

## SILVER SPONSOR PACKAGE

- The Silver Sponsor promotion will be done on local (in Bucharest), national (in Romania) and international (in more than 190 countries) level, to an audience of 10 to 25 million people, according to the event's promotional plan, receiving the category 2 promotional rights (from 3 possible categories):
  - The name or the logo of the Silver Sponsor in predetermined position, at the same size (category 2 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 Silver Sponsor has the right to display 1 roll-up 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.
  - The Silver Sponsor name will be announced by the MISS ONELIFE 2019 Grand Coronation Show host, three times during the event (audience 500 spectators and several million viewers of the LIVE or recorded broadcast).
  - The name or the logo of the Silver Sponsor with with a link to his website, promoted:
    - ♦ For 11 months on the MISS ONELIFE official website: [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.
    - ♦ For unlimited time in the OneLife and DealShaker network (audience 16 million people in 194 countries).
- We accept an Silver 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 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 Silver Sponsor with the participation of the press or even the public.
- We offer to the Silver Sponsor 2 free invitations at MISS ONELIFE 2019 Grand Coronation Show.
- The Silver 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.
- The Silver Sponsor 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 - Silver Sponsor's Name" as for example "Mercedes Special Award - MISS ONELIFE 2019".
- 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 Silver Sponsor.
- We grant the right to use the "MISS ONELIFE" trademark for 12 months, to be used by the Silver Sponsor in all its advertising materials in predefined forms, such as "Mercedes – The Official Car of MISS ONELIFE 2019" or "Turkish Airlines - Silver Sponsor MISS ONELIFE 2019 ", etc.
- The logo and the name of the Silver Sponsor, his website or images of his activity, will be viewed by 10 to 25 million people applying the following promotional plan:



- Including this information in 50% of 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 promote verbally and visually the Silver Sponsor each day in at least 1 live video and a picture (linked to the Silver Sponsor 's website) on Facebook and Instagram for 4 days during the MISS ONELIFE 2019 training camp – in total on 62 Facebook pages and 31 Instagram profiles.
  - The Silver 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 Silver 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 Silver Sponsor's logo).
  - After the MISS ONELIFE 2019 Grand Coronation Show, two times per month during 11 months, we will post on 31 official Facebook pages and 1 official Instagram profile a promotional photo or video material of the Silver Sponsor, linked to his website.
- Other promotional advantages or benefits of the Silver Sponsor may be mutually agreed. Other promotional advantages or present benefits only in the GOLD SPONSOR PACKAGE may be negotiated and added in plus to the SILVER PACKAGE.

**Cost: 200.000 euro - 100% in ONE (6.677 ONE)**

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