



WILL YOU BE THE ONE?



Miss Czech Slovak Canada.com



MISS CZECH & SLOVAK CANADA 2010

presented by **United Cleaning Services, Ltd.**

SPONSORSHIP and MEDIA KIT



contact: Richard Stilicha
(647) 344-5843
entertainment@canada.sk

EVENT ORGANIZED BY:
CANADA SK
ENTERTAINMENT
<http://entertainment.canada.sk>



www.missczechslovakcanada.com
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CANADA:SK
ENTERTAINMENT
PRESENTS


MISS CZECH & SLOVAK CANADA 2010

presented by United Cleaning Services, Ltd.

- **First ever beauty pageant for Czech and Slovak girls in Canada**
- **Outstanding way to promote both Czech and Slovak communities**
- **Ideal opportunity for modeling agencies to search for new talents**
- **Excellent opportunity for corporate sponsorships**
- **Great media exposure**

PAGEANT GRAND FINALE
SUNDAY, JUNE 20, 2010 at 6pm
Mississauga Convention Centre
75 Derry Road West
Mississauga, ON L5W 1G3

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Miss Czech & Slovak 2010 Canada

HOME REGISTRATION TERMS SELECTION ROUNDS FINAL PAGEANT KATERINA SMEJKALOVA PHOTOS SPONSORS

facebook

Join our group on Facebook!!!

MEET THE FINALISTS

INTERNET VOTING
PRELIMINARY RESULTS



Miss Czech Slovak Canada 2010 Fin...



BUY YOUR FINAL EVENING TICKETS

DOWNLOAD MEDIA AND SPONSORSHIP KIT

Application Deadline
31.12.2009

Regional Rounds
1.1. - 31.1.2010

Pageant Grand Finale
20. June 2010 in Toronto

CANADA SK
ENTERTAINMENT
<http://entertainment.canada.sk>

EVENT PARTNERS:



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Miss Czech Slovak Canada.com



INTRODUCING THE FINALISTS



1 Nicola Syrový



2 Kateřina Baloun



3 Agnes Vaľko



4 Michaela Matoušková



5 Kristína Kottová



7 Ivana Gondeková



8 Natka Brestovanská



9 Katarína Melicherčíková



10 Iva Neumann



11 Anna Klímová



12 Veronika Kelemen



13 Adriána Kamenická



14 Katie Pockele



15 Stephanie Hylmar



16 Sarah Hauer



17 Katie Hrycun



18 Nikola Mery



19 Adriana Sitina



20 Soňa Kimlová



21 Amanda Parker



22 Daniela Vysloužil





WHO ARE WE?

Miss Czech & Slovak Canada is an entertainment event held every two years in the heart of Toronto's ethnic community. Miss Czech & Slovak Canada has been in existence for the past two years, and in this short period of time has enjoyed tremendous fame and recognition worldwide.

CANADA.SK Entertainment, Inc. (<http://entertainment.canada.sk>) is Canadian Events, Media and Promo agency, residing in Toronto. It's primary focus are Czech and Slovak cultural events. Agency has organized shows and concert tours for popular artists such as Karel Gott, Miro Zbirka, Peter Nagy, Lenka Filipova, Robo Grigorov, Taktici, Bez ladu a skladu, Radosinske Naivne Divadlo, etc...

The agency is providing high quality entertainment to many areas including performing arts, concerts, theatre as well as corporate functions, conventions and private parties. All events are different and we will tailor them to your specific requirements. We understand the need for attention to detail and precision.

The company's name, popularity and current marketing strategies draw a large Czech and Slovak communities annually. Although the company's headquarters are in Toronto, Canada, its business sponsors and affiliates span worldwide.

This provides an opportunity to maximize worldwide exposure given that the Miss Czech & Slovak Canada is copyrighted by CANADA.SK Entertainment, Inc. and the only event that bears such a name in the world.

WHY SPONSOR MISS CZECH & SLOVAK CANADA?

Miss Czech & Slovak Canada believes in a strategic aggressive marketing and promotional plan to draw continuous public interest in its annual event. Along with that, the company's sponsors, and their related products and services enjoy well-suited exposure within Toronto's ethnic market.

For the previous cultural events, company products ranging from beauty products to specialty foods to financial institutions and cellular companies, were main sponsors for the events.



HOW SUPPORTING SUCH EVENTS CAN HELP YOUR COMPANY?

Czech and Slovak consumers arriving in an ethnically diverse nation such as Canada are likely to have a limited knowledge of the marketplace. Combined with possible communication difficulties, constrained decision making may result when selecting both products and suppliers.

By associating your company's name and products to the Miss Czech & Slovak Canada event, your company will be marketed to the Czech and Slovak community markets. Major advantage of marketing within the Czech and Slovak Communities in Canada is the opportunity to develop a wide customer relationship. A sponsorship partnership with the Miss Czech & Slovak Canada maximizes the introduction and full exposure of your company's products and services to the Czech and Slovak population.

WHAT ARE THE EVENT DEMOGRAPHICS?

