

**EL PASO ULTRA MODEL  
(EPUM)**



## **COMPETITION SPONSORSHIP PROPOSAL**

El Paso Ultra Model  
C/o Tondaleya D. Shamley  
7362 Remcon Circle  
El Paso, Texas 79912  
[www.EPUltraModel.com](http://www.EPUltraModel.com)  
(915) 256-7750 (office)  
1-(866)-758-3709 (fax)

# EL PASO ULTRA MODEL (EPUM)



## COMPETITION SPONSORSHIP

### Background

The concept of the El Paso Ultra Model Competition was created and developed by Tondaleya D. Shamley, Fashion Model Consultant. Mrs. Shamley has conducted business in the El Paso area for two years. During this time, she found that the presence and influence of the modeling industry was very unappealing and void. As an effort to introduce the excitement and presence of modeling and fashion into the El Paso community, Mrs. Shamley created El Paso Ultra Model also known as EPUM. The EPUM Competition concept is a blend between America's Next Top Model and American Idol. EPUM and these competitions allow contestants the opportunity to display their talents through various structured tasks.

The goal and objective of the EPUM Competition is to encourage young ladies, ages 16 to 24, to open their minds to the opportunities of careers in modeling and fashion. The objective is to teach and train contestants how to compete on a professional level within the entertainment industry. It also opens opportunities within the world of fashion and modeling in El Paso, Texas and surrounding areas. The EPUM Competition is an opportunity to learn and develop skills that could be used in modeling or everyday life. One of the competitions main goals is to help build and develop self-respect, self-confidence and to share the talents of others with the world.

The main geographical scope of the EPUM Competition includes El Paso, Texas. However, the voting process is open to all interested individuals throughout the world. An intricate part of the competition is that the voting capabilities include the general public who has access to the World Wide Web. Contestant voting is completed by visiting the website, [www.epultramodel.com](http://www.epultramodel.com). Anyone in the general public is able to vote for a contestant.

### Sponsorship Opportunity

The sponsorship opportunity I would like to offer your business includes:

- Exclusive sponsorship rights as the sole sponsor in your genre
- Participation as a judge of contestant competitions such as the spokes model session
- The opportunity to include the winning model in your marketing campaigns
- Website advertising and marketing opportunities

We expect that by sponsoring this competition your business will:

- Gain additional exposure
- Receive custom advertising and marketing
- Reach a vast market within the El Paso and the surrounding area.
- Receive tag media advertisement opportunities

The deadline for sponsorship commitment is **no later than June 15, 2007**.

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## Sponsorship Field

The EPUM Competition hopes to secure a total of 6 sponsors. These sponsors vary from fashion, beauty, style, fitness, retail, magazine publication and photography. Each category of sponsorship will have complete exclusivity to sponsorship rights for their category.

The EPUM Competition will utilize several forms of media and publication advertisement. Media advertisement has already been secured with Time Warner Cable. Due to the limits of commercial run times, not all sponsors will be able to participate in tag advertising. However, all sponsors will be featured on our competition website, [www.epultramodel.com](http://www.epultramodel.com). We will seek the support of local newspaper publications, radio stations and news channels to get the word out about the open calls and competition voting.

The EPUM Competition would like to receive your exclusive sponsorship commitment **no later than June 15, 2007**. At this time, media advertisement will begin for the first rounds of contestant open calls.

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## SPONSORSHIP COMMITMENT FORM

El Paso Ultra Model (EPUM) Competition September 2007 to January 2008

<b>Mail To:</b>	<p style="text-align: center;">Tondaleya D. Shamley Fashion Model Consultant 7362 Remcon Circle El Paso, Texas 79912 FAX: 1-866-758-3709</p>
<b>Company Name:</b>	
<b>Name/Title:</b>	<p style="text-align: center;">Person responsible for making sponsorship decisions and financial commitments.</p>
<b>Company Email:</b>	
<b>Company Phone:</b>	
<b>Company Website:</b>	
<b>Company Mailing Address:</b>	
<b>Commitment and/or Sponsorship Details:</b>	<p>We are committed to the following sponsorship opportunity to take place between September 2007 and January 2008. I may also choose to provide a monetary sponsorship commitment in the amount of \$_____. The purpose of this monetary sponsorship commitment is to support:</p> <p>_____</p> <p>_____</p>
<b>Monetary Sponsorship Commitment:</b>	<p>If a monetary sponsorship commitment is made, we agree to the following terms and will complete financial obligation according to the following schedule: (please check one, if applicable)</p> <p style="text-align: center;">Check enclosed, -or-: Due upon receipt of Invoice,; First installment of 50% due no later than June 15, 2007 \$ _____ (50% will guarantee your name in all preliminary advertising, if applicable) Remaining due no later than August 31, 2007. Total Amount Due: August 31, 2007 \$ _____</p>



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## Participation Sponsorship Commitment:

If participation sponsorship commitment is made, we agree to the following terms and will acknowledge participation according to the following schedule: (please check all that apply, if applicable)

- Competition Judging
- Advertising/Marketing Campaign Offers
- Product or Service Give-a-ways/Gifts
- Cross-Marketing Opportunities
- Website Advertising, Link Exchange or Display

## Payments and Mailings:

Make checks payable to:  
Tondaleya D. Shamley,  
Competition Coordinator  
El Paso Ultra Model Competition  
7362 Remcon Circle  
El Paso, Texas 79912

This Sponsorship Commitment supports the needs of the El Paso Ultra Model (EPUM) Competition and all final commitments. This commitment is entered into on this \_\_\_\_\_ day of \_\_\_\_\_, **2007**.

Print Name/Title

(Sponsor): \_\_\_\_\_

Signature of Sponsor:

\_\_\_\_\_

*Tondaleya D. Shamley*

**Competition Coordinator**

**7362 Remcon Circle**

**El Paso, Texas 79912**