












HEADLINE SPONSOR

2022

CONTENT

Detailed in this proposal are various promotion & advertising opportunities that can be offered to a main sponsor for Miss England 2022

-  **Social platforms**
-  Immediate opportunities
-  Media exposure
-  Outreach and stats
-  Media exposure continued
-  Sponsor benefits
-  Promotional materials
-  Sponsorship summary
-  Sponsorship costs


SOCIAL PLATFORMS

OUR CURRENT SOCIAL MEDIA STATS

(January 2022)

 23.2k

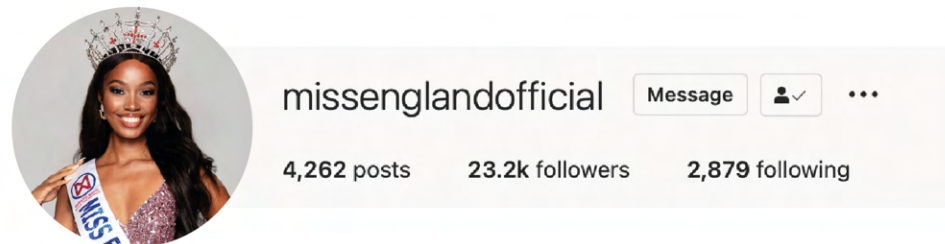
 58k

 9,787

 2.2k

50k+ App downloads

Contestant social media reach 2022 - 200k per month



IMMEDIATE OPPORTUNITIES

Branding at Miss England's good luck party

Rehema Muthamia the winner of Miss England 2021 will be taking part in the 70th Miss World Grand final in Puerto Rico which is being broadcast across the world to over 120 countries. Rehema has already reached the top 40 out of 98 finalists with her inspiring Beauty with a Purpose project highlighting violence against women and supporting Women's Aid & One Woman at a time, charities that help women flee violence.

The Miss England contest is arranging a Puerto Rico themed Good luck event for Rehema and inviting media before she departs in March 22.

This can be a launch event to introduce the new sponsor who can have images taken with Miss England. These images and videos can be used to promote the collaboration.

The sponsors will be promoted on Miss England social media channels as the National sponsor of Miss England 2022 leading up to MISS WORLD final and beyond when ever the competition posts about it.

Monthly social media promotions by new Miss England contestants can be arranged and we invite new associates and sponsors to be involved reaching at least 100k social media followers on each post !

MEDIA EXPOSURE

We've received major features in all of these media outlets and more!



The new Miss England - "I was racially abused for taking the crown"

Friday 29 October 1:05pm



Miss England 2021 Rehema Muthamia on ITVs This Morning



OUTREACH AND STATS

(Our reach and stats in a 12 month period)



1.2 billion + saw the Miss England contest



Attracted over **10,000** applicants between 16-27 years



The **only** pageant in the world to keep running virtually during lockdown.



A record breaking **558k** votes made on the Miss England app in August 2021



Contenders featured in newspapers and various magazines **across the world**



The Miss England website received over **225,000** organic visitors



Heart of Eng...
Meriden Ro...
Coventry
CV7 8DX

LIMITED TICKETS AVAILABLE
tickets@missengland.info
www.missengland.info

IN ASSOCIATION WITH
Flawless
PHOTOGRAPHY STUDIOS

IN ASSOCIATION WITH
Flawless
PHOTOGRAPHY STUDIOS

Miss England®
IT'S HERE!
THE MISS ENGLAND
FINAL

ONE OF THE FIRST RED CARPET
EVENTS OF THE YEAR!

NHS Doctor Bhasha Mukherjee,
2019 Miss England (pictured)
will crown her successor!

FRIDAY 27TH AUGUST 2021
TIME 6PM
AT

heart of england
EVENTS AND CONFERCING

Heart of England Conference & Events Centre
Meriden Road, Fillongley
Coventry
CV7 8DX

LIMITED TICKETS AVAILABLE
tickets@missengland.info
www.missengland.info

IN ASSOCIATION WITH
Flawless
PHOTOGRAPHY STUDIOS



Miss England®
IT'S HERE!
THE MISS ENGLAND
FINAL

NHS Doctor Bhasha Mukherjee,
2019 Miss England (pictured)
will crown her successor!

FRIDAY 27TH AUGUST 2021
TIME 6PM
AT

heart of england
EVENTS AND CONFERCING

Heart of England Conference & Events Centre
Meriden Road, Fillongley
Coventry
CV7 8DX

LIMITED TICKETS AVAILABLE
tickets@missengland.info
www.missengland.info

IN ASSOCIATION WITH
Flawless
PHOTOGRAPHY STUDIOS



Miss
IT'S
THE M
ONE O
E
NHS
2019

www.stuwilliamson.com

!
LAND

ED CARPET
YEAR!

AUGUST 2021
6PM
AT

heart of england
EVENTS AND CONFERCING

Heart of England Conference & Events Centre
Meriden Road, Fillongley
Coventry
CV7 8DX

www.stuwilliamson.com

www.stuwilliamson.com

www.stuwilliamson.com

OUR MEDIA EXPOSURE

In September 2021 the Phoenix newspaper Featured Miss England to promote BLACK HISTORY MONTH , The Daily Mirror on October 29th 2021 also featured Miss & Mr England Winners as role models!

In January 2021 The Times newspaper featured Miss England 2014 on the front page of the newspaper.

In 2018 The Times Magazine featured Miss England on the front cover of the Magazine and a 5 page feature inside showing how the contest has changed over the years.

Every national newspaper in England & TV Channels such as CNN, ITVs This Morning, BBC Breakfast and others have featured the Miss England contest in the past 3 years.

