



WILL YOU BE THE ONE?



Miss Czech Slovak America.com



MISS CZECH & SLOVAK AMERICA 2011

presented by NYGC, Inc.

PARTNER AND MEDIA INFO



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

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



www.missczechslovakamerica.com
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CANADA SK
ENTERTAINMENT
PRESENTS

MISS CZECH & SLOVAK AMERICA 2011

presented by NYGC, Inc.

- **First ever beauty pageant for Czech and Slovak girls in USA**
- **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

JUNE 2011

Bohemian National Hall

321 East 73rd Street

New York, NY 10021

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WHO ARE WE?

Miss Czech & Slovak America is an entertainment event held every two years in New York City. This event is continuing the legacy of Miss Czech & Slovak Canada (www.missczechslovakcanada.com) which 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 North American 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... Events took place in New York City, Toronto, Chicago, Detroit, New Jersey, Montreal, and other North American cities.

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, America, its business sponsors and affiliates span worldwide.

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

WHY SPONSOR MISS CZECH & SLOVAK America?

Miss Czech & Slovak America 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 America 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 America event, your company will be marketed to the Czech and Slovak community markets. Major advantage of marketing within the Czech and Slovak Communities in America is the opportunity to develop a wide customer relationship. A sponsorship partnership with the Miss Czech & Slovak America 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 America. 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 USA

Number of informed customers: 150,000 – 90% in North America, 10% Abroad

Number of guests: est. 1,500 attendees at the Final Evening

Percentage Breakup:

- 45% Male, 55% Female
- 85% from New York state, 15% out of New York state
- 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 America 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 America Beauty Pageant!



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Miss Czech Slovak America.com



EVENT Partners

SPONSORS



CZECH CENTER NEW YORK



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EVENT Partners

MEDIA PARTNERS

Americké Listy

SLOVAK AMERIKE



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 America, 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.missczechslovakamerica.com **BANNER AD PACKAGES**

Beauty pageant portal www.missczechslovakamerica.com ranks amongst most special beauty pageant portals worldwide, with focus on Czechs and Slovaks living in America, specifically USA. Featuring app. 8,000 unique visitors, 15,000 visits and 75,000 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.missczechslovakamerica.com)
- \$599 USD / month
2. Rotating banner (720x90 pixels) at the starting page (www.missczechslovakamerica.com)
- \$299 USD / month
3. Exclusive banner (720x90 pixels) at any of the subpages (www.missczechslovakamerica.com)
- \$499 USD / month
4. Rotating banner (720x90 pixels) at any of the subpages (www.missczechslovakamerica.com)
- \$199 USD / month

All Prices are excl. tax

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

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

Press Release about the Results of Miss Czech Slovak Canada 2010 is attached.