

## GOLD SPONSOR PACKAGE

- The Gold Sponsor promotion will be done on local (in Bucharest), national (in Romania) and international (in more than 190 countries) level, to an audience of 20 to 50 million people, according to the event's promotional plan, receiving the category 1 promotional rights (from 3 possible categories):
  - The name or the logo of the Gold Sponsor in preferential position, at the same size (category 1 from 3 possible categories) in all the promotional materials used by the organizers: official website, event poster, spider, roll-ups, brochures, invitations, tickets, Facebook, Instagram, Youtube, official photos and videos, press, stage screens at the MISS ONELIFE 2019 Grand Coronation Show, LIVE broadcast of the MISS ONELIFE 2019 Grand Coronation Show, etc.
  - The Gold Sponsor has the right to display 2 roll-ups and to distribute advertising or promotional materials (or other promotional items) at the venue where the MISS ONELIFE 2019 Grand Coronation Show will take place, but also in other locations of possible events organized in the days before the Grand Coronation Show.
  - The Gold Sponsor name will be announced by the MISS ONELIFE 2019 Grand Coronation Show host, four times during the event (audience 500 spectators and several million viewers of the LIVE or recorded broadcast).
  - The name or the logo of the Gold Sponsor with a link to his website, promoted:
    - ♦ For 11 months on the MISS ONELIFE official website homepage: [www.missonelife.com](http://www.missonelife.com) and for unlimited time (forever) on its Partners Page.
    - ♦ For 11 months on the covers of the official Facebook page: [www.facebook.com/MissOneLife](http://www.facebook.com/MissOneLife) + 30 other official Facebook pages (of each participating country in the competition) and for unlimited time (forever) in all the mentioned Facebook pages content. 1 month of identical promotion on the personal Facebook profiles of all the 30 MISS ONELIFE 2019 contestants (a total of 61 pages of Facebook).
    - ♦ For unlimited time (forever) on the official Instagram page [www.instagram.com/missonelife](http://www.instagram.com/missonelife) PLUS 1 month of promotion on the Instagram pages of all the 30 contestants - a total of 31 Instagram pages.
    - ♦ Between 11 months and unlimited time on all the MISS ONELIFE 2019 contestants' photo presentations used to promote the event and the competition in the press, online media, Facebook and Instagram, as well as to award the contestant that accumulates most of the likes, which is why these pictures will be intensively promoted on all the promotional channels, nationally and internationally.
    - ♦ For unlimited time in the OneLife and DealShaker network (audience 16 million people in 194 countries).
- We accept a Gold Sponsor's representative to accompany the group of organizers, contestants, press, etc. during the day-to-day activities of the training camp before the MISS ONELIFE 2019 Grand Coronation Show.
- We offer to the Gold Sponsor, during their presence in Romania, all the contestants or just the top 5 winners of the MISS ONELIFE 2019 to make a photo and / or video shooting for the production of its advertising material (official calendar, photo or video ads, catalogs, website, etc.). The Gold Sponsor will receive all the legal rights to use this photos or videos for the contractually mentioned advertising purposes, without any additional costs.
- At the request of the Gold Sponsor, the 30 contestants may wear for 1 day (date reserved on availability and possibility) during all the daily activities, clothes, accessories, or branded scarves (provided by the Golden Sponsor) branded with the Gold Sponsor's logo, exposing in this way the Gold Sponsor on all the nationally and internationally used promotional channels, where photos or videos with the candidates will be published (the official website, televisions, printed and online press, news agencies, influencers, bloggers and vloggers, Facebook, Instagram, Youtube, etc.)
- We can organize a press conference or other promotional activity (charity event, fashion show, personal talent competition of the candidates, seminar, party, foto or video shootings, etc.) in the location of the Gold Sponsor with the participation of the press or even the public.
- We offer to the Gold Sponsor 2 free invitations at MISS ONELIFE 2019 Grand Coronation Show.



