

FINALISTS' OPERATIONS MANUAL 2020/21

Confidential

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Dear Finalist

Congratulations on being selected as one of our Top 25 Finalists for 2020. This is a fabulous achievement and we are looking forward to working with you. In the Operations Manual below, we highlight the journey that is Mrs South Africa 2020. As a Finalist, you will be required to fulfil certain obligations. We will explain and discuss each phase with you and we will walk this journey with you, every step of the way.

1. Company Information

Mrs South Africa Pty Ltd is a Company with the following details :

Company Name	:	Mrs SA Beauty Pageant
Postal Address	:	PO Box 738, Bergbron, JHB, 1712
Company Registration Number	:	2012/180612/07
VAT Number	:	4840266243
BEE Status	:	Level Four BEE Contributor

1. It is important to understand that Mrs South Africa Pty Ltd NOT a charity organisation
2. We do not have a board of directors
3. We are also NOT a Non-Profit Organisation (NPO) or Public Benefit Organisation (PBO)

4. We have monthly overheads like any other company such as salaries, petrol costs, phone bills, marketing etc. not to mention production, TV and event costs
5. During each phase of the competition, you will be expected to raise a certain amount of capital that will go towards the company, as well as our official charity, Women4Women
6. We pride ourselves on transparency and professionalism and therefore all your financial obligations are outlined below, in detail
7. If you are not able to meet the deadlines and targets as set out in the contract, you will be disqualified and will not be able to go through to the judging process

2. Calendar 2020/21

1. Refer to 2020/21 Calendar
2. Please book these dates in your diary now and inform your family and work accordingly
3. Compulsory dates are **NOT negotiable**. These include Lifestyle Challenge and Pageant week
4. If you miss any of these compulsory dates, you will be disqualified. This is due to the fact that a number of production related activities and vital empowerment talks & workshops take place at these events
5. Other activities may have compulsory attendance but will still have a compulsory tasks or some other form of participation e.g. Golf Day which we explain later in this manual
6. Note as COVID-19 regulations evolve, the nature of Mrs SA events may change accordingly. We will advise you of changes in due course

3. Pre-requisites to entering Mrs SA

The following important pre-requisites which you must fulfil in order to enter the competition. The individual must be :

1. Biological female between the ages of 25 and 50, by 6th November 2020 (which was the original finale date)
2. Legally married in terms of the laws of the Republic of South Africa and in possession a valid marriage certificate issued by the Department of Home Affairs. Even if married traditionally or customarily, an official marriage certificate must be obtained from Department of Home Affairs
3. In a committed and happy marriage
4. South African citizen with a valid South African Identity Document
5. Possesses a valid South African Passport. If the individual does not possess a passport currently, she shall be obliged to apply for such passport, as soon as is reasonably possible, after signing her finalist contract. She will need a passport, for international competitions, should she win the pageant
6. Possesses a valid South African Driver's License and if not, will obtain as soon as its reasonably possible. This is because the prize package may include a car

7. Must not have been involved in any past activities that may be, or become, an embarrassment to Mrs SA, its pageant or the organisers, which activities include, but are not limited to, prostitution, nude public appearances, nude photography and nude videography etc.

Other Criteria

1. The individual can have children but this is not a pre-requisite/requirement
2. The individual may be any weight or height as we do not have any restrictions on this
3. Tattoos are allowed
4. The individual should not be/fall pregnant during her journey, in the pageant. Although we promote and encourage family values and Mrs SA DOES NOT discriminate against pregnancy, it will be physically impossible for the individual to compete in the pageant and at an international level, should she win, while pregnant
5. May not enter any other pageant during your time as a contestant with Mrs SA
6. The Mrs South Africa Management Team, may at their discretion, replace contestants who resign from the pageant, at any stage of the pageant. Various factors are considered when a replacement contestant is selected, however the primary factor will be the ranking of the individual, as per the last available judging phase. Other factors may impact the selection as well including the individual's achievements, in the pageant, and admin scores from the Management team

4. The Management Team

1. We pride ourselves on being an ALL FEMALE TEAM
2. Each member of the management team has a particular portfolio, aligned to their skills and strengths
3. Please work with the correct individual for the correct task or project and this is noted on the any communications you receive
4. We are also a diverse team that often work remotely, on set or may be out on the road for meetings etc.
5. Therefore, each of our working hours and locations varies and lockdown has also affected this

4.1. Office Details

1. Office is open generally Monday to Thursday 09h00 – 16h00
2. No team members are in the office on a Friday
3. The Office telephone number is 011 673 7567
4. The Office physical address (**by appointment only**) is 40 Peglerae, Odelia Street, Florida Glen, Roodepoort. At the complex gate, go to the Visitors entrance and dial 40
5. Please respect the working hours noted above and below

4.2. Team Portfolios

Lisa Madibe : Marketing, PR & Media inc. Social Media
Office based Monday to Thursday 09h00 – 16h00
Marketing@mrssouthafrica.co.za

Melissa Botes : Sponsorship Manager
Office based Monday to Thursday 08h00 – 15h00
office@mrssouthafrica.co.za

Margaux Louw : Chief Financial Officer inc. invoices, payments
Based in Cape Town, working part time
accounts@mrssouthafrica.co.za

Marlene Reddy : Contestant Liaison & Events Manager. First Contact for queries
Office based Monday, Wednesday, Thursday 08h00 – 14h00 & Working remotely Tuesday 09h00
– 16h00 & Friday 09h00 – 13h00 marlene@mrssouthafrica.co.za

Belinda Phewa : Events Manager
Office based Mondays and Wednesdays 09h00 – 16h00
Belinda@mrssouthafrica.co.za

4.3. General Guidelines to Working with Management Team

This journey is busy and can, at times, be challenging. Remember you do not grow unless you are challenged

1. Your contractual obligations always take priority
2. Work in a positive, co-operative way with the management team, at all times
3. Display professionalism in all interactions as well as an attitude of gratitude
4. Be punctual and professional at all times
5. No contestant may directly contact with a judge or current titleholder, outside of an official Mrs South Africa or Women4Women event
6. Any negative form of rumours generated by a contestant could result in immediate disqualification
7. As a public figure and a brand ambassador, you need to be for all women in South Africa and cannot advocate for one political party/religion in order to be politically correct and inclusive, at all times
8. Please diarise and plan for all targets and deadlines noted. Deadlines are vital in order to streamline admin and allow us to complete further tasks, behind the scenes