Czech and Slovak community is reaching almost 0.5 million in Canada. Pageant is highlighting and showcasing the talents of the youth and building the entertainment aspect of Czech and Slovak communities

EVENT TARGET AUDIENCE

Czech and Slovak community in the GTA

Number of guests: 600-650 attendees

Percentage Breakup:

- 45% Male, 55% Female
- 85% from GTA, 15% out of GTA
- 50% Czech, 45% Slovak, 5% Other
- 85% ages 22-55, 15% other ages

In the light of the above, we hope that your company will consider partnering with the Miss Czech & Slovak Canada pageant. For more details on the above, please see attached company sponsorship package. Thank you for your time and interest. We hope to be working together with you for the next Miss Czech & Slovak Canada Beauty Pageant!



MEDIA Exposure

MAJOR MEDIA PARTNERS

- TV NOVA VIZE (OMNI1) Ontario features TV ads about the pageant every week and finalist profiles every other week
- TV SLOVENSKY SVET (OMNI1) Ontario features TV ads about the pageant every week and finalist profiles every other week
- NOVY DOMOV, Czech and Slovak bi-weekly newspaper features ads and articles about the pageant
- SATELLITE 1-416, Czech bi-weekly newspaper features ads and articles about the pageant
- KANADSKY SLOVAK, Slovak weekly newspaper features ads and articles about the pageant
- The event is under the auspices of the Consul General of the Czech Republic, His Excellency Richard Krpač
- Pageant Finale models will be provided by Beata Rajska, top Czech Fashion Designer
- Community websites www.canada.sk, www.slovaktoronto.com, www.czechevents.net, www.slovakmotreal.com and many others are promoting this community event

MEDIA CREDENTIALS

**Please apply for your event media credentials at:
entertainment@canada.sk or 647-344-5843**



SPONSORSHIP Packages

General Sponsorship - \$20 000

- Title sponsor - Miss Czech and Slovak Canada, presented by “sponsor name”
- 2 Full Page Ads in Pageant Magazine (Back Cover + One inside Page ad or editorial)
- 12 VIP event tickets (value \$100 per ticket)
- Mention on Stage
- Logo on website for 1 year
- Logo on posters and flyers
- Plaque Presentation on Stage
- Multimedia Presentation (30 seconds commercial at event)
- Title Presentation on Stage (Miss Award)
- Company Opportunity at the podium (2 minutes)

Diamond Sponsorship - \$10 000

- 1 Full Page Ad in Pageant Magazine (Inside Back Cover)
- 8 VIP event tickets (value \$100 per ticket)
- Mention on Stage
- Logo on website for 1 year
- Logo on posters and flyers
- Plaque Presentation on Stage
- Multimedia Presentation (30 seconds commercial at event)
- Sub Title Presentation on Stage (Miss Community Award)

Platinum Sponsorship - \$5 000

- 1 Full Page Ad in Pageant Magazine
- 6 VIP event tickets (value \$100 per ticket)
- Mention on Stage
- Logo on website for 1 year
- Logo on posters and flyers
- Plaque Presentation on Stage

Product and Prize Sponsorships

- We are also looking for companies to sponsor pageant production and prizes:
MEDIA EXPOSURE, PROMOTION, PUBLIC RELATIONS, MEDIA VISIBILITY...
TRAVEL, COSMETICS, SWIMSUITS, JEWELRY, GOWNS, SHOES, SUNGLASSES...
BEAUTY, MODELING AND PHOTOGRAPHY BUSINESS COMPANIES...



www.missczechslovakcanada.com **BANNER AD PACKAGES**

Beauty pageant portal www.missczechslovakcanada.com ranks amongst most special beauty pageant portals worldwide, with focus on Czechs and Slovaks living in Canada and the US. Featuring app. 3,000 unique visitors, 5,000 visits and 25,000 page impressions every month, it offers ideal opportunity for commercial and non-commercial organizations to promote its products and services.

1. Exclusive banner (720x90 pixels) at the starting page (www.missczechslovakcanada.com)
- \$599 CAD / month
2. Rotating banner (720x90 pixels) at the starting page (www.missczechslovakcanada.com)
- \$299 CAD / month
3. Exclusive banner (720x90 pixels) at any of the subpages (www.missczechslovakcanada.com)
- \$499 CAD / month
4. Rotating banner (720x90 pixels) at any of the subpages (www.missczechslovakcanada.com)
- \$199 CAD / month

All Prices are excl. GST.

Real time banner ad impression and click through reports are provided.

