



**WORLD FINALS  
JANUARY 12-15th**

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Each year Tropic Beauty produces a search for the worlds most beautiful swimwear models. With increased notoriety from global media, celebrities and partners like the MGM, **it's an obvious choice for building brand awareness.** The Tropic Beauty production is an off shoot of the early 70's Miss Hawaiian Tropic International. Contestants from all over the world compete annually to win their share of \$80,000 cash, model contracts and prizes during the World Finals.



The National finals, held this past October, attracted thousands of people over a 3 day period. Held at the Mirage in Las Vegas, the contestants were mingling throughout the property for the entire event. Tropic Beauty hosted several events from fashion shows to dinners, signings and even a high stakes poker tournament.



**With over 5,000 rooms at the MGM and 20,000+ visitors daily,** having wall to wall branding is ideal for any strategic marketing campaign. Tropic Beauty and the MGM partner on this annual event to ensure our advertisers receive extraordinary results. Your **branding is seen by millions!** Your brand will also, be included on: YouTube, facebook, Twitter, printed fliers, digital media, step and repeat boards, check-in, all events, posters throughout the hotel and on contestants.

Branding your logo is just the beginning. We help sell your products. From behind the scenes video footage to live fashion shoots. **Your product can be worn/placed and even scripted into key segments of our social media content.**



[Robin Leach presents Tropic Beauty!](#)  
CLICK TO SEE VIDEO

Affliction Clothing reported an increase in sales during the semi finals. **The finals will be filmed and will air in over 90 million homes on Planet X TV. Ask about reduced commercial rates through this package. Your :30 second commercial can air on the network for as little as \$200.**



## SPONSOR DECK



### THE CROWN "TITLE"

- ✓ Presenting Sponsor "Presented By" \$25,000

### WHAT'S INCLUDED:

- ✓ Video production, post, music
- ✓ Social media push
- ✓ Product placement throughout event
- ✓ Product scripting into social media campaign video
- ✓ DVD and rights to use footage for your social campaign
- ✓ 1 hotel room for 5 nights
- ✓ Dinner for 2 with contestants
- ✓ 12 tickets to the finals
- ✓ 2 Judge spots for all events
- ✓ 12 Personalized signed calendars
- ✓ Opportunity for Model Castings & Company Photo shoots
- ✓ Inclusion in all events, etc. (see below)



### YOUR BRAND / LOGO will appear Prominent as follows:

- ✓ All Step and Repeats (The MGM Grand)
- ✓ All Marketing Materials Printed for The Tropic Beauty World Finals
- ✓ TropicBeauty.com website model search page linking to your site
- ✓ On a minimum of 2 pages of the Tropic Beauty annual calendar
- ✓ Logo/Brand on video
- ✓ Company mentioned in all press releases

### YOUR BRAND will be awarding the following prizes:

Awarded to five (10) models of your choice at The World Finals  
Prize Includes: A model contract for \$1000 to represent YOUR BRAND during one of the companies' tradeshows, events or photo shoot. (2 days of work)

**Fee: \$25,000.00**

\*50% deposit paid Dec. 15th - balance paid Jan 1st, 2012 (plus swag and prizes)

## SPONSOR DECK (cont.)

### THE SASH SPONSORSHIP

- ✓ Open category **\$10,000**

#### WHAT'S INCLUDED:

- ✓ Video production, post, music
- ✓ Social media push
- ✓ Product placement at certain events
- ✓ DVD and rights to use footage for your social campaign
- ✓ 6 VIP tickets to the finals
- ✓ 1 Judge spots for all events
- ✓ 6 Personalized signed calendars

#### YOUR BRAND / LOGO will appear as follows:

- ✓ On Select Step and Repeats (The MGM Grand)
- ✓ On Select Marketing Materials Printed for The Tropic Beauty World Finals
- ✓ TropicBeauty.com website model search page linking to your site
- ✓ Logo/Brand on video
- ✓ Company mentioned in all press releases

**Fee: \$10,000.00**

\*50% deposit paid Dec. 15th - balance paid Jan 1st, 2012 (plus swag and prizes)



#### ALL SPONSORS / LOGO or PRODUCT will be featured as follows:

##### THURSDAY JAN 12th

- ✓ • 75 promo items gifted for male VIP's (TBA)
- ✓ • Advertiser provides logo attire for models during the Welcome Party for Contestants (80)
- ✓ • Advertiser provides logo attire for models during the Welcome Party for Reunion Girls (45)

