

MISS BALI TROPIX

it's what's inside

2015 Pageant, Challenge & Reality Series



MISS BALI TROPIX PAGEANT

The annual international beauty pageant is open to women 18 to 35 who represent the brand and the beauty of Bali. Becoming a Miss Bali Tropix finalist means more than just being beautiful. **"It's what's inside."** The girls are judged on how well they represent the brand, community involvement, inner beauty, poise and much more. 25 girls post, tag and interact with their fans every day through [Facebook](#), [Instagram](#), [twitter](#) and more. The contest includes online voting, "real life" events & challenges throughout the island.

REALITY | CHALLENGE | ADVENTURE

The reality series is filmed on location, in Bali. Season I, titled **"Looking for Miss Bali Tropix,"** opens with contestant submissions and then the casting call which will take place this year at FashionTV Hotel. The first season includes 8 mini episodes following 25 contestants throughout the island. The girls are challenged in print, runway and as spokesmodels. Of course, we test their integrity, strengths, weaknesses and other challenges that should be entertaining. 10 finalists will live at FashionTV hotel as roommates for the final 30 days leading up to the pageant. During their stay they will take part in a live fashion show, photo shoot, shark diving, charity fund raiser dinner and more. Season II, titled **"After the Crown"** follows the finalists' lives on the island.



MARKETING: The pageant and reality series act as a built in marketing campaign, reaching tens of thousands of fans each week. Last year **Miss Bali Tropix reached 1 million views**. Challenges and events provide product placement opportunities for advertisers. We also partner with media companies who offer added branding opportunities through fashion spreads, interviews and ad placement. Sponsors become active in the series and in the contestant's lives, helping create credible brand awareness with the fans. See video: <http://bitly.com/MBTxVideo>



SPONSORSHIP: Advertisers, designers, singers, restaurants, villas, spas, etc. can be a part of the pageant and/or reality series which is filmed over 3 months per season. Packages include the entire reality series, pageant only, product placement, identity branding, social media, hash tags, live events, gift bag and more. Our creative team can write you products, events, etc. into the series. See sponsor deck: www.bitly.com/MBTxSponsorDeck





2015 Pageant & Reality Series Sponsor Package

Campaign Runs Over 90 Days

SPONSORSHIP NAME	TITANIUM	PLATINUM	DIAMOND	GOLD	VIP	
Sponsorship Type	Title	Media	Alcohol	Open	Gift	Individual
	Presents	Event	Product	Select Opps.		Costs
Sponsorship Fee (rp.)	120 M	70 M	30 M	10 M	3 M	Per Item
Logo on website	✓	✓	✓	✓	✓	1M
Logo on flyers	✓	✓	✓	✓		1M
Logo on video content	✓	✓	✓			2.5M
Product placement in print	✓					2.5M
Product or logo placement in reality series (# episodes)	5 - 8 episodes	2 - 3 episodes	1 - 2 episodes			10M / episode
Social media MBTx ONLY	✓	✓	✓	✓		2.5M
Social Media package Includes all girls and MBTx	✓	✓	✓			5M
Logo on finals jumbo screen	✓	✓	✓			500K
Off premise filming	✓	✓				25M
Scripting into reality series	✓					10M
Guest list for finals (#)	15	10	6	4	2	250K p/p
Dinner or brunch for two (excludes alcohol)	✓	✓	✓	✓	✓	400k
Invitation to special events	✓	✓	✓	✓	✓	500K
VIP Booth finals (# guests)	8	6				5M
Premium bottle of alcohol (# of bottles)	(2)	(1)	(1)	Early free flow	2 drinks	2M Per Bottle
Gift bag W/ Voucher + 300 gifts @ rp. 50k each	✓	✓	✓	✓	✓	500K
Logo on gift bag	✓	✓	✓			250K

*Suggested product sponsor prizes - gifts or vouchers @ retail \$20 for semi finalists, \$50 for finalists & \$200 for Miss Bali Tropix

** MBTx is not responsible for items used in product placement filming & photo shoots

***Special packages can be arranged