



MISS UNIVERSE CANADA[®]

The logo for Miss Universe Canada features a stylized maple leaf in shades of gold and brown, partially overlapping the letter 'C' in 'CANADA'.

2017 OPENING & CORONATION BALL

SPONSORSHIP OPPORTUNITIES

OPENING PARTY: SATURDAY, SEPTEMBER 30TH

CORONATION BALL: SATURDAY, OCTOBER 7TH



MISS UNIVERSE CANADA

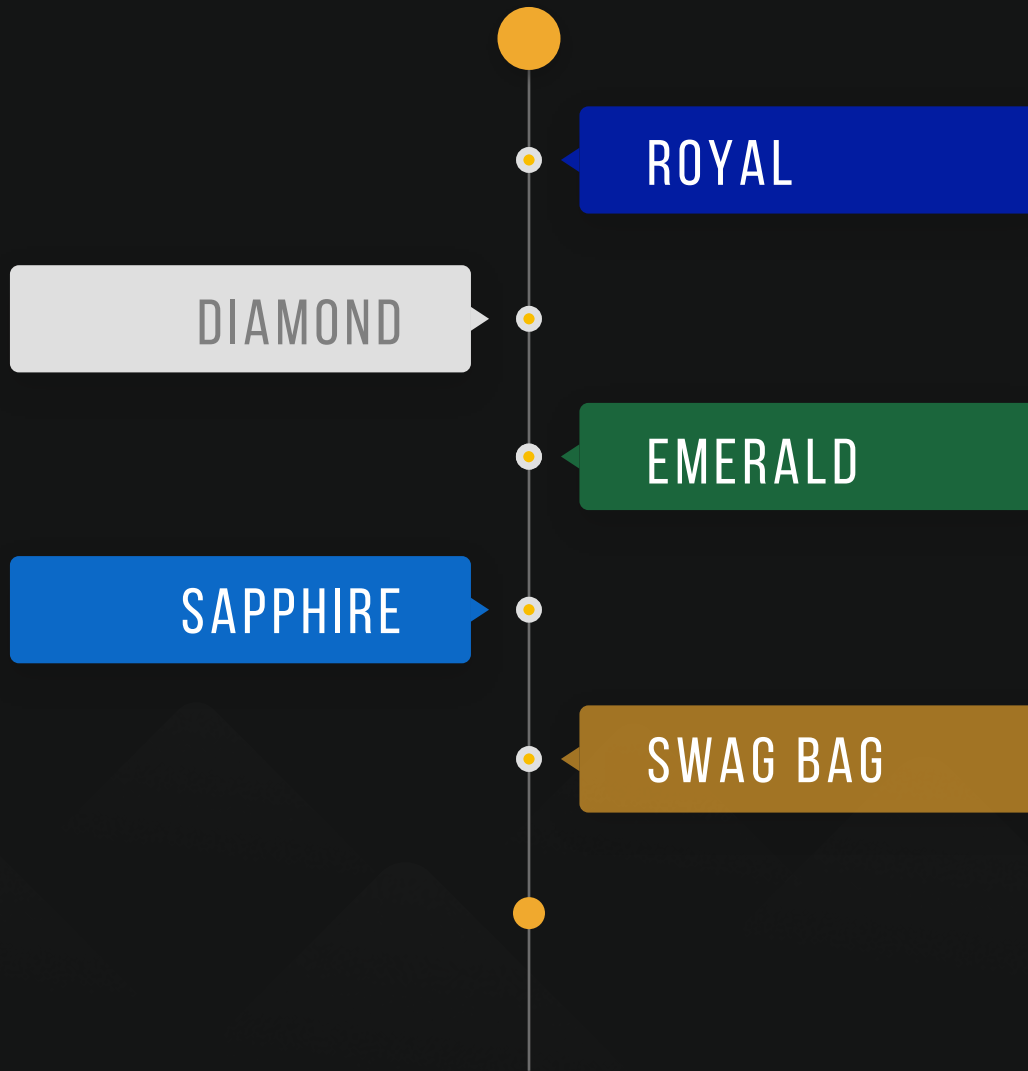
The Miss Universe Canada Organization Annually selects the Canadian Representative at the Miss Universe Pageant. 72 Ladies from across Canada will be in Toronto from Sept. 30 to October 7 vying to represent Canada at Miss Universe 2017. The MUC 2017 Finale will be on Saturday October 7 at the John Bassett Theatre inside the Metro Toronto Convention Centre.

BLU STELLA ENTERTAINMENT GROUP INC.

