

# Sponsorship Proposal

Pooja Anand, Miss World Canada Delegate 2011.



As former Miss Kelowna Lady of the Lake 2009-2010, I have been chosen as a delegate for the Miss World Canada pageant to be held in May 2011. The Miss World Canada Pageant has been held since 1951 and as the number one watched pageant in the world, they donate every year to **Variety-The Children's Charity**.

Please find enclosed a personal letter from Elise Citton, President- Miss World Canada 2011, inviting you to take a look at sponsoring me to be a part of this pageant that showcases my talent, community service and fundraising for Variety-The Children's Charity. I believe that anything is possible, so please help me share my "beauty with a purpose" with the world!

I have attached a short Biography on myself, and I look forward to speaking with you soon regarding an opportunity to showcase your organization and business at the National level through MWC2011!

I can't wait to share my "beauty with a purpose" and put a sparkle in a child's eye.



Sincerely,

Pooja Anand  
Miss World Canada Delegate 2011  
(Miss Kelowna Lady of the Lake 2009-2010)

Phone: 250-717-0544/ Email: [anand1611@shaw.ca](mailto:anand1611@shaw.ca)

A handwritten signature in black ink, located in the bottom right corner of the page.

## **Biography:**

Pooja Anand is currently enrolled in the Bachelor of Science program at the University of British Columbia Okanagan where she was the recipient of the President's Entrance Scholarship. She is pursuing her passion to become a Cognitive Psychologist and is going to do her thesis on Neuroplasticity. Along with her career goal, would you have guessed that Pooja is also a young entrepreneur working towards opening an exclusive fashion boutique with her own designs! As well, she is a blue belt in Tae-Kwon-Do and an aspiring author of a poetic book she has written on positive thinking and a different view on life.

Being crowned as Miss Kelowna Lady of the Lake in 2009, Pooja has shown extensive fundraising skills, contributing over 1500 hours of volunteering in various community and charitable events supporting causes like diabetes, cancer, osteoporosis, cops for kids, women's shelter, and many more. As the youth ambassador for Kelowna, she represented her city, province, and our nation with pride, locally, provincially, and internationally.

Longing to become an astronaut and researching our cosmos is a childhood dream of hers which she's confident of conquering in the future. Among many talents and hobbies Pooja portrays, she is exceptionally interested in the art of dance (hip-hop, ballet, jazz, lyrical, East Indian cultural, and Latin), peer tutoring, yoga, and kick-boxing. Networking and public speaking are her favorite pastimes which you will experience when you meet her charismatic self!

The Miss World Canada program is a phenomenal program and Pooja would love to share her "beauty with a purpose" with the world! She believes anything is possible and wants to be inspired and inspire others. In Pooja's eyes the biggest reward is making a difference and to her that's the gift that keeps on giving, so she will take this gift and always be willing. Sponsoring a child in need is Pooja's way of doing something little today so she can do much more tomorrow. Joining Doctors without Borders and Greenpeace are her future stepping stones to impacting the world. Miss World Canada will open her book to a new chapter and by that she will gain experience and growth so she can then spread her "beauty with a purpose!"



February, 2011

Dearest City of Kelowna, Her Worship Mayor Sharon Shepherd:

Recently, **Pooja Anand** has been selected as a delegate in the Miss World Canada 2011 pageant taking place at the River Rock Show Theatre on May 19<sup>th</sup>, 2011. This event will be hosted by Vancouver Global TV's Chris Gailus. Last May's event **raised \$100 000 for Variety – The Children's Charity and the Miss World Canada 2010 Queen went on to the oldest, classiest, and most well-known pageant in the world: Miss World® (whose pageant has raised over \$500 000 000 for children's charities throughout the world to date)**. This internationally televised event, seen by a billion people worldwide, witnessed Canada's Denise Garrido, Miss World Canada 2010, place in the top 25 over **115 countries**.

Miss World Canada is not to be confused with your typical beauty pageant. This pageant showcases talent and community service and is a fundraiser for Variety - The Children's Charity. As a matter of fact, not only is **10% of Pooja Anand's overall score made up of the fundraising effort she does for this charity**, but show ticket proceeds are going to Variety, as well as 100% of the show's Silent Auction.

