

THE TOP 40 CHALLENGE REPRESENTING A BRAND/COMPANY/PRODUCT

CONGRATULATIONS FOR COMING THIS FAR. THE COMPETITION IS VERY STRONG THIS YEAR AND THUS FAR IT HAS NOT BEEN EASY, AS YOU KNOW. IT TOOK A LOT OF HARD WORK TO GET TO THE TOP 40 AND IT'S ONLY GOING TO GET HARDER FROM HERE. I AM SURE YOU WILL AGREE THAT THE WINNER FOR THIS YEAR WILL BE VERY DESERVING OF THIS TITLE AND WILL DO THE BRAND AND YOUR COUNTRY PROUD.

YOUR LAST CHALLENGE WAS ABOUT MARKETING YOURSELF. YOU EXPOSED YOURSELF AS MUCH AS POSSIBLE AND LEARNED ABOUT WHAT WORKS AND WHAT DOESN'T. YOU COLLECTED STATS AND MEASURED YOUR SUCCESS. THIS IS VERY IMPORTANT AS YOU WILL BE USING YOUR ACHIEVEMENTS OF LAST MONTH FOR THIS MONTH'S CHALLENGE.

THE CHALLENGE

YOU WILL BE REQUIRED TO PARTNER WITH A COMPANY/PRODUCT IN AN ENDORSEMENT/ADVERTISING DEAL. YOU WILL REPRESENT AND ENDORSE THE PRODUCT/COMPANY FOR THE REST OF THE TIME YOU ARE IN THIS COMPETITION. THIS MUST BE A 12 MONTHS ADVERTISING DEAL WITH THE ENDORSEMENT FROM YOU AS A VALUE ADDED BONUS.

ABOUT ENDORSEMENTS

THERE'S SOMETHING ABOUT THE WAY CELEBRITIES MAKE A PRODUCT MORE APPEALING. THEY MAKE YOU DESIRE A PRODUCT AND WANT TO OWN IT. CELEBRITIES AND CONSUMER BRANDS ARE IN THE BUSINESS OF CREATING A NEED, KNOWN AS CELEBRITY ENDORSEMENTS. IT'S A NECESSARY AND BENEFICIAL PARTNERSHIP FOR CONSUMER BRANDS.

THE EXISTENCE OF ANY BRAND, REGARDLESS OF THE TARGET MARKET AND INDUSTRY, BOILS DOWN TO ITS COMPETITIVE EDGE, A TERM IN MARKETING CALLED POSITIONING. MORE THAN THE PRODUCT ITSELF, BRANDS SELL A LIFESTYLE OR A DESIRED STATE OF BEING.

MR SOUTH AFRICA IS ASSOCIATED WITH STYLE, QUALITY AND THE BEST OF THE BEST. THIS MEANS GREAT VALUE IN ASSOCIATING MR SOUTH AFRICA WITH A BRAND/COMPANY/PRODUCT, AS THIS WILL CREATE A COMPETITIVE EDGE IN THE MARKET. BECAUSE OF THIS ASSOCIATION, THE COMPANY/PRODUCT/BRAND WILL BE SEEN AS MORE DESIRABLE THAN THEIR COMPETITION.

ENDORSEMENTS DEALS CAN COST HUNDREDS OF THOUSANDS OF RANDS. WE WILL, FOR THIS CHALLENGE, GIVE SMALL COMPANIES THE OPPORTUNITY TO BENEFIT FROM AN ENDORSEMENT, FOR A FRACTION OF WHAT IT SHOULD COST.

HOW TO DO THIS

FIRSTLY YOU WILL HAVE TO RESEARCH ENDORSEMENTS AND BRAND ASSOCIATIONS TO ESTABLISH WHY A POTENTIAL COMPANY SHOULD ADVERTISE WITH THE MR SOUTH AFRICA BRAND.

YOU WILL ALSO USE YOUR EXPOSURE CHALLENGE'S FIGURES AND REACH IN A PROPOSAL AS YOUR EXPOSURE SHOULD CONVINCE A COMPANY TO ASSOCIATE WITH YOU; AS WHEN THEY DO, THEY ALSO BENEFIT FROM ANY EXPOSURE YOU RECEIVE.