Communication

1. Always work via office and direct all queries, questions and concerns to the office first and only
2. Work directly 1:1 with the team and not via your personal assistants, spouses etc.
3. Please use email as your primary means of communication with the team
4. In case of emergencies only, please call Marlene directly and not Joani
5. Check emails daily to ensure you are up to date with all communications from the office. This is your responsibility and this is imperative to staying on track with what is currently happening
6. You will receive an admin email, at least weekly and we will host webinars should we feel this is necessary
7. Refrain from whatsapp'ing or DM'ing on social media, especially after working hours
8. There will be a "controlled/admin only" whatsapp group should we feel this is necessary. This is where the management team may send messages only. Do not whatsapp back
9. Do not email Joani or call her. No photos or hugs too with her please. This is ensure fairness
10. When you are asked to RSVP, please reply Yes OR No by requested deadlines for any events. Then do not cancel, if you have said you will be attending
11. Should you need to cancel due to an emergency, this must be done in writing at least 24 hours prior
12. Disclose any vacation or "leave of absence" dates to Marlene, in advance
13. Disclose any "past" you feel we need to know about to Marlene
14. Disclose any current personal circumstances which may be affecting you
15. If there are changes in email, cell, addresses or any other important biographical information, please communicate this to Marlene asap
16. If your names differ from your official documents, please email Marlene to finalise your names for competition purposes.

Other

1. Please make sure the name on your email address matches your competition name, for ease of admin purposes
2. You will work in teams, at times
3. Familiarise yourself with Dropbox and Wetransfer
4. Get Microsoft Word, Excel and Powerpoint on your computer
5. You may have written tasks so brush up on your writing skills
6. Compose a personal profile and keep it on hand. This always handy for media
7. Maintain your physical appearance during the competition
8. In terms of dress code, always think 'Would a Mrs SA wear that?' especially at sponsor events, for interviews etc.
9. Our standard dress code is "Pageant Casual" which is smart day wear
10. Please wear your sash to all official Mrs SA events, official sponsor or Women4Women events and interviews
11. Do not wear other pageant sashes when talking about Mrs South Africa

12. If you are participating in any events outside of our official events, please inform and clear these with the office, in advance
13. Think carefully before accepting external invitations
14. Shoots, media interviews or sponsor events are not normally compulsory and should only be done provided that you are on track with all your contractual requirements
15. Personal photo shoots are your choice but check the creative concepts if you feel it may push boundaries
16. **Note on Banners :** We have very few banners. Banners are first come first serve and we have had a long list for requests for them. Please call the office in advance and arrange with Belinda. A suggestion is to perhaps invest in a cheap pull up banner with your official photo, Mrs SA logo, Women4Women logo and your gold sponsors logos, which you can use for all your visits, talks, fundraising activities etc

4.4. Financial Information Contact : Margaux Louw

1. A contestant does not earn a salary from Mrs SA
2. All prizes are subject to sponsorship
3. Any money paid to Mrs SA or Women4Women, prior to being disqualified or resigning, are **non-refundable**
4. During the semi-finalist stages of the competition, all expenses including accommodation, petrol, wi-fi, cell, data, admin costs etc. are to the semi-finalist's own account
5. Mrs SA will cover your transport and accommodation for the finalist stages of the competition, subject to sponsorship
6. All gold sponsor payments and Golf Day payments will be made to the Mrs SA Standard Bank account
7. Mrs SA Standard Bank account details

Name of account	:	Mrs SA Beauty Pageant
Bank	:	Standard Bank
Account Number	:	282926879
Branch	:	Clearwater
Branch code	:	001206

8. A new bank account has been opened for all events that we host in aid of Women4Women. This is for the ease of admin purposes. Payments for your fundraiser will be made to the Mrs SA FNB account

9. Mrs SA FNB account details

Name of account	:	Mrs SA Beauty Pageant
Bank	:	First National Bank (FNB)
Account Number	:	62843404295
Branch code	:	250655

10. Payment References : Always use your Name as a reference for payments
11. Ensure payments are made on or before deadlines noted

12. When making payments, please make ONE FULL payment of the total amount due and avoid part payments
13. Proof of payments must be EMAILED to Marlene AND Margaux
14. Proof of payment must be a valid proof of payment which you have downloaded from your online banking profile or a photo of the deposit slip
15. The account notifications you may receive from your bank such as SMS's or emails are not acceptable as proof of payment
16. Should you require a tax invoice, please email all the following details to Margaux accounts@mrsouthafrica.co.za : Name of the Company, Rand amount of sponsorship, VAT number and their Physical Address
17. Invoices will be provided within 48 hours of all the information being submitted to Margaux
18. Other documents we can provide you should you require them are a confirmation of banking details and a Tax clearance certificate
19. We are not a NPO and so we cannot provide an 18A certificate for gold /gold sponsor payments, tickets bought or any other payments made to Mrs SA (refer to section on 18A later on)

5. Official Sponsors Contact : Melissa Botes

1. Our official sponsors contribute significantly to Mrs SA Pty Ltd and are therefore very important
2. You become a brand ambassadors to our official sponsors, for the duration of your time in the competition
3. Melissa is your contact for official sponsors – always work via her
4. Most of our sponsors have been with us for a number of years and we do introduce you to them at our various events
5. DO NOT contact our official sponsors and must work via the Melissa for any official sponsor matters
6. A list of sponsors will be discussed at workshops and this is subject to change as contracts are renewed regularly
7. Sponsors do support contestants in various ways and this will be explained to you at workshops and via sponsor emails from the Melissa
8. Display an attitude of gratitude towards sponsorship as you are not entitled to this
9. Know your sponsors, check their social media, websites, the news etc so you can talk about them confidently
10. You will be requested to fulfil other sponsor requirements including but not limited to vlogs, blogs, reviews, Facebook reviews, photos, Mrs SA events (e.g. Real Women Fashion shows) etc. and this must be done in a timely and competent manner. You will receive clear guidance in this regards, as far in advance as possible
11. When you are asked to RSVP, please reply Yes OR No by requested deadlines for any sponsor events

12. Then do not cancel, if you have said you will be attending as this does impact sponsors should you cancel last minute
13. Should you need to cancel due to an emergency, this must be done in writing at least 24 hours prior
14. Attendance at official sponsor events are free of charge
15. Be punctual and professional at all official sponsor appearances
16. Sponsors run various campaigns and shoots during the year and may choose select contestants for these. This has no bearing judging. Any appearance for such campaigns is free of charge
17. We may also have various sponsor related competitions and campaigns which we run during our official events. Please ensure you read the guidance around this carefully and complete any instructions
18. They also may be involved in the special category awards as the year progresses. More information on this is shared later in the manual
19. **As a finalist, no gold sponsor may conflict with any official sponsor.** If in doubt, please check this with Melissa in advance
20. Do not damage the relationship between Mrs SA and our official sponsors
21. Do not generate any negative rumours towards sponsors and address any concerns with Melissa first, and not with the sponsor
22. Personal sponsors (information noted later in the manual) may not conflict with any official sponsor in any way
23. We do always keep your interest at heart and always find a way to ensure what the sponsors need is feasible from you. Please work with us, to keep the official sponsors happy

