

# Mrs South Africa

Silver Sponsor Proposal



*Mrs*

SOUTH AFRICA





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# *Female Empowerment*

Mrs. South Africa has evolved from being just a “pageant” to that of a female empowerment movement and a PR vehicle with Influencers to showcase the virtues of real, relatable African women.



## *Brand Personality*

- Delegates are women from all walks of life: Mothers, Wives, Entrepreneurs and Corporate Business-Women.
- The Average LSM ranges between 8-10 and ages between 25-50 years.
- Mrs South Africa women are the buyers' market - she is usually the decision maker in the home when it comes to day-day spending. This is the woman you want to entice through marketing. She is your consumer.

# Demographic

Click here!   
[Mrs SA Women](#)





## *Media Overview:*

- Mrs. South Africa (Pty) Ltd has worked with major national and international brands and offer our partners an incredible return on investment with regards to marketing, advertising, media exposure and other benefits.
- **Mrs. South Africa (Pty) Ltd organically generates annual exposure to the advertising value estimate of over R30 000 000 through our platforms.**
- In the past year Mrs. South Africa had generated for our headline sponsors such as Emperors Palace an annual AVE of over R5 000 000.

# Audience



Annual Broadcast Media:  
AVE: R6 965 425  
Reach: 17 962 500



Annual Print Media:  
AVE: R6 636 326  
Reach: 10 112 177





# Audience



175 842 followers



31 200 Followers



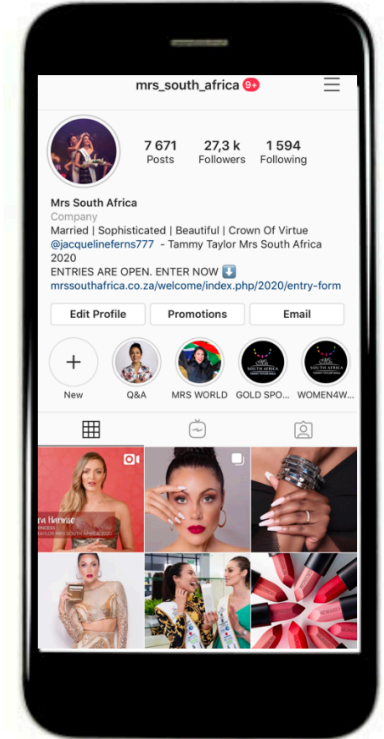
89 178 unique visitors



7 937 followers



663 subscribers

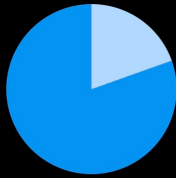






# Audience Demographics

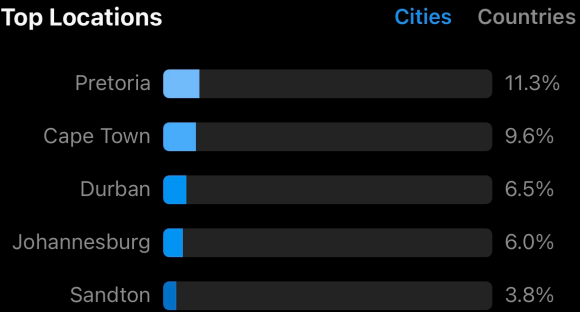
## Gender



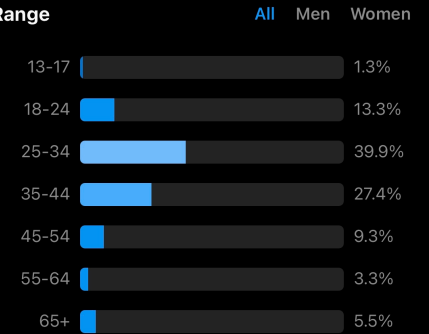
80.5%  
Women

19.5%  
Men

## Top Locations



## Age Range



# Audience

## Additional Exposure

The Semi-Finalist, you choose to sponsor, become a social media influencer for your brand and will develop relatable and authentic content that resonates with your audience which includes:

- Brand exposure social media platforms
- Relatable Brand Ambassadors



# Partnership Offer

## MRS SA SEMI-FINALS EVENT (SOIREE / CHARITY BALL) JULY 2021

- Logo placement on screen during the production.
- Goodie bag sampling
- Sponsor's logo and contact details will be placed in the event programme.
- One pull up banner allowed in the venue.





# *Partnership Offer*

## **EVENTS AND ACTIVATIONS**

You will have visibility (branding in the venue and on screen and goodie bag items) at the following Mrs. SA-dedicated events:

- **Women's Breakfast at Emperor's Palace (May 2021)**
- **Golf and Family Fun day (May 2021)**
- **Pop-Up Shops and Exhibitions**

# Partnership Offer

## CONTENT CREATION, PRODUCT REVIEWS & TUTORIALS

The contestant you choose to sponsor, create constant content for your brand in the form of videos and stills.

# Partnership Offer

## Tailored Solutions

Stories Matter. Great ones make a difference. And we have women with great stories.

They create content and marketing that converts, speaks directly to your audience and builds a conversation around your brand.

The results are greater search presence, stronger brand awareness and proven ROI.

# Partnership Offer

## FACE OF YOUR BRAND

As a Silver Sponsor, you can use the Semi-Finalist, you choose to sponsor, in your advertising and marketing campaigns as your ambassador, model, spokesperson and ultimately the "Face of your Brand".



## *Partnership Offer*

### **OTHER:**

- CSI Involvement with Women4Women
- Your logo will be added to our website and on our social media platforms.





# *Testimonials:*

## *Sponsors*

“Brentoni Eyewear has been a proud sponsor of the Mrs South Africa Competition for the last five years. From the very start it has been a fantastic journey with Joani and her team who are the personification of professionalism while from a Brand Building perspective we could not have wished for more. We look forward to many more years of working with this outstanding organization.”

- **Rob Beamish, Brentoni Distributors**



# *Testimonials: The Women*

"I have truly been empowered. Mrs SA is not just a self-actualization movement, it is about sending the elevator down because of what you have learnt and using that to empower others. It has a ripple effect in our country" – **Matapa Maila, Mrs South Africa 2019**

"Mrs South Africa is a sisterhood of secure women uplifting each other" – **Sarah-Kate Seaward, Mrs South Africa 2014**

[Testimonials: Women Empowerment](#)

(Click here)

# *Commitment*

## **Letter from CEO:**

It is my team and I's commitment to you that we will deliver the best possible service as outlined in this document. We highly value all our partners and pride ourselves on professional client service and delivery.

We fiercely believe in all the brands we partner with and along with our experience, skills and expertise, we can guarantee a great return on investment for your company. We are passionate about Women Empowerment in South Africa, and we strongly believe in all the incredible, dynamic women that has formed part of our extensive network.

*Joani Johnson*





## *Timing*

- The Silver Sponsors Partnership and Campaign run for a period of 3 months, including all the above exposure and benefits during this time frame.



## *Investment*

As a silver sponsor you undertake to contribute R20 000 (plus VAT R23 000) to the semi finalists' journey, which will culminate on the 2nd of July 2021 at the Gala Dinner.

\*Do not forget to pay the VAT amount

### **This amount can be made up as follows:**

One Silver Sponsor of R20 000 (plus VAT R23 000) OR  
Two Silver Sponsors of R10 000 (plus VAT R11 500) OR  
Four Silver Sponsors of R5000 (plus VAT R5750)

31 March 2021 R5000 + VAT = R5750

30 April 2021 R5000 + VAT = R5750

31 May 2021 R5000 + VAT = R5750

18 June R5000 + VAT = R5750

THANK YOU



*Mrs*

SOUTH AFRICA

