opening and closing ceremony of *THE FASHION SHOW*

- **Main Banner**

The sponsor's logotype will be printed on the backdrop

- **Logo on organizing team T-shirts**

The logotype is displayed on front of T-shirts

- **Own banners**

The sponsor will have a reserved space for 10 own banners in the venue as official sponsor. Size and location will be determined.

- **Internet**

The sponsor will have its logo or banner and the status of main sponsor on the first page of the website of *THE FASHION SHOW* (<http://thefashionshow.mymo.co.in>), with a link to its own website.

- Promotional opportunities to build brand awareness and loyalty through presence on
 - Banners
 - Invitations
 - Posters
 - Flyers
 - Organizing team badges
- Branding space on the event newsletters
- Access to complete database of all participants
- Mention in the media coverage.
- Logotype printed in ads coming in latest issue of our print media partner
- Event ads will be promoted in social media network

CATEGORY GOLD (Maximum of 2 Sponsor)

Sponsorship amount: Rs.1,00,000 /-

- **Opening and closing ceremony**

The sponsor will be mentioned at the opening and closing ceremony of *THE FASHION SHOW*

- **Main Banner**

The sponsor's logotype will be printed on the backdrop

- **Logo on organizing team T-shirts**

The logotype is displayed on front of T-shirts

- **Own banners**

The sponsor will have a reserved space for 7 own banners in the venue as official sponsor. Size and location will be determined.

- **Internet**

The sponsor will have its logo or banner and the status of co sponsor on the first page of the website of *THE FASHION SHOW* (<http://thefashionshow.mymo.co.in>), with a link to its own website.

- Promotional opportunities to build brand awareness and loyalty through presence on

- Banners
- Invitations
- Posters
- Flyers

- Organizing team badges
- Branding space on the event newsletters
- Access to complete database of all participants
- Logotype printed in ads coming in latest issue of our print media partner
- Event ads will be promoted in social media network

CATEGORY SILVER

Sponsorship amount: Rs.50,000 /-

- **Main Banner**

The sponsor's logotype will be printed on the backdrop

- **Logo on organizing team T-shirts**

The logotype is displayed on front of T-shirts

- **Own banners**

The sponsor will have a reserved space for 5 own banners in the venue as official sponsor. Size and location will be determined.

- **Internet**

The sponsor will have its logo or banner and the status of other sponsor on the first page of the website of *THE FASHION SHOW* (<http://thefashionshow.mymo.co.in>), with a link to its own website.

- Promotional opportunities to build brand awareness and loyalty through presence on
 - Banners
 - Invitations
 - Posters
 - Flyers

- Organizing team badges
- Branding space on the event newsletters
- Logotype printed in ads coming in latest issue of our print media partner
- Event ads will be promoted in social media network

CATEGORY BRONZE

Sponsorship amount: Rs.25,000 /-

- **Main Banner**

The sponsor's logotype will be printed on the backdrop

- **Own banners**

The sponsor will have a reserved space for 2 own banners in the venue as official sponsor. Size and location will be determined.

- **Internet**

The sponsor will have its logo or banner and the status of other sponsor on the first page of the website of *THE FASHION SHOW* (<http://thefashionshow.mymo.co.in>), with a link to its own website.

- Promotional opportunities to build brand awareness and loyalty through presence on
 - Banners
 - Invitations
 - Posters
 - Flyers
 - Organizing team badges
- Branding space on the event newsletters
- Logotype printed in ads coming in latest issue of our print media partner

- Event ads will be promoted in social media network

Financial Terms and Conditions are as follows

For Platinum & Gold Sponsor 50% payment at the time of booking rest 50 %
2 weeks prior to the event

For Bronze & Silver Sponsor 100% payment on booking

All the payments to be done by DD or cheque on the name of “**myMO**”

For more detail please feel free to contact:

Rohit Inani

myMO – fresh & young

Email – **rohit.inani@mymo.co.in**

Contact no. - +91- 98270 63083