Each contestant is responsible for acquiring her own sponsorship up to \$2095 for this event to help cover the costs of licensee fees for Miss World, hotel, prizes, tours during pageant week, show production, rehearsals, equipment and rehearsal space rentals, snacks, flowers, sashes, workshops, staffing, photo shoots, studio recording time, etc. Each sponsor will be recognized in the various marketing of the 2011 event. We invite you to take a look at the following Sponsorship Packages available:

#### **DELEGATE PLATINUM PACKAGE**

Businesses donating delegate sponsorship of the **full \$2095 Will Receive:**

- LOGO, COMPANY NAME/WEBSITE placed on the OFFICIAL 2011 PAGEANT WEBSITE (\$1200 Value)
  - LOGO/COMPANY PLACED IN CHEK TV'S TELEVISED BROADCAST OF MWC 2011 (\$500)
  - LOGO, COMPANY NAME/ WEBSITE ADVERTISEMENT placed in the OFFICIAL 2011 PROGRAM BOOK (\$500)
  - 2 VIP TICKETS AND RECOGNITION for the May 19th Gala (\$250 Value)
- Personal VIP Status Recognition in the Pageant Program Book and Pageant Website**

#### **DELEGATE GOLD PACKAGE**

Businesses donating delegate sponsorship in the amount of **at least \$995 Will Receive:**

- LOGO/COMPANY PLACED IN CHEK TV'S TELEVISED BROADCAST OF MWC 2011 (\$500)
  - LOGO, COMPANY NAME/ WEBSITE ADVERTISEMENT placed in the OFFICIAL 2011 PROGRAM BOOK (\$500)
  - 2 VIP TICKETS AND RECOGNITION for the May 19th Gala (\$250 Value)
- Personal VIP Status Recognition in the Pageant Program Book and Pageant Website**

#### **DELEGATE SILVER PACKAGE**

Businesses donating delegate sponsorship in the amount of **at least \$495 Will Receive:**

- Logo, Company Name/ Website Advertisement in the Official 2011 Program Book (\$500)

#### **DELEGATE BRONZE PACKAGE:**

Individuals and Businesses donating delegate sponsorship in the amount of **at least \$250 Will Receive:**

- 2 COMPLIMENTARY VIP TICKETS AND RECOGNITION for the May 19th Gala (\$250 Value)
- Personal VIP Status Recognition in the Pageant Program Book and Pageant Website**



**“BEAUTY WITH A PURPOSE” DELEGATE PACKAGE:**

Individuals or Businesses donating delegate sponsorship of **at least \$50 - \$249** will be recognized in the personal bio of the contestant that will go beside her photo in the Program Book. Please ask the bio to be submitted to you by the delegate you are sponsoring for your approval prior to her submitting this in to MWC 2011 to go into the Program book.

Please note that any complimentary tickets you have earned through your sponsorship are the responsibility of the delegate you are sponsoring. She must deliver these to you. Please also note that logos required to be uploaded to the website or program book must be emailed to: [missworldcanada2011@gmail.com](mailto:missworldcanada2011@gmail.com) in jpeg or gif format. Business cards may be scanned as well, but the quality will not be as clear.

**Sponsorship cheques are to be made payable to the delegate you are sponsoring.** Please have the delegate hand in the sponsorship form you filled out, to the pageant directors. You are also welcome to email: [missworldcanada2011@gmail.com](mailto:missworldcanada2011@gmail.com) for acknowledgement of receipt of your sponsor forms.

**Official Acknowledgement Letters/Receipts will be given out by MWC 2011 to the delegates. They are responsible for giving these out to their sponsors. These will be distributed to the contestants on May 14th, 2011. You may use this as part of your company’s advertising budget for the year.**

Any inquiries regarding this pageant may be made to MWC 2011 via email. **Any sponsorship you would like to give in support of Pooja Anand would be greatly appreciated. Pooja Anand will be publicly thanking her main sponsors on Pageant Night. You may also have Pooja Anand make any appearances or do some hosting for you wearing her sash.**

Pageant organizers can be contacted at MWC 2011 via email: [missworldcanada2011@gmail.com](mailto:missworldcanada2011@gmail.com)

Additional information can also be found at:  
[www.MissWorldCanada.org](http://www.MissWorldCanada.org)

*Elise Citton*

Elise Citton  
MWC - President  
**Miss World® Canada 2011**  
Website: [www.MissWorldCanada.org](http://www.MissWorldCanada.org)  
Email: [MissWorldCanada2011@gmail.com](mailto:MissWorldCanada2011@gmail.com)

# Miss World®

# Canada

*Empowering Young Women Worldwide to Make a Difference*

2011



## Sponsor Form

Name of MWC 2011 Delegate being sponsored:

\_\_\_\_\_

Does the sponsor want to be recognized in the pageant program book? \_\_\_\_\_

Does the sponsor require an advertising receipt? \_\_\_\_\_

Receipt made out to: \_\_\_\_\_

Please only include information that you would like advertised:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Donation Information:

\$ \_\_\_\_\_ of Sponsorship was donated to the above mentioned Delegate.

Signing Authority for Sponsor:

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Contact Number: \_\_\_\_\_

All sponsorship can be made payable to the delegate indicated above. All acknowledgement letter/receipts will be given to the sponsor by the delegate.

Letters and receipts will be distributed to each delegate on May 14th, 2011.

THIS FORM MUST GO TO THE DELEGATE TO BE TURNED IN TO MISS WORLD CANADA 2011

*(Please photocopy this for your records)*

Questions may be emailed to: [info@missworldcanada.org](mailto:info@missworldcanada.org)