More info at entertainment@canada.sk or 647-344-5843



EVENT SPONSORSHIP PACKAGES

DIAMOND SPONSOR - \$5,000 (CAD), FEATURES:

- **6 VIP PASSES FOR CN TOWER DINNER WITH THE ARTIST(S)**
- **40 EVENT TICKETS FOR EMPLOYEES**
- General sponsor assignment with exclusive rights
- Promotional corporate presence on EVENT stage
- Promotional corporate presence on EVENT poster and bulletins
- Promotional corporate presence on EVENT tickets
- Promotional corporate presence during EVENT campaign
- Promotional corporate flyer handout during the EVENT

PLATINUM SPONSOR - \$2,500 (CAD), FEATURES:

- **2 VIP PASSES FOR CN TOWER DINNER WITH THE ARTIST(S)**
- **20 EVENT TICKETS FOR EMPLOYEES**
- Promotional corporate presence on EVENT stage
- Promotional corporate presence on EVENT poster and bulletins
- Promotional corporate presence on EVENT tickets
- Promotional corporate presence during EVENT campaign
- Promotional corporate flyer handout during the EVENT

GOLDEN SPONSOR - \$1,000 (CAD), FEATURES:

- **10 EVENT TICKETS FOR EMPLOYEES**
- Promotional corporate presence on EVENT poster and bulletins
- Promotional corporate presence on EVENT tickets
- Promotional corporate presence during EVENT campaign
- Promotional corporate flyer handout during the EVENT

BRONZE SPONSOR - \$750 (CAD), FEATURES:

- **4 EVENT TICKETS FOR EMPLOYEES**
- Promotional corporate presence on EVENT tickets
- Promotional corporate presence during EVENT campaign
- Promotional corporate flyer handout during the EVENT

PRODUCT PROMO SPONSOR - \$500 (CAD), FEATURES:

- **2 EVENT TICKETS FOR EMPLOYEES**
- Promotional product handout during the EVENT

FLYER PROMO SPONSOR - \$300 (CAD), FEATURES:

- **2 EVENT TICKETS FOR EMPLOYEES**
- Promotional corporate flyer handout during the EVENT



COMMUNITY E-MAIL MARKETING CAMPAIGNS

PROMOTE YOUR PRODUCT WITH CANADA.SK ENTERTAINMENT:

Our e-Mailing group contains app. 5000 addresses, focused on your target group – Czech and Slovak organizations in Canada, Czech and Slovak individuals, living in Canada, USA or abroad, with reach on Czech and Slovak community overseas

MEGA COMMERCIAL E-MAIL CAMPAIGN - \$959 (CAD), FEATURES:

- **PROMOTIONAL E-MAIL CAMPAIGN**
- **3 E-MAILS, SENT BI-WEEKLY, SENT ON YOUR TARGET DATES TO EMPHASIZE YOUR EVENT / PRODUCT**
- **NON-BANNER PROMO OF YOUR EVENT / PRODUCT ON SERVERS CANADA.SK AND SLOVAKTORONTO.COM**
- **Open e-mail / Click through reports are provided**

REGULAR COMMERCIAL E-MAIL CAMPAIGN - \$459 (CAD), FEATURES:

- **PROMOTIONAL E-MAIL CAMPAIGN**
- **E-MAIL, SENT ON YOUR TARGET DATE TO EMPHASIZE YOUR EVENT / PRODUCT**
- **NON-BANNER PROMO OF YOUR EVENT / PRODUCT ON SERVERS CANADA.SK AND SLOVAKTORONTO.COM**
- **Open e-mail / Click through reports are provided**

MEGA NON-FOR-PROFIT E-MAIL CAMPAIGN - \$459 (CAD), FEATURES:

- **PROMOTIONAL E-MAIL CAMPAIGN**
- **3 E-MAILS, SENT BI-WEEKLY, SENT ON YOUR TARGET DATES TO EMPHASIZE YOUR EVENT / PRODUCT**
- **NON-BANNER PROMO OF YOUR EVENT / PRODUCT ON SERVERS CANADA.SK AND SLOVAKTORONTO.COM**
- **Open e-mail / Click through reports are provided**

REGULAR NON-FOR-PROFIT E-MAIL CAMPAIGN - \$259 (CAD), FEATURES:

- **PROMOTIONAL E-MAIL CAMPAIGN**
- **E-MAIL, SENT ON YOUR TARGET DATE TO EMPHASIZE YOUR EVENT / PRODUCT**
- **NON-BANNER PROMO OF YOUR EVENT / PRODUCT ON SERVERS CANADA.SK AND SLOVAKTORONTO.COM**
- **Open e-mail / Click through reports are provided**



www.canada.sk **BANNER AD PACKAGES**

Community portal www.canada.sk ranks amongst most visited Slovak portals abroad, with focus on Slovaks living in Canada and the US. Featuring app. 5,000 unique visitors, 12,000 visits and 150,000 page impressions every month, it offers ideal opportunity for commercial and non-commercial organizations to promote its products and services.

1. Exclusive banner (720x90 pixels) at the top of the main menu
(www.canada.sk - center frame)
- \$399 CAD / month
2. Rotating banner (720x90 pixels) at the top of the main menu
(www.canada.sk - center frame)
- \$199 CAD / month
3. Exclusive banner (720x90 pixels) at the bottom of the main menu
(www.canada.sk - center frame)
- \$299 CAD / month
4. Rotating banner (720x90 pixels) at the bottom of the main menu
(www.canada.sk - center frame)
- \$199 CAD / month
9. Line ad at the top of the main menu (for commercial organizations)
(www.canada.sk - center frame)
- \$399 CAD / month

All Prices are excl. GST.

Real time banner ad impression and click through reports are provided.

More info at entertainment@canada.sk or 647-344-5843