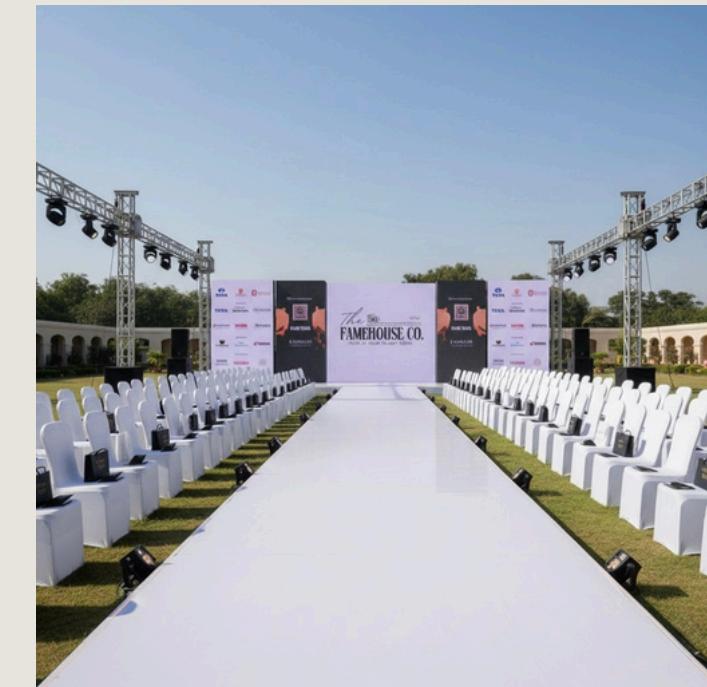
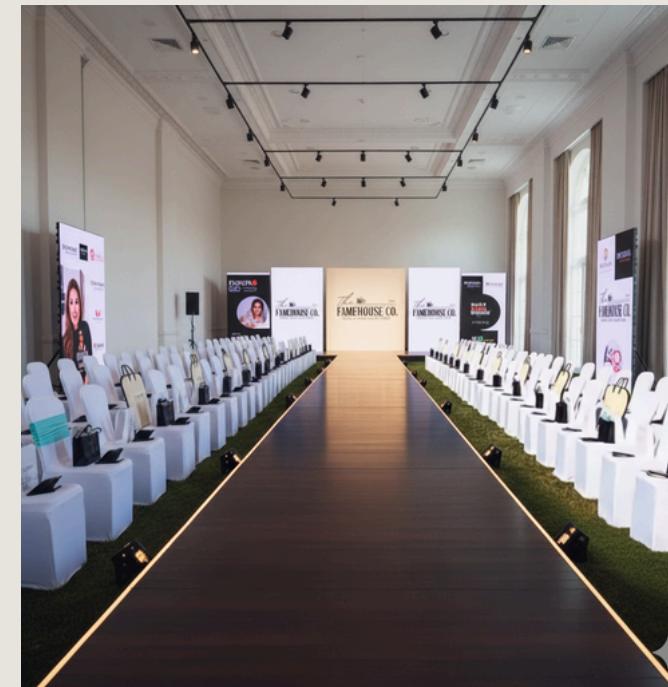




# SHOWCASE YOUR BRAND ON A NATIONAL STAGE

A professionally India's Next Generation curated creator & model showcase delivering branded content, authentic reach, and offline visibility.



SPONSOR OVERVIEW





Event: A National Creator & Model Talent Showcase & Awards  
+ Professional Workshop  
(This event will be held both Online and Offline)  
Organized by: The Fame House Co.  
Operated by: Ador Beauty Cosmetic  
Sponsor Category: Powered By Sponsor

"A professional creator and modeling event featuring training, brand content creation, and an on-ground showcase with awards."

The FameHouse Co. is a talent-led event and media platform that creates premium opportunities for influencers, models, pageant aspirants, and UGC creators to demonstrate their skills, gain visibility, and build professional credibility. We host Professional Content Workshop + Creator Talent Showcase & Awards, fashion shows, pageants, and talent grooming workshops across online and offline formats.

# ABOUT THE EVENT

The FameHouse Co. is hosting a nationwide Online + Offline Professional Content Workshop + Creator & model Talent Showcase & Awards designed to bring together influencers, UGC creators, models, and pageant aspirants on one platform.