6. Media Contact : Lisa Madibe

1. It is important to be able to work with the media and therefore we encourage you to generate as much positive publicity for yourself and Mrs South Africa, its official sponsors as well Women4Women
2. It is important that you generate only positive media and awareness for Mrs South Africa, Women4Women and our sponsors in all media
3. You may not contact any national media outlets and should focus on your local media outlets
4. Lisa will send you a standard press release to use to generate publicity for yourself in your local press and will guide you and assist you wherever we can
5. Please email all media clippings to Lisa Madibe on marketing@mrssouthafrica.co.za so she can load them onto our social media and place them on file
6. We may from time to time invite you to attend an interview we have arranged. This typically works on a "first come first serve" basis, provided you are on track with your targets
7. You should notify Lisa of any other interviews in advance and prepare with her if necessary

8. Any negative form of media, generated by a semi-finalist, could result in immediate disqualification
9. We have a professional photographer and videographer present at all our events from the workshops, Lifestyle challenge, Pageant Week and our Grand Finale to capture every single moment. From time to time these images and clips will be made available via YouTube and Dropbox to you

7. Branding

1. Wear the Finalists' Sash at all official events
2. Use the Mrs SA finalist email footer/signature on all related email/communications
3. Use the cover photo provided on social media platforms, as directed
4. Use the official Mrs SA logo and that of Mrs SA's Official Sponsors ("Sponsors billboard") on all marketing material for events and other functions of any kind
5. Obtain written approval in advance for any other materials you may designing or making including but not limited to invites, banners, car signs, business cards etc

8. Social Media Contact : Lisa Madibe

1. You must maintain a positive image and generate positive publicity for Mrs SA, Official sponsors and Women4Women at all times on social media
2. You must have active social media accounts, as required by Mrs SA
3. Please refer to "Social Media Document" which Lisa has compiled
4. It may change from time to time due to new sponsors. If it is updated, it will be emailed to you
5. It is very important that you follow this document very carefully as it instructs how you post on social media for all our official sponsors
6. Refrain from making any negative comments that may harm or potentially harm Mrs SA, its official sponsors or Women4Women

9. OFFICIAL NPO : WOMEN4WOMEN

1. Women4Women is the official NPO (non-profit organisation) or charity for Mrs South Africa Pty Ltd
2. They are a non-profit organisation (NPO) focused on female empowerment and community upliftment, through funding of high school and tertiary education bursaries, educational courses, life skills and self-development workshops strictly for the less fortunate and previously disadvantaged young women of South Africa
3. For more information, visit <https://women4women.co.za/>

4. Registration Number 2017/081097/08
5. As the official NPO, their events or requirement will take priority and our contestants are requested to become change makers and community upliftment ambassadors to improve the lives of the less fortunate and enable education for those who ordinarily cannot afford it
6. We would like you to prioritise Women4Women during this year but this does not mean you need to give up any other charitable causes that you work with
7. If you are 'driving' another charitable event, this is fine. However, please share the details with us well in advance, as soon as you are aware of it
8. Where an invite mentions you as a contestant or uses our logo, please ensure this is sent to office PRIOR to it being published in the media or on social media. This is to ensure we have the correct branding etc and that we are aware of your activities, to support you where we can as well
9. As a finalist, you will be required to host a fundraiser in aid of Women4Women. More info on this will follow below
10. You will also be able to nominate worthy community projects and women eligible for bursaries for funding from the Women4Women foundation. More information will be provided on this at the workshop or from their office in due course

9.1. Mrs Charity

1. Mrs Charity award is awarded to the finalist who raises the most money, during her time as a finalist, for Women4Women
2. Mrs Charity will be tasked with becoming a liaison between Mrs SA and W4W as well as assisting in driving fundraising tasks
3. This is a special category award awarded at Finale, which is completely independent to the Finalist Judging Process, referred to later in this manual
4. It is therefore possible to win Mrs SA and also be Mrs Charity as Jacqueline Ferns did in 2019
5. In prior years, Mrs Charity has won a cash prize as well as cash contributions to her personal charity of choice

9.2. 18A Certificates

1. Women4Women has been approved for purposes of section 18A(1)(a) of the Act and donations, to the organisation, will be tax deductible in the hands of the donors in terms of and subject to the limitations prescribed in section 18A of the Act with effect from 20th June 2019
2. 18A certificates are only issued by Women4Women for bonafide donations made directly to them, to their own Bank account
3. 18A certificates **may not** be issued by Mrs SA Pty Ltd for any payments made to us, as we are not a public benefit organisation

4. **What is considered a Bona fide donation?**

- A bona fide donation is a voluntary, gratuitous gift disposed of by the donor out of liberality or generosity, where the donee is enriched and the donor impoverished

- There may be no quid pro quo, no reciprocal obligations and no personal benefit for the donor
- If the donee gives any consideration, at all, it is not a donation
- The donor may not impose conditions which could enable him or any connected person in relation to himself to derive some direct or indirect benefit from the application of the donation

5. Here are examples of what does not constitute as Bona fide donation :

- Donation of services rendered such as a professional person renders a skill free of charge.
 - An amount paid for attending a fundraising dinner, dance or charity golf day
 - The amount paid for the successful bid of goods auctioned to raise funds by an organisation and memorabilia, paintings, etc, donated to be auctioned to raise funds
 - Amounts paid for raffle or lottery tickets
 - Amounts paid for school fees, entrance fees for school admittance or compulsory school levies
 - Value of free rent, water and electricity provided by a lessor to the lessee which is an approved PBO
 - As such, 18A certificates will not be issued for : Any tickets sales for fundraisers; event tickets/sales; Fundraiser related expenses; gold sponsor payments
6. Should you however have made a bonafide donation or have a sponsor who has made a bonafide donation DIRECTLY TO Women4Women, as defined by point 4 above, please email marlene@mrssouthafrica.co.za & brigitte@women4women.co.za, in order to verify this and to request the relevant certificate from Women4Women

9.3. Administrative Support

1. The contact person is Brigitte Williers, brigitte@women4women.co.za.
2. Please cc: Marlene on all correspondence
3. Mrs SA will provide you with a letter from Women4Women stipulating your involvement through the Mrs South Africa platform, should this be required
4. Mrs SA will also provide video clips etc which highlight W4W activities. These can also be accessed on our Youtube channel and their website
5. Banners are limited
6. Should you require Women4Women banners, in Gauteng, you may call the office to arrange this
7. Note collection and delivery is your responsibility
8. If you are outside of Gauteng, please contact Brigitte to arrange banners