##### FRIDAY JAN 13th

- ✓ • Advertiser provides logo attire for models during one of the events for Contestants (80)
- ✓ • Advertiser provides logo attire for models during one of the events for Reunion Girls (45)
- ✓ Advertiser provides logo attire for models during (one) of the Calendar Singings (10)

##### SATURDAY OCT. 8th

- ✓ • Advertiser presents awards to the models of their choice (\$2,500 min value)
- ✓ • Advertiser provides logo attire for models during *The World Finals Fashion Show* for Contestants (80)

#### MODEL PRODUCT GIFTING:

- ✓ • Advertiser provides gifting / products to models (120-140)
- ✓ • Items may include: Dresses, Shorts, Jeans, Tanks, Tee's, Hats, Eyewear, etc. (TBD)

**COMBO PACK**  
**TELEVISED COMMERCIALS**  
**PRODUCT PLACEMENT**  
**& SPONSOR PACKAGES**



Tropic Beauty Finals will be filmed and aired on Planet X TV. Planet X TV reaches over 90 million homes nationally. Tropic Beauty Finals will be televised on Planet X TV over two 30 minute specials.

Planet X airs on over 170 TV stations reaching over 90 million TV homes also with a great mix of national and regional specialty TV channels all over the USA.

Planet X has been a worldwide leader and pioneer in action sports programming and special events since 1995. The TV show has been a leader in the extreme and alternative action sports television marketplace since its inception, and has maintained its independent status as a pioneer in the multi-billion dollar action sports industry. Its branded TV products air in America and many foreign markets – currently in more than 90 million TV homes.

Planet X captures all the action and adventure of the unique and growing youth culture – from lifestyle, fashion and music to exclusive international content of the world's top events and athletes.

Over the years and with 100's of episodes aired, the show has documented the massive growth of the action sports industry, as well as the people who have helped build and shape this genre!

The Planet X Hosting Team

PLANET X  
EXTREME AND ALTERNATIVE ACTION SPORTS

**Here's what you get as a sponsor with the COMBO PACK:**

**\$25,000 SPONSORS RECEIVE**

- ✓ For every commercial you receive, Tropic Beauty will pay half
- ✓ Special in-show scripting into 1 segment with preferred product placement
- ✓ 1 Opening & closing banner on television show
- ✓ 1 Banner ad on Planet X TV website (1st quarter 2012)
- ✓ 1 Banner ad on Tropic Beauty website (1st quarter 2012)
- ✓ 10 :30 sec. commercials total (4 spots guaranteed on episode 1 & 2)
- ✓ All 10 spots will run on Planet X (cost: \$200 per :30 second spot)

**Your Cost: \$27,000**  
**Tropic Beauty Pays: \$1,000**  
**Final Sponsorship cost: \$26,000**

**\$10,000 SPONSORS RECEIVE**

- ✓ For every commercial you receive, Tropic Beauty will pay half
- ✓ Special in-show scripting into 1 segment with preferred product placement
- ✓ 1 Banner ad on Planet X TV website (1st quarter 2012)
- ✓ 1 Banner ad on Tropic Beauty website (1st quarter 2012)
- ✓ 5 :30 sec. commercials total (2 spots guaranteed on episode 1 & 2)
- ✓ All 5 spots will run on Planet X (cost: \$200 per :30 second spot)

**Your Cost: \$11,000**  
**Tropic Beauty Pays: \$500**  
**Final Sponsorship cost: \$10,500**

## YOUR ITINERARY



**TROPIC BEAUTY**  
*Model Search*  
**Itinerary**

Thursday 8-10 p.m. Meet The Contestants  
Private VIP Event (Judges Only)

Friday 7-9 p.m. World Finals Preliminaries  
Private VIP Event (Judges Only)

Friday 10-1 a.m. Contestant & Tropic Reunion Party

Saturday 8-9 p.m. VIP Reception With Contestants  
(Judges Only)

Saturday 9-2 a.m. TROPIC BEAUTY WORLD FINALS

## LINKS AND OTHER INFO

**Production:**

Bennett Productions  
[WELCOME TO TROPIC BEAUTY](#)  
[TROPIC BEAUTY SEMI FINALS 2011](#)

**Television Show:**

Planet X TV  
[Who is Grete Eliassen - Red Bull on Planet X](#)  
[Jeremy Jones goes 'DEEPER' on Planet X](#)

**Media and PR:**

Ad Force One  
[www.adforceone.com](http://www.adforceone.com)

**Press Release:**

[PRESS RELEASE](#)

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