WHAT'S THE DEAL

A COMPANY/PRODUCT/BRAND WILL RECEIVE:
FROM MR SOUTH AFRICA OFFICE (ADVERTISING)

- ~ ADVERT ON THE MR SOUTH AFRICA WEBSITE WITH CLICK THROUGH
- ~ ADVERT ON THE MR SOUTH AFRICA FANPAGE ONCE A MONTH ON THE NEWSFEED
- ~ TWEET MENTIONS ONCE A MONTH ON THE OFFICIAL MR SOUTH AFRICA TWITTER HANDLE
- ~ BANNER DISPLAYS AT THE MR SOUTH AFRICA CROWNING EVENT
- ~ ASSOCIATED MARKETING RIGHTS – TO USE "PROUDLY ENDORSED BY MR SOUTH AFRICA" IN THEIR MARKETING AND ADVERTISING
- ~ PRODUCT SPONSOR OPPORTUNITY AS A PRIZE FOR THE FINALS
- ~ THEIR LOGOS DISPLAYED ON MONITORS AT THE FINAL EVENT
- ~ INSERTS IN GOODIE BAGS OR ON CHAIRS
- ~ 2 VIP TICKETS TO THE FINAL EVENT

FREE BONUS OFFERING

FROM THE CONTESTANT (ENDORSEMENT)

- ~ ENDORSEMENT FROM YOU FOR THE DURATION OF THE TIME YOU ARE IN THIS COMPETITION (SHOULD YOU WIN MR SOUTH AFRICA, THIS ENDORSEMENT WILL CONTINUE UNTIL THEIR CONTRACT EXPIRE)
- ~ ACTIVELY REPRESENT THE BRAND/COMPANY/PRODUCT - THIS INCLUDE MENTIONS IN MEDIA WHEN APPROPRIATE AND/OR ALLOWED, REPRESENT THE ADVERTISER IN AT LEAST ONE OF THEIR MARKETING/ADVERTISING CAMPAIGNS (PRINT MEDIA I.E. PHOTOS/APPEARANCE/EVENT)
- ~ PROMOTION ON YOUR PERSONAL FACEBOOK AND TWITTER ACCOUNT NOT LESS THAN ONCE EVERY CALENDAR MONTH
- ~ INCLUDE THE BRAND/PRODUCT/COMPANY IN ALL EXPOSURE WHERE POSSIBLE AND/OR ALLOWED AND/OR APPROPRIATE INCLUDING BUT NOT LIMITED TO EMAIL FOOTER, BUSINESS CARDS, BANNERS (IF APPLICABLE), ETC
- ~ WEAR THE NAME TO ALL MR SOUTH AFRICA RELATED EVENTS (I.E. A PRINTED T-SHIRT)

COST

NON - EXCLUSIVE PUBLICITY
12 MONTH CONTRACT @ R3000PM

EXCLUSIVE PUBLICITY (NO OTHER ADVERTISER THAT IS IN COMPETITION WITH THE COMPANY)
12 MONTH CONTRACT @ R9000PM

** NOTE: ALL APPLICATIONS MUST BE APPROVED BY THE MR SOUTH AFRICA OFFICE

RULES:

ONLY SMALL TO MEDIUM COMPANIES WILL QUALIFY FOR THIS - LESS THAN AN ANNUAL TURNOVER OF R35MIL AND/OR 200 EMPLOYEES.

ALL COMPANIES YOU WANT TO APPROACH MUST BE APPROVED BY ME 1ST BEFORE YOU APPROACH THEM TO ENSURE THAT IT DOES NOT CONFLICT WITH CURRENT SPONSORS

ALL CONTESTANTS ARE ONLY REQUIRED TO GET ONE COMPANY

12 MONTH CONTRACT

1ST PAYMENT IMMEDIATELY (PRO-RATA IF SIGNED UP AFTER 1 APRIL 2013) AND EVERY MONTH ON THE 1ST THERE AFTER FOR 12 MONTHS

ADVERTISER TO SUPPLY LOGOS/ARTWORK/ADVERTS & MARKETING MATERIAL (I.E. BANNERS, T-SHIRTS, ETC)

POTENTIAL ADVERTISERS MUST COMPLETE AN APPLICATION FORM; THIS MUST BE SENT TO ME WHERE AFTER WE WILL SEND YOU THEIR CONTRACT FOR SIGNATURE, IF APPROVED.