10. Official Mentors

Mrs SA endorses the following individuals as official mentors for 2020/21 :

Hlengiwe Twala Mrs South Africa 2018 hlengiwetwala@gmail.com

Cathy Heaton 2nd Princess 2015 cathy@cathyheaton.co.za

Mankoana Nhlebela 2nd Princess 2018 nzuzoandmankoana@gmail.com

Jo Ann Barnwell 2nd Princess 2019 joann.barnwell@vodamail.co.za

1. We encourage you to make use of the official mentors, available to them, as needed for coaching and guidance, during your pageant preparation
2. However, please note this is not compulsory for you to utilise
3. The mentors able are to charge a standard fee which is paid directly to them and Mrs South Africa does not take a commission on this
4. The fee structure is as follows (subject to change in 2021):

R750/hour for one hour

R700/hour for 2 or more hours

R3200 for 5 hour monthly package. These 5 hours must be used in the same month booked

5. Should you feel this is necessary, you may also book a session for you and your spouse with a mentor
6. A mentor-mentee contract has been drafted and should be signed between you and your mentor prior to commencing mentorship, as this outlines the guidance around the mentorship process
7. You may of course seek other coaches or advisors who you may feel are appropriate but do check with the office prior to booking another coach or mentor. The reason being is we can advise if this person is suitable to direct your journey
8. No mentor sessions may take place during any official events or judging sessions

10.1. ACE Modelling Schools

In addition, we recommend the following ACE Modelling schools for adult model training. You may not contact Limpopo branch as this is owned by the reigning Queen, Jacqueline Ferns

Contact List :

<u>Branch</u>	<u>Owners</u>	<u>Cell</u>	<u>Email</u>
Cape Town North	Bianca & Isabel	082 567 4462	anri@acemodels.co.za
Bloemfontein	Anri	082 567 4462	anri@acemodels.co.za
Middelburg & Witbank	Diana	082 754 7274	diana@acemodels.co.za
Vanderbiljpark	Natasha	082 217 0882	natashamenino@hotmail.com
JHB North	Cathy	082 601 3625	jhbnorth@acemodels.co.za
JHB West Rand	Josh & Sasha	082 783 7849	neriva@acemodels.co.za
The Parks, JHB	Gretha		theparks@acemodels.co.za
Pretoria East	Lisa	071 900 1425	lisa@acemodels.co.za
Centurion	Roelene		centurion@acemodels.co.za
Umhlanga & Durban North	Natisha	082 923 0285	umhlanga@acemodels.co.za

10.2. Online Webinars

1. In light of the Lockdown/COVID-19 regulations, we have introduced a series of weekly online webinars in which we equip and empower you with coaching, skills upliftment, guidance
2. These are provided free of charge to you
3. We also provide interaction with the official sponsors in these sessions
4. We will also bring on board subject matter experts to also coach you in various topics ranging from legal, finance, marketing, branding etc.
5. Recordings of these webinars will be made available to you should you not be able to attend and you must watch these to catch up

11. THE JOURNEY AHEAD AS A FINALIST

Should you become a Finalist, you need to appreciate that this is an incredible honour and one that will change your life in many ways. As a finalist, you will have the following duties and be required to meet the following deadlines and targets :

11.1. Documentation

1. You will be required to sign a contract as finalist, which highlights your commitments, role and duties until 26th February 2021
2. This must be signed and handed into Marlene Reddy, the Contestant Liaison, before Friday 20th November 2020
3. Please complete the forms in the document folder and hand them in during the Finalist Workshop 14th – 16th November 2020
4. Should you not complete the documentation and sign the contract by Friday 20th November 2020, you will be disqualified as a finalist and may not proceed in the pageant
5. You are requested to have the following documents on hand : SA Identity document (ID), Official Marriage Certificate, Drivers licence and Passport
6. Please note the 2020/21 Calendar dates and diarise. Compulsory dates are not negotiable

11.2. Your Gold Sponsorship

1. As a finalist, you will have to raise funds through obtaining “Gold Sponsor/s”
2. A Gold Sponsor will sponsor a cash amount towards your journey in the competition
3. These funds are directly towards the company costs and is payable directly into the Mrs South Africa, to its Standard bank account
4. We assist you, in achieving this goal, with the aid of our Gold Sponsorship Proposal, which is a professional business proposal. The sponsorship proposal outlines the benefits and exposure for sponsors to make it lucrative for them to sponsor you as a Finalist. It is similar to the Gold Proposal. We will provide this to you on email
5. Note that it is your responsibility to manage their benefits directly with your Gold Sponsor/s

6. ***NB GOLD SPONSORS MAY NOT CLASH with any official sponsor to Mrs SA PTY LTD***

This applies to any personal sponsors as well

7. You will need to raise a total of R24 000 (plus VAT = R27 600) in Gold sponsorships ***Do not forget to pay the VAT Amount***

8. This amount can be made up by as follows :

One Gold Sponsor of	R24 000	(plus VAT = R27 600) OR
Two Gold Sponsors of	R12 000	(plus VAT = R13 800 x 2) OR
Three Gold Sponsors of	R8000	(plus VAT = R9200 x3) OR
Four Gold Sponsors of	R6 000	(plus VAT = R6 900 x 4)

9. The deadlines for payments are as follows:

Friday 5th December	:	R6000 + VAT = R6900
Monday 4th January 2021	:	R6000 + VAT = R6900
Thursday 21st January 2021	:	R6000 + VAT = R6900
Friday 12th February 2021 *no extension*	:	R6000 + VAT = R6900

10. Your or your sponsor must "EFT" or deposit the payment into Mrs South Africa's STD BANK account on or before the dates note above

11. Should you be making less than four payments, please consult Marlene with regards to deadlines

12. Proof of payment must be emailed (by above dates) to: marlene@mrssouthafrica.co.za AND accounts@mrssouthafrica.co.za

13. Reference for payment : (Name) Gold POP

14. Please note that we do NOT want you to raise more than R24 000 (plus VAT = R27 600) at this stage of the competition. Any money paid in excess, will be refunded

15. All sponsors' logos (in .jpeg format) and contact details (Company Name, Telephone, Email/Website) must be submitted to Marlene on or before 21st January 2021 (No extensions will be given)

16. Should they not be received by this date, they will not be included in the relevant program and audiovisual (AV) at Finale but other benefits as per proposal will apply