- The Gold Sponsor will be awarded at the MISS ONELIFE 2019 Grand Coronation Show, receiving on stage from the MISS ONELIFE organizers as gratitude and international recognition for his support, a luxury Trophy Plaque mentioning the purchased sponsorship package, etc.
- A representative of the Gold Sponsor will be one of the 10 competition judges, member of the MISS ONELIFE 2019 Official Panel of Judges at the Grand Coronation Show. The Gold Sponsor's representative will give in the MISS ONELIFE 2019 Grand Coronation Show a special prize, awarding personally on stage the contestant chosen only by him, the winner's sash, all official press releases and all media channels that will announce the winners, this prize will be presented like: "Special Prize - Gold Sponsor's Name" as for example "Mercedes Special Award - MISS ONELIFE 2019". This contestant may be contractually, the image of the Gold Sponsor for 3 months without paying any other remuneration (excepting the possible costs of transportation, accommodation, meals, outfits or other expenses that the winner may have to fulfill her contractual obligations), being the image of the Gold Sponsor in any promotional material such as calendars, catalogs, websites, videos, etc. This engagement will include the following activities: 1 photo shooting, 1 video shooting, 1 hostess or ambassador brand activity at a national or international event (fairs, exhibitions, TV shows, events, etc.).
- The sash of one of the 5 MISS ONELIFE 2019 winners, one of the most exposed images (Facebook, Instagram, Youtube, national and international press, etc.) will contain the logo of the Gold Sponsor visible at the top of the sash for a maximum national and international media exposure of the Gold Sponsor's brand on all the media channels.
- We include in the final presentation video of the event (broadcasted on Facebook, Instagram, Youtube and possibly on TV) the visit of the 30 MISS ONELIFE 2019 contestants at the headquarters, work point, location or the activity of the Gold Sponsor.
- We grant the right to use the "MISS ONELIFE" trademark for 12 months, to be used by the Gold Sponsor in all its advertising materials in predefined forms, such as "Mercedes – The Official Car of MISS ONELIFE 2019" or "Turkish Airlines – Major sponsor of MISS ONELIFE 2019 ", etc.
- Under certain situations we can offer exclusivity for the Gold Sponsor's business activity field, to not accept any other Gold Sponsor with the same activity like his.
- The logo and the name of the Gold Sponsor, his website or images of his activity, will be viewed by 20 to 50 million people applying the following promotional plan:
  - Including this information in all the official pictures and videos published before, during and after the MISS ONELIFE 2019 Grand Coronation Show by the MISS ONELIFE organizers on Facebook, Instagram, Youtube, printed and online press, etc., in order to promote MISS ONELIFE 2019 and its partners.
  - Each of the 30 contestants will Check In (on Facebook) at the location of the Gold Sponsor and will write a positive review on his Facebook page.
  - Each of the 30 contestants will promote verbally and visually the Gold Sponsor each day in at least 1 live video and a picture (linked to the Gold Sponsor's website) on Facebook and Instagram for 7 days during the MISS ONELIFE 2019 training camp – in total on 62 Facebook pages and 31 Instagram profiles.
  - The Gold Sponsor's logo will appear in all the Facebook and Instagram pictures and videos of the contestants and the 500 spectators who will make photos, videos and selfies in front of the MISS ONELIFE 2019 branded spider (the official photo, video and mass media spot), at the MISS ONELIFE 2019 Grand Coronation Show but also at other events in the 7 days before the final show.
  - The Gold Sponsor's logo will appear in all the pictures, videos and official interviews made by the national and international press representatives at the MISS ONELIFE 2019 Grand Coronation Show, being compelled to make photos, videos or interviews only in the official media spot, in front of the official branded spider (including the Gold Sponsor's logo).
  - After the MISS ONELIFE 2019 Grand Coronation Show, every week during 11 months, we will post on 31 official Facebook pages and 1 official Instagram profile a promotional photo or video material of the Gold Sponsor, linked to his website.
- Other promotional advantages or benefits of the Gold Sponsor may be mutually agreed.

**Cost: 400.000 euro - 100% in ONE (13.355 ONE)**

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