ALL MARKETING/ADVERTISING THAT THE ADVERTISER ENGAGES IN, USING THE WORDS "PROUDLY ENDORSED BY MR SOUTH AFRICA" MUST FIRST BE APPROVED BY THE MR SOUTH AFRICA OFFICE.

A PORTION OF THIS MONEY WILL BE USED TO FUND OUR ANTI-RAPE CAMPAIGN.

YOU WILL BE JUDGED ON:

- ~ HOW YOU CONDUCTED THIS CAMPAIGN AS A REPRESENTATIVE FOR THE ADVERTISER
- ~ YOUR PROPOSAL TO THE COMPANY
- ~ THE LENGTH OF TIME IT TOOK TO GET AN ADVERTISER
- ~ QUALITY OF THE ADVERTISER
- ~ INITIATIVES TAKEN TO INCLUDE THE ADVERTISER IN YOUR EXPOSURE

THE DEADLINE FOR THIS CHALLENGE IS MIDNIGHT 30 APRIL 2013.

PLEASE MAKE SURE THAT YOU UNDERSTAND THIS CHALLENGE PERFECTLY, AND IF YOU DON'T, JUST ASK

I HAVE INCLUDED SOME STATS FROM OUR OFFICE, PLEASE USE THAT IN YOUR PROPOSAL. ALSO INCLUDE YOUR EXPOSURE FROM LAST MONTH AND ANY FUTURE EXPOSURE YOU HAVE LINED UP. ONCE YOU HAVE DONE A PROPOSAL DOCUMENT, PLEASE SEND IT ON TO ME THAT I CAN REVIEW AND MAYBE GIVE SOME ADVICE.

PLEASE TAKE NOTE THAT THIS IS SOMETIMES A BIT OF A PROCESS THAT TAKES TIME, SO DO NOT WAIST ANY TIME ON THIS, START WORKING ON IT TODAY!

GOOD LUCK GUYS, AND IF THERE IS ANYTHING I CAN HELP WITH, JUST SHOUT.

SOME STATS FROM THE MR SOUTH AFRICA BRAND OUR REACH THUS FAR

THE 2013 COMPETITION OFFICIALLY KICK OFF ROUND ABOUT 15 FEBRUARY 2013 WITH 137 CONTESTANTS. THESE WERE NARROWED DOWN TO 50 AT THE END OF FEBRUARY AND TO 40 AT THE END OF MARCH.

METHOD	EXPOSURE	START DATE	END DATE	# OF DAYS	AVG PER DAY
WEBSITE HITS	1903715	2013/01/28	2013/03/25	56	33994.91
SMS VOTES	46847	2013/02/15	2013/03/24	37	1266.14
SOCIAL MEDIA	12520	N/A	N/A	N/A	N/A

EVENTS AND EXPOSURE FOR THE CONTESTANTS FOR THE LAST 2 MONTHS

EVENTS

HUMAN RIGHTS CELEBRITY FASHION SHOW
 SOUTH AFRICAN PREMIER OF HOST
 ZALEBS VIP LAUNCH PARTY
 VIRGIN ACTIVE SUNNINGDALE LAUNCH
 ANDRE THE HILARIOUS HYPNOTIST @ MONTE
 MARIE CLARE WHITE PARTY
 SOMER FEES @ THE PARK EVENTS

EXPOSURE

ZALEBS CELEBRITY CRUSH
 HOWZIT MSN FEATURE
 ZALEBS TOP 40 FEATURE
 GLAMDIARY TOP 40 FEATURE
 RGB INTERVIEW @ ZALEBS VIP LAUNCH
 VUZU INTERVIEW @ ZALEBS VIP PARTY

