



# MRS. MIDDLE EAST MRS. UNIVERSE







# MRS. UNIVERSE MIDDLE EAST 2021

JUNE 1-5 TH, 2022  
SOFITEL PALM JUMERAH,  
DUBAI



## ABOUT US

**Mrs. Universe is an international, global event for "the most honorable women", first organized in Sofia, Bulgaria in 2007.**

**The event is open to married, divorcees, single or widowed women from nations on all continents around the world, who are between the ages of 20 and 50, have a family and career, and are involved in a "significant cause". It will be held in Dubai.**



## VISION



**In this aspect it is obvious that beauty is a part of the whole allure of women deserving to be honored.**

**We also invite the members of the jury to be with the delegates during the whole event and follow their steps to get a view of their personality too.**



# MISSION

**Mrs. Universe empowers women to realize their ambition and build self-confidence, acting as a catalyst for their future success. The Mrs. Universe family is a sister-hood that is committed to uplifting and empowering one another.**







**Every year this international event takes 7 to 10 days. During that period the women from different countries are involved in different initiatives.**





# LITER OF LIGHT PHILIPPINES

**Mrs. Universe prioritizes the importance of being involved and giving back through a dedicated international platform of charitable partnerships. As leaders and role models within their communities, our delegates and title holders affect positive change through volunteering, fundraising and advocacy.**

**Liter of Light Philippines is a registered 501(c)(3) charitable organization committed to telling the story of more than one billion people around the world who suffer from the debilitating effects of energy poverty. Our chapter coordinates and supports the global work of Liter of Light while developing educational programs to promote engagement and participation.**



# FOUNDERS

Owner "Mrs.Universe"

**Megi Savova**

Director "Mrs.Universe"

**Sava Tzekov**

Director "Mrs.Universe Middle East"

**Diana Gerrard**

**Diana Gerrard - an entrepreneur, international producer, charity ambassador , beauty pageants organizer, Emirates Business Women Council ambassador**





# EVENT PROGRAM

## DAY 1 (01.06.2022)

- Welcome
- Registration
- Photo session on a yacht
- Dinner on the yacht (white dress)

## DAY 3 (03.06.2022)

- Breakfast
- Transfer to the event venue (Official t-shirt and jeans)
- Rehearsal (Official t-shirt and jeans)
- Lunch
- Rehearsal (Official t-shirt and jeans)
- Dinner

## DAY 2 (02.06.2022)

- Breakfast (Casual Dress)
- Forum + CSR charity activities
- Rehearsal (Official t-shirt and jeans)
- Video presentation
- Fitting
- Dinner (Casual dress )



# EVENT PROGRAM

## DAY 4 (04.06.2022)

- Breakfast
- Transfer to the place of the event (Official t-shirt and jeans)
- Rehearsal and support images (Official t-shirt and jeans)
- Lunch
- Makeup + Hairdresser
- Awarding Gala Event (Evening Dress, National costume)
- Return to the Hotel



## DAY 5 (05.06.2022)

- Breakfast
- Press conference
- Photoshoot with Winner
- Check out



# EVENT PROGRAM FOR SPONSORS ATTENDANCE

(if you want to join)

## DAY 1 (01.06.2022)

- Photo session on a yacht
- Dinner on the yacht

## DAY 2 (02.06.2022)

- Forum (150-200 people) (Sofitel Palm)
- CSR charity activities (Sofitel Palm)
- Rehearsal (Official t-shirt with Sponsor Logo)

## DAY 3 (03.06.2022)

- Rehearsal (Official t-shirt with Sponsor Logo)
- Lunch
- Rehearsal (Official t-shirt with Sponsor Logo)

## DAY 4 (04.06.2022)

- Rehearsal and support images (Official t-shirt with Sponsor Logo)
- Awarding Gala Event (Sofitel Palm)

## DAY 5 (05.06.2022)

- Press conference
- Photoshoot with Winner



# **PLATINUM SPONSORSHIP PACKAGE**

## **AED 100,000 (27400\$)**

- **Title Sponsor will be mentioned on the title of event**
- **One representative from Sponsor's on the panel of judges**
- **Sponsor's representative will award the contestants in the special awards ceremony**
- **Sponsor's Logo on outdoor advertising competition**
- **Decoration of the Gala Event Venue with the Sponsor's branding.**
- **Sponsor's logo on E- invite**
- **Mention of Sponsor during the competition during the event**
- **V.I.P table at the Gala Event Award Ceremony - 3 tables (24 seats )**
- **Provide official videos and photos of the pageant Mrs.Universe Middle East 2021**
- **Exhibition space (3m x 3m)**



