



Miss
Brazil
USA 2011

Connecticut Regional

The Biggest International Brazilian Event
in the U.S. Celebrating Beautiful Women

PARTICIPATING REGIONS



Miss Brazil USA has grown from strength to strength, with new regions being included each year. All contestants are of Brazilian heritage who live in the United States.

Each region has a preliminary show throughout the year, which crowns the Miss Brazil USA of that region, to go into the running for the grand final and ultimate crown - Miss Brazil USA 2011.

The marketing opportunities for sponsors is exceptional, with an extensive program of events throughout the year and at the Miss Brazil USA Connecticut event to showcase their brand.

REGIONS

Atlanta

Baltimore

Boston

Cape Cod

Cliff Side Park

Chicago

Connecticut

Deerfield Beach

Houston

Las Vegas

Los Angeles

Miami

Newark

New York City

Orlando

Pennsylvania

Philadelphia

San Diego

Seattle

- ✓ 50 U.S. cities
- ✓ More than 500 contestants
- ✓ Special guests
- ✓ Special entertainment guests
- ✓ Hundreds of people at the event
- ✓ Fashion shows
- ✓ Meet the press opportunities
- ✓ Thousands of dollars in prizes
- ✓ TV broadcasting USA and Brazil
- ✓ Magazines and Newspapers
- ✓ Web Marketing - Social Media
- ✓ Direct Marketing



50 U.S. CITIES REPRESENTED AT THE GRAND FINAL SHOW

SPONSORSHIP MARKETING



ONLINE MARKETING

- www.MissBrazilCT.com and www.Rio100.com
- Hits on web site in the past year - Over 300,000 hits.
- Opportunities for sponsors to feature their logos and a click-through to their own web sites.
- Social Media Marketing via Facebook, Twitter and YouTube.
- Datas of 16,000 E-mails of local potential customers.



Marketing Value - Unlimited - PRICELESS!



Your Logo Will Be On The Home Page of Miss Brazil CT and Rio 100 Web Sites with a Click Through To Your Web Site



BANNERS

- High quality full color gloss banners displayed on stage at the main event featuring sponsor logos.
- Exposure for sponsors at the event, featuring your logo projected on a large screen the night of the event and in the Program Brochure distributed the night of the event.

Marketing Cost - PRICELESS!
Marketing Value - PRICELESS!

EDITORIAL OPPORTUNITIES - Newspapers



- Miss Brazil USA was featured in multiple newspapers in 2010 throughout the year. The editorial content featured various stories on the girls, the organisers and featured images displaying sponsor logos.
- The media included: Comunidade Newspaper, National and Local Media.

Marketing Value - PRICELESS!

SPONSORSHIP MARKETING



GOLD SPONSOR

Our Gold Sponsors are elite and are showcased at that level throughout the event. Below is a list of inclusions included for your sponsorship dollars.

1. Feature banners advertising online. Your logo will be featured on www.MissBrazilCT.com & Rio100.com with a click through to your own web site.
2. Banners displayed at the event will feature your logo. Being a gold sponsor, your logo will be positioned towards the top of the banner, in full view for photography opportunities.
3. Pre event direct marketing done locally will feature your logo across the base of the flyers and posters.
4. Sponsor representation on the girls clothing . Your logo will be displayed on clothing and T-shirts worn by the girls as a group. There will be several viewings of the Pre-Miss Brazil Event at Premier Venues Like 84 Park in Stamford, Connecticut, Sky Room Times Square, Manhattan and Terminal 110 in New Haven, Connecticut - The value to you is Priceless!
5. Your Logo in Comunidade Newspaper.
6. Your Logo projected as background during the Miss Brazil Event.
7. Your Marketing Literature will be distributed at the Miss Brazil Event.
8. Continuous social media marketing via Facebook, Twitter, You Tube and a Datase of 16,000 E-mails of local potential customers and businesses - Priceless Value!

ACTIVITY AT THE MAIN EVENT

- VIP tickets for you and your guests to attend the Meet the Cocktail Party
- VIP tickets for you and your guests to attend the Miss Brazil CT Event
- VIP tickets for you and your guests to attend the After Party at 84 Park Ultra Lounge
- Special thanks given to your company from the announcer at the pageant.

Total Value of Marketing considering all elements that can not be given a dollar value.

Gold Sponsorship Amount = \$2,000

SPONSORSHIP MARKETING



SILVER SPONSOR

Our Silver Sponsors are special and are showcased at that level throughout the event. Below is a list of inclusions included for your sponsorship dollars.

1. Banners displayed at the event will feature your logo. Being a silver sponsor, your logo will be positioned towards the middle of the banner, in full view for photography opportunities.
2. Pre event direct marketing done locally will feature your logo across the base of the flyers and posters.
3. Your Logo in Comunidade Newspaper.
4. Your Logo projected as background during the Miss Brazil Event.
5. Your Marketing Literature will be distributed at the Miss Brazil Event.
6. Continuous social media marketing via Facebook, Twitter, You Tube and a Datase of 16,000 E-mails of local potential customers and businesses - Priceless Value!

ACTIVITY AT THE MAIN EVENT

- VIP tickets for you and your guests to attend the Meet the Cocktail Party
- VIP tickets for you and your guests to attend the Miss Brazil CT Event
- VIP tickets for you and your guests to attend the After Party at 84 Park Ultra Lounge
- Special thanks given to your company from the announcer at the pageant.

Total Value of Marketing considering all elements that can not be given a dollar value.

Silver Sponsorship Amount = \$1,000

SPONSORSHIP MARKETING



BRONZE SPONSOR

Our Bronze Sponsors are important and are showcased at that level throughout the event. Below is a list of inclusions included for your sponsorship dollars.

1. Banners displayed at the event will feature your logo. Being a bronze sponsor, your logo will be positioned towards the bottom of the banner, in full view for photography opportunities.
2. Your Logo in Comunidade Newspaper.
3. Your Logo projected as background during the Miss Brazil Event.
4. Your Marketing Literature will be distributed at the Miss Brazil Event.

ACTIVITY AT THE MAIN EVENT

- VIP tickets for you and your guests to attend the Meet the Cocktail Party
- VIP tickets for you and your guests to attend the Miss Brazil CT Event
- VIP tickets for you and your guests to attend the After Party at 84 Park Ultra Lounge

Total Value of Marketing considering all elements that can not be given a dollar value.

Bronze Sponsorship Amount = \$500

SPONSORSHIP AGREEMENT



Company:

Address:

City: State: Zip:

Contact Person 1: Phone:

Contact Person 2: Phone:

SPONSORSHIP PACKAGE CHOSEN - Please Circle One

GOLD SILVER BRONZE

Total Sponsorship Amount Payable:

Please make all checks to: Silvani D'Agostino

Address: 16-A Home Place, Greenwich, CT 06830

Contact: Silvani D'Agostino - Cell: 203.904.3287

Authorised Signature:

Print Name: Date:

NOTES:

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**We thank you in advance for your business.
You are valued sponsor and welcomed partner to Miss Brazil Connecticut.**