EVENTS AND EXPOSURE FOR MR SOUTH AFRICA 2012

EVENTS

GIORGIO ARMANI WORLD WATER DAY CELEBRATION
 CAXTON AWARDS
 LIMBA FASHION SHOW
 GANDHI WALK
 EDEN CLUB LAUNCH
 SET COMEDY NIGHT LAUNCH
 INTERNATIONAL INDIAN FILM AWARDS IN SINGAPORE
 SHALEEN SURTIE-RICHARDS HONOURING EVENT.
 TOP BILLING PRESENTER SEARCH MEDIA EVENT.
 COMIC CHOICE AWARDS.
 SAVE THE RHINO CHARITY EVENT.
 BAR ONE MAN HUNT MEDIA EVENT.
 GLAMOUR SA WOMAN'S AWARDS.
 CANSA FUNDRAISER AT BARNYARD THEATRE.
 MISS ITALY SA JUDGE.
 YOU SPECTACULAR.
 INTERNATIONAL FASHION SALE.
 MR WORLD
 DURBAN JULY

TV AND MAGAZINES

TOP BILLING
 DEAF TV
 GET IT MAGAZINE COVER
 SUPERMODELS SA COVER
 HEAT MAGAZINE
 YOU MAGAZINE
 THE NEW AGE
 GLAMOUR MAGAZINE FEATURE
 THE CITIZEN
 SUNDAY TIMES
 THE POST
 RAPPORT
 CLEO MAGAZINE
 SISTAHOOD TV SHOW
 SAFFRON TV INTERVIEW
 ZOOPY
 V ENTERTAINMENT
 SARIE MAGAZINE
 THE SOCIALITE
 SUNDAY TIMES
 BRAVO TV
 ALL ACCESS
 ZOOPY TV
 THE NEW AGE
 ESPRESSO

RADIO INTERVIEWS

LENZ FM
 LOTUS FM
 RADIO NORTHERN CAPE FM
 JACARANDA COMPLIMENTARY
 BREAKFAST SHOW
 CHAI FM
 ROGER GOODE SHOW ON 5FM

APPLICATION FORM

COMPANY								
<i>Business Name</i>					<i>Account Nr (office use)</i>			
<i>Type of Business</i>					<i>Commencement Date</i>			
<i>Registration No</i>					<i>VAT No</i>			
<i>Company Type (Tick)</i>		<i>CC</i> <input type="checkbox"/>	<i>Partnership</i> <input type="checkbox"/>	<i>PTY</i> <input type="checkbox"/>	<i>Sole Trader</i> <input type="checkbox"/>	<i>Trust</i> <input type="checkbox"/>	<i>NPO</i> <input type="checkbox"/>	<i>Other</i> <input type="checkbox"/>
<i>Specify if Other</i>								
CONTACT DETAILS								
<i>Physical Address</i>					<i>Tel No</i>			
					<i>Fax No</i>			
<i>Postal Address</i>					<i>E-Mail</i>			
					<i>Website</i>			
ACCOUNTS OFFICER								
<i>Title</i>		<i>Initials</i>		<i>Name</i>		<i>Surname</i>		
<i>Tel No</i>				<i>E-Mail Address</i>				
BANKING DETAILS								
<i>Bank Name</i>					<i>Account Name</i>			
<i>Branch Name</i>					<i>Account Type</i>		<i>(Cheque/Saving/Trans)</i>	
<i>Branch Code</i>					<i>Account No.</i>			

CHOOSE YOUR OPTION (sign in the appropriate block)

- NON - EXCLUSIVE PUBLICITY R3000PM X 12 MONTHS
- EXCLUSIVE PUBLICITY R9000PM X 12 MONTHS

By signing below, I warrant that all of the information submitted in connection with this Application, including any appended documents attached to this Application, are true and accurate as of the date below; and, I agree to notify The Mr South Africa Office of any material change in the business or financial status while this Application is pending. I understand that this Application does not constitute an offer by The Mr South Africa Office of any nature and that this information is being provided to The Mr South Africa Office solely for the purpose of evaluating this request. I consent to and acknowledge that in addition to any information provided by me The Mr South Africa Office may obtain background information, including but not limited to credit, tax and litigation.

The undersigned hereby warrants that they are duly authorized to make this application and authorizes The Mr South Africa Office to obtain credit data; warrants that all information contained in this application is true and accurate and agrees to notify The Mr South Africa Office of any material change in this information during the pendency of this application.

signature

name

date