17. Companies that purchasing 10 tickets to finale by 21st January 2021, will also qualify for the benefits our Gold Sponsors receive. Sponsoring a few tickets or less than ten tickets does not qualify for these benefits

11.3. Personal Sponsors vs Gold Sponsors

1. Personal sponsors are sponsors who may be supporting you in your journey, with products, treatments, etc but NOT paying towards your gold sponsorship e.g. someone who is sponsoring you an evening gown
2. Personal sponsors are not gold sponsors and so they are not entitled to the same benefits
3. Gold sponsors are those sponsors who agree to then put in the cash amount towards your Mrs SA journey, as mentioned earlier
4. Personal sponsors MAY NOT conflict with any official Mrs SA Sponsor in ANY WAY

5. Personal sponsors will not be allowed to provide items for goody bags or be able to put up banners at events and may not have any other benefits that we provide to Gold sponsors, who pay for these benefits
6. You will need to give them exposure in your own way. Be creative!
7. You are able to do it in your capacity as a finalist and on your social media, but they cannot be endorsed by Mrs SA
8. As such, please refrain from tagging us on social media when mentioning personal sponsors and also refrain from using our logo on posters etc with them on
9. Please communicate this to your personal sponsors up front
10. It is your responsibility to manage all your sponsors' expectations (personal OR Gold)

11.4. Finalist Blurb

- A blurb is short paragraph which tells us about you
- We use this for the media, for intros as well as your finalist video
- This is also useful to have when you work with your local media
- Below is an example, which you can use to draft your own
- Please complete this on MS Word by 30th November 2020 and email to Marlene
- Save file as "Name BIO"
- It should 150 words. Please do a word count before submitting

I am Marlene Reddy. I am 36 years old and from Sandton, Johannesburg. I am married to Joe Soap for 2 years and together we have a 13 year old son, Ryan. I am National HR Lead and have an honours degree in Psychology. I work with Babies Behind Bars, as a board member, and love getting pedicures in my free time

11.5. Women4Women Fundraiser

1. As a finalist, you will be expected to host a fundraiser in aid of Women4Women
2. You will need to raise a minimum of R10 000 profit with your fundraiser by 31st January – there is no limit to how much you can raise
3. You must "EFT" or deposit the payment into Mrs South Africa's FNB BANK account on or before the date note above
4. Proof of payment must be emailed (by above dates) to: marlene@mrssouthafrica.co.za AND accounts@mrssouthafrica.co.za
5. Reference for payment : (Name) Fundraiser
6. The finalist who raises the most money and awareness will be crowned as Mrs Charity, at Grand Finale
7. You may host an actual event or run an online campaign
8. Please advise Marlene of your choice by 30th November 2020
9. We suggest online this year but it is up to you
10. If you are hosting an online event, please provide the details to Marlene by 30th November

11. It is important that you understand the difference and do not confuse any potential Gold sponsors with your messaging to them as Gold sponsorship funds are not paid to Women4Women.

12. PLEASE READ SECTION ON 18A Certificates/Criteria again

13. Should you choose to do a physical event, please follow the steps below

Steps in the Physical Fundraiser Process

1. Choose and date and location (e.g. Sandton, Pretoria, Soweto, Cape Town etc.) and email this information, to Marlene, by 30th November
2. All dates, for your events, should fall prior to 15th January 2021, in order to allow enough time to conclude all your admin, reports and payments by the deadline of 31st January 2021
3. Your FINAL invitations must be with the office at least 2 weeks prior to your event, earlier if possible
4. Arrange your event and complete your budget
5. Chat to the office should you require any assistance from sponsors and branding such as banners from Women4Women
6. I will then allocate a Women4Women representative to attend your event, perhaps speak at the event if you wish and oversee the event's success on the day
7. Please allocate 2 FREE VIP tickets for this individual and their "plus one". I will advise you closer to your event, who the rep will be
8. Finalise your budget after the event and finalise any outstanding payments that needed to have been made to you
9. Within 2 weeks of your event ending, all your reports and budget should be submitted to Marlene and Margaux AND final payment made. Banking details will be advised
10. Your POPs and reports must not be submitted later than 31st January 2021 but the guidance is to submit it within 2 weeks after your event
11. Please note any donations must be made by directly to Women4Women and POP sent to Brigitte and Marlene. This will then counted towards to your fundraising total

12. Donations from direct family members are not allowed

13. Any requests for 18A must be submitted to Marlene and Brigitte

14. All COVID regulations must be adhered to and this is your responsibility

11.6. Golf Day Friday 11th December 2020, Glendower Golf Club

4 Ball

1. The 4ball team are the four golfers, who will play on the day
2. Each finalist must sell one "4 ball" at a cost of R6000 by Friday 4th December 2020
3. The total of R6000 must be paid to the Mrs SA STD Bank account on or before Friday 4th December

Proof of payment must be emailed (by this date)

to: marlene@mrssouthafrica.co.za AND accounts@mrssouthafrica.co.za Reference for payment: (Name) 4 ball POP

4. The price includes a takeaway lunch and dinner on the day and goody bag
5. The format of the game will be Stableford Alliance with top two scores that count
6. Once you have paid for the 4ball, please email Marlene : Golfers' Names, emails, cellphone numbers and handicap
7. Please also indicate their preferred tee of time. We normally have tee of times ranging from 11h30 – 13h00 (last tee off) with tee off from 1st and 10th holes simultaneously
8. The team must book their golf cart with the golf club directly
9. We request the teams arrive at least 30 minutes prior to tee off to register
10. They also must arrive in adherence to Covid-19 regulations with mask etc to register
11. They will need to sign an indemnity form before tee off and place their orders for their meals
12. Due to COVID regulations, meals will take the format of takeaways which are prepared off site
13. After the team has played, all score cards will need to be emailed to the golf club as they are not able to physically collect these
14. All cards must be emailed immediately after the round is completed that afternoon
15. Prize giving details will follow in due course

Watering Hole

1. A watering hole is a hole on the golf course, which a company may buy the branding rights to, for the day, within the golf club's guidelines
2. Each finalist should try and sell a "watering hole" on the golf course at R4000
3. The total of R4000 must be paid to the Mrs SA Bank account on or before Friday 4th December 2020
4. Proof of payment must be emailed on or before this date
to marlene@mrssouthafrica.co.za AND accounts@mrssouthafrica.co.za Reference for payment: (Name) Watering Hole
5. As only 18 holes are available, it will be done on a first come first serve basis and there may be some finalists who therefore may not have a watering hole available to them
6. Once you have paid for a watering hole, please email a full brief with company name, contact number, email address and full description of activity for the watering hole
7. No food items are allowed and if the company wishes to bring non-alcoholic or alcoholic drinks for their hole, there is a R500 corkage that they will need to pay
8. We prefer they order their drinks from the Golf Club
9. We suggest fun activities for the hole and not just marketing stands. However the company must ensure they follow all current COVID-19 regulations
10. A maximum of two people from that company will be allowed to "man" the watering hole. We prefer our finalists to "man" the watering holes if possible