SEE OUR SOCIAL MEDIA FOR MORE!



SPONSOR BENEFITS

The Miss England website and app is the go to for all press and the contestants who enter the competition, semi and national finals of the contest.

Your company logo or advertisement could featured on our home page of the website and app with links.

DOWNLOAD THE MISS ENGLAND APP!



Welcome to the official website for

MISS ENGLAND CONTEST
SO MUCH MORE THAN BEAUTY!

View our article in



Miss England TV is now available! [Subscribe](#) for access to all our online content.

The search is on for Miss England

Just complete a short form to get started.

Enter Competition



DOWNLOAD THE MISS ENGLAND APP!



SPONSOR BENEFITS

The sponsor can have their name/ logo on the Miss England official **T SHIRTS** worn by the contestants on stage at the national FINAL and on their social media x40.

Specially made **BRANDED BANNERS** with logos can be featured at the Miss England finals and at the Miss England events during 2022. Used in Miss England National Final, sponsors can be photographed with the winner.

Banners can be created featuring the sponsors logo with Miss England to be used as photo backdrops at the national and heats creating more awareness and promotion for the sponsor.

The sponsor can invite a shortlist of **12 FINALISTS** to appear at an event of their choice in the summer of 2022 and invite them to become brand ambassadors.

SPONSOR BENEFITS

Logo on the **FRONT COVER** of our A4 68 page glossy magazines produced for Miss England National Final which will be available to all media and guests.

MISS ENGLAND PROGRAM ADVERTISING - A full page advert and on the back cover write up on the page 3 introduction of the official program

Sponsors logo can be shown on **ALL TICKETS** printed for the national final.



PROMOTIONAL MATERIALS

The Miss England winner can also be photographed in sponsors clothing and wear at future Miss England events. Finalists can wave bespoke flags on stage and create brand awareness on social media for with the sponsors brand.

The sponsor can have the opportunity to have branded adverts on Miss England TV and any live streams.

The sponsors logo can be projected on the stage area at the national final in front of all the media and guests incorporating the sponsors name announcing Miss England sponsored by XXXXX the sponsor.

Expected audience for the final at the venue will be in the region of 300 guests as a socially distanced final is expected but this will also be on a live stream reaching approx 20,000+.

The sponsor can have a place on the official judging panel.

PROMOTIONAL MATERIALS

The sponsor may select a brand winner and present with a trophy and gift on stage at the final in addition to Miss England winner being selected . All National finalists will be given the task of promoting the national sponsor on their own social media and the sponsor can select a brand winner to be the face of the brand for the coming year for any modelling or brand endorsements.

The sponsors logo and web address can be shown on the winners sash, which will be worn throughout the year on all official photos.

The sponsor can use the winner on 5 occasions for appearances or endorsing the sponsors product. Over the last 10 years the Miss England contestants have raised in excess of £1.5million for various causes across the country. See the website for more details <https://www.missengland.info/beauty-with-a-purpose/>



SPONSORSHIP SUMMARY



A Place on the official judging panel of the final in 2022 at the Heart of England Conference and Events Centre Warwickshire to help select the national representative for the 71st Miss World final with a 2 x Tables for own guests. (Up to 10)



Branded advertisement on home page of Miss England website 10 months.



Static logo link throughout the Miss England website leading to offers.



At least 3 Advertisements and articles on the Miss England app which has had over 50k downloads since its launch in November 2020.



Logo on the invitations to Puerto Rico Themed launch, good luck party and Miss England final event.



Logo tags links and more on the Miss England social media promotion of the 2022 final and any Miss England app heats.



Logo and advert in 300 programs distributed to media and guests on the night of the final. (Examples available on request)



Association with the original competition which qualifies for Miss World - the only English contest in this country to do so.



Opportunity to advertise on the Miss England livestream (sponsor can provide a ready made 1-2 min advert) Advertising on any Miss England livestreams during 2022 - national final included ! The sponsor can have their name in the branded livestream promotion used to advertised the livestream and at least 3 x 1 min ads during the evening.

SPONSORSHIP SUMMARY



Any appearances the new Miss England winner makes during her year will be wearing the official sash which will display the sponsors logo and website clearly to promote the sponsor.



The winner can become a brand ambassador for the sponsor.



Access to at least 10,000 database email addresses of contestants on request for email promotions by the destination sponsor from an age group 16-30 for a mail shot.



Opportunity to promote the sponsor of the Miss England contest social media network with 100k + followers and contestants own followers in a dedicated campaign leading up to the final.



Logo on official finalists T shirts for the finalists to wear at the final.



Opportunity to receive regional press coverage by name and promotion in many Miss England regional & national newspapers across England . We will work with the sponsors own PR company if available to create a publicity campaign.



Various other additional promotion opportunities will also arise during the year for the national sponsor to promote further including access to official photo shoots to advertise products with images supplied an opportunities to attend any Miss England related events. (please ask for the list of heats to go)



The organisers final staff can wear the sponsors branded T shirts and / or lanyards whenever they attend a Miss England event promoting the sponsor.

SPONSORSHIP COSTS

Sponsorship agreement can last from March 2022 - March 2023

£100k including a cash prize for the winner
(Negotiable)

This amount may be split between companies for brands to showcase themselves for various categories such as;

Miss England's official -

.Fashion partner

.Vehicle partner

.Make up/skincare

.Destination sponsor

(Each sponsor can pay a percentage of the cost for a similar package)

If the sponsor has any other ideas for promotion please let us know.

Angie Beasley
07979 742756
angie@missengland.info



Miss England

mia@novasocialagency.com
angie@missengland.info