# MARKETING

- **Sponsor's logo credit on Mrs.Universe Middle East website and direct link to Sponsor's own website**
- **Exposure on all our social media platforms – Instagram, Facebook, LinkedIn ( 3 posts )**
- **To provide opportunities for the Sponsor's to give their promotional souvenir for the contestants, jury and V.I.P guests**
- **Sponsor's to give speech at the press conference**
- **Exposure of the Sponsor's brand on all merchandises at the event**
- **Mention of the Sponsor's in all press releases and official marketings collaterals**
- **Sponsor 's Logo in the advertising of the pageant in social media and TV coverage - ( WeTel , Yalla TV, Dubai TV, Fashion TV Middle East TV, Al Aan TV , CNBC) ) 25 M viewership**
- **Media wall, video presentation of Sponsor 's to be supplied and approved by Mrs.Universe Middle East**



## **GOLD SPONSORSHIP PACKAGE**

### **AED 50,000 (13700\$)**

- **Sponsor's representative will be able to award a contestant in the special awards ceremony**
- **Sponsor's Logo on outdoor advertising competition**
- **Decoration of the Gala Event Venue with the Sponsor's branding.**
- **Sponsor's logo on E- invite**
- **Mention of Sponsor during the competition during the event.**
- **Facility for an advertising poster Sponsor's in the lobby and providing a place for a promo**
- **Exposure on all our social media platforms – Instagram, Facebook, LinkedIn ( 2 posts )**
- **V.I.P table Gala Event at the Award Ceremony - 2 tables (16 seats)**
- **Welcome speech by the representative of the Sponsor at the Awarding Gala Event**
- **Provide official videos and photos of the pageant Mrs. Universe Middle East 2021**
- **Exhibition space (3m x 3m)**



# MARKETING

- **Sponsor's mention on all marketing collaterals and press releases**
- **Sponsor's logo credit on Mrs.Universe Middle East website and direct link to Sponsor's own website**
- **Sponsor 's Logo in the advertising of the pageant in social media and TV coverage - ( WeTel , Yalla TV, Dubai TV, Fashion TV Middle East TV, Al Aan TV , CNBC) ) 15M viewership**
- **Media wall, video presentation of Sponsor 's to be supplied and approved by Mrs.Universe Middle East**
- **To provide opportunities for the Sponsor's to give their promotional souvenir for the contestants, jury and V.I.P guests**
- **Exposure of the Sponsor's brand on all merchandises at the event**
- **Exposure on all our social media platforms – Instagram, Facebook, LinkedIn ( 2 posts )**



# **SILVER SPONSORSHIP PACKAGE**

## **AED 30,000 (8200\$)**

- **Sponsor's logo on E- invite**
- **Invitation tickets to the Gala Event Award Ceremony - 8 tickets**
- **Provide official videos and photos of the pageant Mrs. Universe Middle East 2021 with the Sponsor**
- **Exhibition space (2m x 2m)**

## **MARKETING**

- **To provide opportunities for the Sponsor's to give their promotional souvenir for the contestants, jury and V.I.P guests**
- **Exposure on all our social media platforms – Instagram, Facebook, LinkedIn ( 1 posts )**
- **Media wall, video presentation of Sponsor 's to be supplied and approved by Mrs.Universe Middle East -**  
**Sponsor 's Logo in the advertising of the pageant in social media and TV coverage - ( WeTel , Yalla TV, Dubai TV,**
- **Fashion TV, Middle East TV, Al Aan TV , CNBC) 10M viewership**



# **BRONZE SPONSORSHIP PACKAGE**

## **AED 15,000 (\$4000)**

- **Sponsor's logo on E- invite**
- **Invitation tickets to the Gala Event Award Ceremony - 4 tickets**
- **To provide opportunities for the Sponsor's to give their promotional souvenir for the contestants, jury and V.I.P guests**
- **Provide official videos and photos of the pageant Mrs. Universe Middle East 2021 with the Sponsor**
- **Exhibition space (2m x 2m)**

## **MARKETING**

- **Sponsor 's Logo in the advertising of the pageant in social media and TV coverage - ( WeTel Yalla TV, Dubai TV, Fashion TV , Middle East TV, Al Aan TV , CNBC) 5M viewership**
- **Exposure on all our social media platforms – Instagram, Facebook, LinkedIn ( 1 posts )**

## **BRANDS AS EXHIBITOR**

### **AED 2500 (650\$)**

- **Exhibition space (2m x 2m)**
- **Logo on Media Wall**
- **2 event passes**

## **MARKETING**

- **Logo placement in all print and digital media**
- **Logo on website**
- **Exclusive promotional post on social media**



# EVENT GALLERY





مركز دبي للتجميل

## EVENT GALLERY





## MEDIA PARTNERS

GULF NEWS



L'OFFICIEL



fashiontv

**The  
National**

عربية  
**ELLE**

**CNN**

**KT**  
Khaleej Times

RUSSIAN  
EMIRATES

**We invite you to be part  
of our project**

**THANK YOU**

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**[www.mrsuniverseuae.com](http://www.mrsuniverseuae.com)**