11. The individuals who man the holes will be responsible for their own food and drinks on the day which can be ordered via Glendower as well
12. They also need to ensure they follow all COVID-19 regulations
13. We allow the company who has purchased the watering hole to provide goody bag items
14. Any items needed for the watering hole should be delivered to the golf club by Thursday 11th December 2020. Details will be provided

Finalists & Non-Golfers (family & friends)

1. While this is a family orientated event, due to new COVID-19 regulations, no non-golfers may attend. Should this change, we will advise
2. If the company purchasing your watering hole is able to, they should use the finalists to man their watering hole
3. If a Finalist does "man" the hole, we suggest casual dress code with sash

GOLD SPONSOR BENEFITS

Banners

- Gold sponsors may put up one pull up banner only
- No other banners will be allowed e.g. wall banners
- This must be delivered to the golf club by Thursday 10th December 2020 and will be put up by the staff on the golf day
- Banners must be taken down after the event or collected by 18th December 2020
- Mrs SA will not be held responsible for any banners which are not delivered correctly or not collected by 18th December
- Please mark the banner with Company name & Mrs SA Golf Day ATT: Damon

Goody Bags

- Gold sponsors and those companies who buy a watering hole may send items for the golfer goody bags
- Please plan on 150 goody bags as we would like to have a sold out event again but bear in mind, there may be less actually utilised on the day
- We will provide the actual bags
- You or the sponsor will arrange the items to go into it
- All goody bag items must be delivered to the golf club by Thursday 10th December and marked as Goody bag items for Mrs SA Golf Day ATT : Damon
- Once again, we will not be held responsible for items not delivered on time or delivered to the incorrect place

AV (Audiovisual)

- Paid Gold Sponsor logos will be shared during the prizegiving provided they are emailed to Marlene by 5th December 2020 (i.e. Date of first gold sponsor deadline)

- No other activities will be allowed for Gold sponsors or other companies buying watering holes, as we need to be fair and consistent

I suggest using the following label for deliveries :

Mrs SA Golf Day 11/12/20

ATT: Damon

Glendower Golf Club

20 Marais Rd, Dowerglen, Edenvale, 1612

011 453 1013

Contents of delivery : _____

11.7. Lifestyle Challenge Friday 15th – Monday 18th January 2021, Kwa Maritane Bush Lodge, Pilanesberg *Compulsory Attendance

1. As a finalist, you will be required to attend the Lifestyle Challenge, which will be held at Kwa Maritane Bush Lodge, a part of Legacy Hotels and Resorts
2. Attendance is compulsory for the entire weekend
3. The aim of this weekend is to have fun and to get to know each other
4. Note that you will be expected to share a room with fellow contestant/s
5. Team tasks will be assigned leading up to Lifestyle Challenge including sponsor reviews and videos. More information will be given to you closer to the time
6. Sponsor reviews will also need to be completed. Information, template and deadlines for this will be communicated closer to the time
7. Various workshops and team challenges will also take place during this weekend and tasks/competitions are often hosted by our official sponsors
8. We also complete many production related activities for Finale during this weekend
9. An awards evening will round off the weekend where the sponsors will hand out special awards to winners of respective challenges
10. Please take note though that flights and transport are subject to sponsorship

Due to the Revised 2020/21 Calendar, please note the Finalist Convention will not take place. All details for Pageant week will be confirmed closer to the time, depending on prevailing COVID regulations

11.8. Shooting for TV

We will provide more information with regards to this in due course

12. PAGEANT WEEK, EMPERORS PALACE

12.1. Pageant Week Tuesday 23rd – Saturday 27th February 2021, Emperors Palace, *Compulsory Attendance

- Below is some guidance, from the office, which will help you get through pageant week, smoothly
- You are going to feel tired, hungry, anxious, nervous and probably experience every other emotion that week, which takes place at Emperors Palace
- Read through and carry copies of the itineraries with you
- Be on time when you needed and display professionalism, at all times
- Ensure you stay in touch with the official whatsapp groups, during the week as times may change
- This is an official week and no other meetings or appointments may be setup during this time. You do need to be with the team
- All other terms and conditions are per your finalist contract and Operations Manual are applicable

12.2. Draft Itinerary

<u>Date</u>	<u>Activity</u>
Tuesday 23rd February 2021	Fly in for out of town finalists Fittings for all scenes Check into Hotel Rehearsals in evening
Wednesday 24th February 2021	Judging (Full Day) Rehearsals in evening
Thursday 25th February 2021	Rehearsals (Full Day) Prelim Judging in evening
Friday 26th February 2021	Rehearsals (Full Day) Grand Finale Show in evening
Saturday 27th February 2021	Check out of hotel Official Brunch event *compulsory Winners stay on for shoots etc for the rest of afternoon & sign their contracts, receive prizes Flights out in afternoon for those flying home

12.3. Travel & Accommodation

1. Flights for out of town finalists will be provided
2. Your accommodation will be provided and you will be sharing a room with fellow finalists from 23rd – 27th February 2021
3. Please be considerate of your fellow roommates as everyone wants to be well rested for the week
4. The new Queen will be treated to her own room, with her spouse, on the night of finale
5. You will need to arrange your own accommodation and transport for the nights prior to 23rd February should you need this
6. Your meals will be provided, as per itinerary
7. Please pack a stash of snacks for yourself
8. We will provide you with special booking rates for any friends and family wanting to stay that week
9. Note that no stylists, mentors family or friends are allowed in your rooms, rehearsal or judging venues, during pageant week

12.4. Wardrobe Guidelines

- Plan your wardrobe, based on the itinerary
- Always pageant casual, with sash, if in doubt
- You will be required to provide ALL your own outfits and do your own hair and makeup, throughout the week
- For the Finale, we provide all outfits, shoes, jewellery, hair and makeup
- We also **prohibit** your own makeup artists, hairstylists, stylists, designers etc. to visit and/or assist you during this week. This is in line with international pageantry standards
- It is best to have an assortment of nude underwear, as this is the best for a variety of outfits
- Carry a dressing gown to wear during fittings etc. as this takes place in the Convention Centre
- At no point, should you be inappropriately dressed in public areas of Emperors Palace
- Please carry your sash and ensure it is labelled

12.5. Packing List

We always suggest the list of following items which always seem to be needed :

