

*Mrs*  
**UNIVERSE**



*South Africa*

*Sponsorship Proposal*

## Dear prospective Sponsor

We at Commonwealth Pageants South Africa (Pty) Ltd. host the **Mrs Universe South Africa pageant** annually and it's our goal to bring *Wealth to the Community* and to create a platform to empower, mentor and support all women in South Africa. Our contestants take part in mentorship and empowerment programs during their journeys to the crown.

We would like to partner with you and your business to create a mutually beneficial relationship and supporting our Semi-Finalist on her journey to the crown. Excellent exposure is offered in return and your business can reach a wider and preferred target audience. The advertising benefits are set out at the end of this proposal.

The Mrs Universe South Africa pageant is a life-enriching program for divorced and married women. Our goal is to empower, inspire and motivate women and to bring sustainable change to our communities. The charitable cause for the competition is Domestic Violence & Abuse and our contestants create awareness on domestic abuse and make a difference in the lives of abused women and children.



## *Who we are*

Our story begins in 2012 when the current owner, Anel Deswardt took part in the Mrs Commonwealth International pageant in London. She won the title and founded all the Commonwealth pageants in South Africa, Miss, Mrs, Miss Teen and Mr. The company Commonwealth Pageants South Africa (Pty) Ltd was registered in 2013 and hosted the first pageants at The Lyric Theatre in 2014.

In 2018 our company received the licence to host the Mrs Universe South Africa pageant. We crowned our first winner; Melanie Wright as Mrs Universe SA 2018 and she represented South Africa in the Philippines in December 2018. The Mrs Universe pageant is the most prestigious pageant for married and divorced women in the world, over 100 Countries take part in it annually. Uyleta Nel-Marais, Mrs Universe SA 2022 placed in the Top 25 at the 45<sup>th</sup> Mrs Universe pageant in February and our newly crowned Mrs Universe SA, Veronika Pillay will be competing in October.



# Mrs Universe South Africa Empowerment Program

## *Personal Development Program*

We believe in investing in our contestants and take them through a personal development program where they can become the best versions of themselves. We conduct training workshops and seminars and provide them with:

- Business Skills
- Image consulting
- Photographic and modelling training
- Entrepreneurial Skills
- Life Coaching
- Personal Branding
- Fitness & Wellbeing
- Presentation & Performance Skills
- Gifts and Services from our main Sponsors



# Exposure

*We offer great exposure for your brand*



## Coverage

We offer excellent online and event coverage for our sponsors.

We advertise daily on our social media platforms and website:



Mrs Universe South Africa



[www.mrsuniversesa.com](http://www.mrsuniversesa.com)



@mrsuniversesouthafrica

**For detailed analysis on our target market, reach and marketing analytics, please contact the office at [info@sacommonwealthpageants.co.za](mailto:info@sacommonwealthpageants.co.za).**

## Media coverage

The following media covered our pageants in the past:

- SABC 1 – Morning Live
- SABC 2
- SABC 2 – Play your Part
- SABC 3 – Espresso Show
- CNBC News
- Network24
- Beeld
- Die Burger
- The Sowetan
- Zee TV & Zee World
- The Star
- Die Volksblad
- Rekord
- Get-It Magazine
- Numerous newspapers & radio stations



# Sponsorship Opportunities

## Ruby Sponsor

Cost: A minimum amount of R 2 500 to assist our Semi-Finalist in reaching her target of R 16 000.

- Monthly postings about your business on all our social media platforms until the Semi-Final Judging.
- The Semi-Finalist you are sponsoring will endorse and advertise your products/services on her social media accounts.
- Branding exposure at the Mrs Universe SA High Tea & Finalist Announcement on 28 October.
- Your company's logo will be advertised on our website for a period of 1 year.



# Mrs Universe South Africa

## Ruby Sponsorship Form

<b>Name of Company:</b> _____
<b>Name of Representative/CEO:</b> _____
<b>Tel number:</b> _____
<b>Email:</b> _____
<b>Website:</b> _____
<b>Facebook Page:</b> _____
<b>Instagram:</b> _____
<b>Sponsorship amount:</b> _____
<b>Signature:</b> _____

### Banking Details:

Commonwealth Pageant- Nedbank  
Branch: 198765  
Acc: 106 313 2517  
Reference: Name of Semi-Finalist

Sponsorship payments are non-refundable and non-transferable.

**We thank you for considering to support our Mrs Universe South Africa Semi-Finalist 2022**

**Mrs Universe South Africa Pageant  
Commonwealth Pageants South Africa (Pty) Ltd**