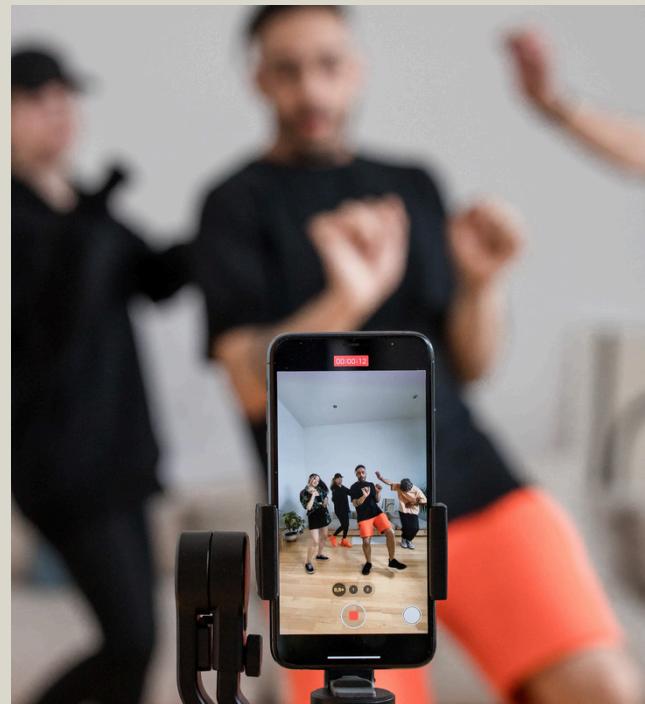
Participants will receive a professional workshop before creating content, ensuring high-quality branded content for sponsors. They will then make and post the content using the sponsor's products and tag the brand as part of the contest.

The event concludes with an offline winner announcement ceremony, with another round ramp walk and question answer round to announce the final winner. sponsor branding will be showcased at the venue. After the event, sponsors also receive a professionally shot 15-30 second ad video featuring one of the top performers, with full usage rights.

This event provides brands with high-quality content, targeted visibility, authentic creator engagement, and sustained recall across both online and offline mediums.



WORKSHOPS & TRAINING



CONTEST ORGANIZING



BRAND & SPONSORSHIP SERVICES

# AUDIENCE PROFILE

- Influencers & UGC content creators
- Pageant winners & aspirants
- Professional & aspiring models
- Beauty and fashion enthusiasts
- Active social media users with purchasing influence

This audience is already inclined towards beauty, lifestyle, fashion, wellness and brand-led content — making them a high-conversion profile for sponsors.



# EVENT FLOW — SPONSOR OVERVIEW

A National Creator & Model Talent Showcase & Awards

Organized by The Famehouse Co. – Operated by Ador Beauty Cosmetic

## PHASE 1 — Registration & Onboarding

- Participants register and receive onboarding material, schedule, and guidelines.
- The Famehouse Co. confirms brand participation and product/coupon allocation for content creation.
- Sponsor branding begins in all digital communication, workshop collaterals, and event teasers.

## PHASE 2 — Professional Creator & Model Training Workshop (Online + Offline)

- A professional pre-event workshop led by photographers, videographers, model trainers, and marketing experts.
- Participants are trained on:
  - Lighting, framing, posing, and storytelling
  - Brand-safe content creation and collaboration strategy
  - Camera presence, confidence, and presentation
- Sponsors gain early visibility through workshop presentations, logo and standee display at the venue, and verbal mentions.



# EVENT FLOW — SPONSOR OVERVIEW

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## PHASE 3 — Product Allocation & Content Creation

- Sponsor products or coupons are dispatched to shortlisted participants for brand integration.
- Participants create and post authentic content featuring sponsor products, using official hashtags and tags.
- Deliverables per participant:
  - 1 Main Brand Reel (20–40 sec)
  - Optional Photo, Story, and Carousel Posts
- Sponsors receive guaranteed brand tags and visibility across all content.

## PHASE 4 — Public Voting & Jury Evaluation

- Submitted content enters dual evaluation:
  - Public Voting (50%) – Based on likes, comments, views, and shares.
  - Jury Review (50%) – Based on creativity, storytelling, brand-fit, and professionalism.
- Combined scores determine the Top 20 Semi-Finalists and Title Awardees.
- Brands receive additional exposure as their products appear throughout public voting rounds.