- Itinerary - Printed copy
- All clothing, outfits, accessories, shoes for outfits for entire week EXCEPT finale
- Warm Jacket
- Pair of blue/dark blue jeans
- Bronzer, shimmer sprays or body glow items
- Slippers & dressing gown
- Variety of own heeled shoes (Nude, gold, gold, black)
- Flat shoes & Sneakers

- Insoles and external grip/rubber pads for your shoes
- Personal Medications
- Pain pills including for headaches
- Rescue Remedy or similar
- Flu meds, throat lozenges
- Vitamins etc.
- Allergex, eye drops
- Blister plasters & plasters
- Feminine hygiene products
- An appropriate bag to carry items around
- Power banks for phones/all devices NB : there are limited plug points available
- Hair pins and ties
- Wet wipes
- Travel size deodorant
- High energy snacks & water bottles

12.6. Final Judging Process Wednesday 24th February 2021 *Compulsory Attendance

1. This is the final judging process where the new titleholders will be selected
2. It will take place during pageant week and attendance is compulsory
3. Finalists must attend their allocated judging slots during pageant week
4. Should they miss their slot they will be disqualified from the judging process and competition
5. Please note that all contractual obligations must be completed by the finalist in order to attend judging
6. Finalists will receive a number badge which must be worn at all times during judging
7. Judging is fair and final and no correspondence will be entered into
8. All judging is overseen by our official auditors
9. Your panel of 4 - 6 judges will be announced in due course
10. You will wear your own outfits for judging and will do your own hair and makeup
11. No external parties (family, friends, stylists, mentors etc.) may be present in judging areas/venues
12. No finalist may have direct contact with a judge outside of an official Mrs SA or Women4Women event

The Final Judging Process consists of the following:

1. 3 minute Presentation
2. Swimwear Judging which constitutes 15% of your overall score
3. A 5 minute panel-style interview which will constitute 60% of your overall score

4. Performance at Prelims and Grand Finale constitutes 20%. This is scored on Thursday 25th and Friday 26th February 2021 respectively
5. An admin score which will constitute 5%, as per criteria noted prior
6. Following this, the contestants with the top 3 scores will be crowned as the Titleholders

3 min Presentation

1. This is YOUR opportunity to brief the judges on your journey, as we do not brief them as a management team, at all. While this is not officially scored, judges are welcome to take notes on your presentation
2. This is 3 minutes long and is strictly time
3. This presentation will kick off the final Judging Day i.e. Wednesday 24th February 2021 and you will present in front of judges, auditors, team and fellow finalists
4. Presentations are not officially scored but Judges are welcome to take notes based on your content
5. You will be dressed in your own outfit for this presentation & will do your own hair and makeup
6. The template for this will be made available in due course which you need to follow strictly
7. It will cover all aspects of the journey
8. Your final presentation must be submitted to Marlene by Friday 12th February 2021 via "wetransfer"
9. Due to technical issues that have arisen, if we have picked up changes, you may not be allowed to edit after this date
10. Any updates may be presented verbally, during your presentation time

Swimwear Judging 15%

1. This will take place at the Peermont Metcourt Hotel, at the pool area
2. Finalists must wear their own swimsuit and this can be a one piece suit or two piece suit.
3. Sarongs, wraps and your accessories are at your own discretion
4. Finalists will be briefed, in terms of walking, sequence etc. but it will be same as semi's judging
5. This will be scored and counts 15% of your score
6. Take note that certain clothing may leave lines on your body which you may not want seen during the swimwear judging should you wear your suit under your interview outfit

5 minute Interview 60%

1. This will take place at the boardroom, at the Metcourt Hotel
2. Finalists will have five minutes with the judges, in a panel style setup (as with semis judging)
3. This will be strictly timed
4. This makes up 60% of your score
5. You will wear your own outfit for this and it need not be the same as for the presentations

Special Category Awards

1. These awards are NOT part of the official scoring process which we have noted above
2. The special awards will be given during pageant week or at Grand Finale
3. These include Mrs Charity; Mrs Photogenic; Mrs Public Choice; Mrs Personality & the Mrs South Africa Women Empowerment Award
4. Mrs Charity is awarded to the finalist who raises the most money for Women4Women
5. Mrs Photogenic is judged by our official photographers and is the finalist they feel photographed the best during the year
6. Mrs Personality is selected by other finalists
7. The Women Empowerment award is selected by the Management Team for the finalist who we feel have had the most significant transformation, during her journey
8. The sponsors may also present special awards during pageant week and/or grand finale
9. A Viewers' Choice will be awarded to the finalist with the most SMS votes

12.7. Pageant Week : Family Considerations

1. Your family are welcome to purchase their tickets at Computicket and take advantage of the Emperors special rates, emailed to you, to book accommodation should they wish to do so
2. Note that no family or friends are allowed in your rooms during convention or pageant week, until such time as finale is over
3. After finale, you are welcome to then see them as you like and share a room with them, if they are staying at the resort
4. Please let us know if this is the case so we are able to plan for any extra beds available for the night of Friday 26th February 2021
5. Please note you are required to attend the breakfast on 27th February 2021 regardless of outcomes

12.8. Pageant Week : Social Media

1. During pageant week, you will need to continue with the social media efforts
2. If anything, we would like this to "ramp up" to build excitement leading to finale
3. Please follow our prior social media guidelines carefully and accurately
4. There will be additional requirements that week so please stay tuned
5. *NB* Designer social media requirements will apply during pageant week

12.9. Pageant Week : Gold Sponsors Benefits

1. It is your responsibility to ensure you build positive relationships with your Gold Sponsors and ensure that all their benefits are fulfilled
2. Gold Sponsors do not receive free tickets to this event or any event
3. **Note we will confirm all arrangements closer to the time as it will depend on prevailing COVID regulations**
4. Your official Gold Sponsor/s will be able to put up one pull up banner at the event

5. Gold Sponsors may also provide items for the goody bags at the event
6. All sponsors' logos (in .jpeg format) and contact details (Company Name, Telephone, Website) must be submitted to Marlene on or before 21st January 2021 (No extensions will be given)
7. Should they not be received by this date, they will not be included in the relevant program and audiovisual (AV) at Finale but other benefits as per proposal will apply
8. Companies that purchase a full table of ten tickets by 21st January 2021, will qualify for the benefits our Gold Sponsors receive. Sponsoring a less than ten tickets does not qualify for these benefits