Blu Stella Entertainment Group Inc (Blu Stella Group) is a premier lifestyle company located in Downtown Toronto. Fabio Gesufatto, founder of Blu Stella Group and his team have over 20 years experience, creating amazing events in various cities throughout Canada. Blu Stella Group Events have been host to many celebrities, actors, athletes, local and international politicians and dignitaries. Be it a corporate event, community event, musical concert or sporting event, flawless execution and excellence have become the Blu Stella trademarks, creating an experience and ambience guests never forget.



SPONSORSHIP LEVELS



A woman with long brown hair, wearing a blue lace gown with a high slit and a long train, stands on a red carpet. She is smiling and has her hands on her hips. The background is a blurred red carpet with circular lights.

ROYAL SPONSORSHIP

\$25,000

- Exclusive Naming Rights to MUC 2017 VIP Room
- Red Carpet Exposure
- Photo Opportunities with Miss Universe Canada and celebrities
- Permission to use branded photos for your own marketing initiatives (HD Photos will be provided after the event)
- 10 Tickets to MUC Dinner, VIP & Coronation Ball
- 10 Tickets to MUC Opening Night
- 3 Complimentary Valet Parking
- Maitre'd list management services provided
- 2 Bottles of Champagne
- Speaking opportunity at event
- On-site brand/logo recognition
- Logo on all marketing assets (Including website, media wall and sponsor loop)
- Corporate profile displayed on the event 'Sponsors + Partners' webpage
- Product exclusivity (if applicable)
- Sponsor-supplied on-site signage
- Inclusion in all media releases (quote)



DIAMOND SPONSORSHIP

\$10,000 (3)

- Access to MUC 2017 VIP Room
- Red Carpet Exposure
- Photo Opportunities with Miss Universe Canada and celebrities
- 6 Tickets to MUC Dinner, VIP & Coronation Ball
- 6 Tickets to MUC Opening Night
- 2 Complimentary Valet Parking
- 1 Bottle of Champagne
- On-site brand/logo recognition
- Logo on all marketing assets (Including website, media wall and sponsor loop)
- Corporate profile displayed on the event 'Sponsors + Partners' webpage
- Product exclusivity (if applicable)
- Sponsor-supplied on-site signage

EMERALD SPONSORSHIP

\$5,000

- Access to MUC 2017 VIP Room
- Red Carpet Exposure
- Photo Opportunities with Miss Universe Canada and celebrities
- 4 Tickets to MUC Dinner, VIP & Coronation Ball
- 4 Tickets to MUC Opening Night
- 1 Complimentary Valet Parking
- On-site brand/logo recognition
- Logo on all marketing assets (Including website, media wall and sponsor loop)
- Corporate profile displayed on the event 'Sponsors + Partners' webpage
- Product exclusivity (if applicable)
- Sponsor-supplied on-site signage





SAPPHIRE SPONSORSHIP

\$2,500

- Access to MUC 2017 VIP Room
- Red Carpet Exposure
- 2 Tickets to MUC Dinner, VIP & Coronation Ball
- 2 Tickets to MUC Opening Night
- On-site brand/logo recognition
- Logo on all marketing assets (Including website, media wall and sponsor loop)
- Corporate profile displayed on the event 'Sponsors + Partners' webpage
- Product exclusivity (if applicable)
- Sponsor-supplied on-site signage

MINIMUM 250 – 500 MAX ITEMS

- On-site brand/logo recognition
- Logo on all marketing assets (Including website, media wall and sponsor loop)
- Corporate profile displayed on the event 'Sponsors + Partners' webpage

SWAG BAG SPONSORSHIP



THE VENUE

TOULÀ RESTAURANT & BAR

High atop Toronto's entertainment district, on the 38th floor of The Westin Harbour Castle, is a one-of-a-kind dining experience. Overlooking Lake Ontario and the perfect city skyline, Toulà offers one of the best views in the world to take your breath away. Guests will enjoy the scenery with a culinary masterpiece prepared by Toulà's executive Italian chef and culinary team, using only the finest ingredients.



GIVING BACK

The Miss Universe Canada 2017 children's charity of choice is Operation Smile. This organization enables children in developing countries to have their cleft lips healed under the auspice of Operation Smile. Cleft repair surgery is simple, and the transformation is immediate. With the international stature of Miss Universe as a representative, it garnered vital exposure and financial relief to empower local doctors to provide 100%-free cleft repair surgery in their own communities. Since their involvement, charities like Operation Smile (operationsmile.ca), have provided over one million cleft repair surgeries across the world. This has put a smile on a child's life.



Blu Stella Entertainment is pleased to announce that 10% of the net proceeds of both events will be donated to Operation Smile, the Official 2017 Miss Universe Canada Children's Charity.

CONTACT US



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