Goody Bags

1. We will supply the actual empty bags
2. Only your official GOLD sponsor/s can provide items for the goody bag
3. We require 1000 items
4. The delivery of these items, to Emperors Palace, will need to be co-ordinated by yourself
5. Deadline for delivery of items is Tuesday 23rd February 2021
6. Should the items not be received by this date, they will not make it into the goody bag as the bags are packed in advance
7. Please follow the instructions below very carefully
8. Mrs SA and Emperors will not be held responsible for items not delivered or labelled incorrectly
9. Note as delivery is directly to the venue, Mrs SA will not be able to confirm delivery.
10. Please arrange delivery to :
Amanda Janse Van Rensburg, Groups & Conventions
Emperors Palace , 64 Jones Road, Kempton Park, Johannesburg, 1620
Telephone : 011 928 1405
11. All boxes must be labelled with the label below

Delivery for Mrs South Africa FINALE 2021
GOODY BAG ITEMS x 1000

ATT : Amanda Janse Van Rensburg, Groups & Conventions, Emperors Palace

Finalist Name : _____

Gold Sponsor Name: _____

Boxes contain 1000 (insert item description) _____

Box Number ____ of ____

Pull up Banner

1. Only your official gold sponsor/s may put up banner/s at Grand Finale
2. Only one pull up banner will be allowed per gold sponsor
3. No other banners (e.g. wall) will be allowed

4. You will be responsible for your sponsor's banner/s
5. Gold sponsor banners must be brought to pageant week on 23rd February 2021 or can also be delivered to Amanda by 23rd February 2021
6. Banner bags must be clearly labelled on the outside of the bag with the sponsor's name
7. Our logistics team will be there to assist with putting up the banners along the theatre edges
8. But it is your responsibility to ensure they are put up and taken down afterwards and return it to your sponsor safely
9. Finalists MUST be take down banners immediately after the Crowning Event, as the venue is cleared immediately after the event has ended
10. We cannot accept any liability for lost banners and banners will not be stored by Mrs SA or Emperors
11. Please TAKE A PHOTO of you standing in front of it to give to your sponsor afterwards. This will be your responsibility as you will be representing them. Regardless if you place or not, this is a nice touch which will be appreciated by sponsors
12. Note other than what is listed above for your gold sponsor, we cannot allow any other activities such as stalls, presentations etc. This is to ensure fairness for all gold sponsors

13. GRAND FINALE FRIDAY 26th FEBRUARY 2021

1. Our Grand Finale show is a spectacular event
2. It is an amazing production featuring top South African designers, talent and celebrities
3. The show starts strictly at 20h00 and guests must be seated at 19h45. With it being a theatre show and due to filming, latecomers will not be allowed in
4. Your onstage performance makes up 20% of your final score (10% at Prelims and 10% on finale night)
5. Please ensure they know it is theatre production and so no dinner or canapés are served before, during or after. Guests should eat prior to the show
6. Here is a brief overview of what last's year entailed:

Opening Scene	ZVIWA African Luxury Designs
Swimwear Scene	Contempo
Daywear Scene	Contempo
Evening wear scene	Dr B & MODE with Fashion Atelier
Announcement of special awards	
Announcement of Top 10	
Announcement of Top 5	
Then Q&A with Top 5 with judges, on stage	
Crowning	

13.1. Ticket Sales

1. Finalists are required to sell at least 20 tickets for this event, which must be done by Friday 12th February 2021
2. Please email your seat numbers to Marlene as you purchase them
3. Ticket prices typically start at R850. Tickets can be purchased directly from Computicket
4. We will advise one bookings open
5. Sponsors who by 10 tickets by 21st January 2021, may qualify for the same benefits as Gold Sponsors

14. Summary of Compulsory Targets as a Finalist

1. Positive working relationship with Mrs SA management team
2. Submit your blurb by 30th November 2020 and submit to Marlene
3. Submit the proposed date and general location of your fundraiser OR details for your online fundraiser by 30th November 2020 to Marlene
4. Complete your sponsor reviews by dates specified
5. Submit Gold Sponsor details to Marlene by Monday 21st January 2021
6. Host an individual fundraiser with minimum profit of R10 000 minimum and conclude all admin and submit this to Marlene, by 31st January 2021
7. Participate in TV shoots as noted
8. Participation in Lifestyle challenge & Pageant week, as per Calendar
9. R24 000 + 15% VAT = R27 600 in your Gold Sponsorship, as per guidelines and deadlines above. Final deadline 12th February 2021
10. Sell at least 20 tickets to Grand Finale and submit your theatre seat numbers by 12th February 2021
11. Submit presentation to Marlene by 12th February 2021 via "wetransfer"
12. Arrange for Gold Sponsor goody bag items and banner by 23rd February 2021
13. Branding, Media and social media, as described
14. Fulfil sponsor requirements or other activities, as noted above or as prescribed by office during your journey

15. THE JOURNEY AS A TITLEHOLDER

1. Should you become a titleholder (i.e. Mrs Charity, 2nd Princess, 1st Princess or Mrs South Africa), you will also sign a contract as a titleholder which stipulates specific duties and requirements in terms of your look, social media, media, representation, events etc
2. Our titleholders are all spoiled with incredible prizes during their year of reign, which are subject to sponsorship but it is important to note that at no stage during the competition will you earn a salary from Mrs SA, even as a titleholder
3. Should Mrs South Africa be unable to attend Mrs World, a princess may be sent in her place

16. MRS SOUTH AFRICA 2021

1. Mrs South Africa 2021 will become an brand ambassador for all the official sponsors and will be required to be involved with our official Charity, Women4Women as well as other projects
2. It is important for the new Queen to know how to deal with the media and generate publicity and market herself as a brand
3. It is imperative you work closely with the Management Team
4. All travel and accommodation costs will be covered during the year of reign

16.1. Prize Package

1. The Winner receives prizes and sponsorship to the value of over R500 000
2. During the final stages of the competition, we will discuss the year of reign and what it entails, with all finalists
3. The new Queen will receive a small allowance to cover her incidental costs monthly
4. Please note that prizes are subject to sponsorship
5. The pageant makes no guarantees with regards to sponsorship and prizes of future winners and contestants

16.2. Mrs World Pageant

1. The Mrs South Africa Beauty Pageant (Pty) Ltd is the proud license holder of the Mrs World international title
2. The newly crowned winner will attend and participate in this pageant
3. Dates will be confirmed in due course
4. All expenses (flights, meals, accommodation) are covered
5. The management team will be available to her and a lot of preparation will be done to ensure we prepare our new Queen is ready to compete
6. The official sponsors also support the winner in preparation for Mrs World
7. Note budgets do not normally allow for a chaperone/spouse to attend
8. She will be accompanied by Joani Johnson, CEO on her trip to compete at Mrs World, should budgets and COVID-19 regulations allow for this