# EVENT FLOW — SPONSOR OVERVIEW

A National Creator & Model Talent Showcase & Awards

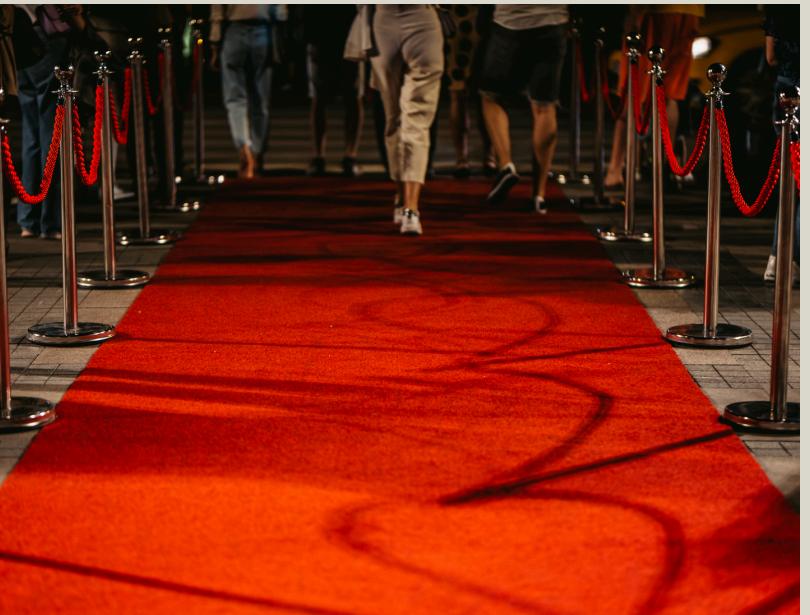
Organized by The Famehouse Co. – Operated by Ador Beauty Cosmetic

## PHASE 5 — On-Ground Finale & Ramp Walk

- The Top 20 Semi-Finalists perform live during the Creator & Model Showcase Finale.
- Segments include:
  - Ramp Walk + Self Introduction (30 sec)
  - Q&A Session to test communication and stage confidence.
- The event features sponsor branding across stage backdrop, standees, and media wall.
- Brand mentions during live hosting and digital coverage.

## PHASE 6 — Award Ceremony

- The evening concludes with the Creator & Model Awards Ceremony, honoring excellence in creativity, performance, and brand-fit.
- Awards include:
  - 🏆 Winner, 1st Runner-Up, 2nd Runner-Up
  - 🏅 10+ Title Awards (Best Creative Reel, Best Camera & Composition, Brand Favorite, etc.)
  - 🎁 Hampers, Coupons, and Certificates of Achievement



# EVENT FLOW — SPONSOR OVERVIEW

A National Creator & Model Talent Showcase & Awards

Organized by The Famehouse Co. – Operated by Ador Beauty Cosmetic

Sponsors enjoy:

- Logo visibility on trophies, certificates, and event media.
- Stage mentions and photo ops with winners and finalists.
- Title awards include : Brand Favorite Award.
- Sponsors may also nominate a team representative to attend the event and personally present the “Brand Favorite Award.
- During the Award Ceremony, the Brand Representative will be honored on stage with a token of appreciation and announcement for their contribution to the event.
- **The representative can present the Brand Favorite Award, join the ramp walk moment with the title winner — creating an authentic emotional and visual connection between the brand and audience. and if desired, personally gift any additional item or token as a gesture of goodwill from the brand.**
- This interaction creates a direct emotional and visual connection between the brand and the creators, strengthening long-term recall and partnership value.
- The evening continues with networking, dinner, music, and celebration.



# EVENT FLOW — SPONSOR OVERVIEW

A National Creator & Model Talent Showcase & Awards

Organized by The Famehouse Co. – Operated by Ador Beauty Cosmetic

## PHASE 7 — Professional Brand Ad Film (Post-Event Deliverable)

- Within 45 days post-event, a 15-30 second ad film featuring one of the Top 10 finalists will be produced by The Famehouse Co.
- Sponsors receive:
  - Complete professional production support (direction, lighting, editing, and scripting).
  - Usage rights for marketing and digital platforms.
- This provides high-quality branded content featuring real, trained talent with strong audience authenticity.

## PHASE 8 — Post-Event Visibility & Media Coverage

- Sponsor logos featured in:
  - Official event recap videos and digital campaigns
  - Magazine coverage via Ashlin Publication
  - Behind-the-scenes and ad film content promotions
- Long-term value through organic reposts, PR exposure, and extended social reach.



# SPONSOR BENEFITS & INCLUSIONS

## CONTENT VALUE

- Branded content created by trained participants (not random users)
- Multiple reels featuring your product organically integrated
- Final shortlisted reels archived and shared with sponsor for reuse
- Option to commission a 15-30s branded ad film with one of Top 10 finalists

## VISIBILITY VALUE

- Brand logo on digital creatives, banners & templates throughout program
- Brand mentions in workshop, showcase and award announcements
- On-ground logo placement on standees, certificates & award stage
- Brand mention during the offline award ceremony
- Brand mention in the official winner announcement & social posts (for brand favorite award)
- Brand logo featured as Sponsored Partner in Ashlin Publication Magazine.
- High-visibility logo placement on our website, complete with a clickable link to your brand's site, & social media link (optional) providing sustained exposure and potential customer traffic throughout the entire event duration and beyond.

## RELATIONSHIP VALUE

- Direct exposure to trained influencers, models & creators across India
- Opportunity to build long-term creator database for future campaigns
- Priority mention for future editions of the event
- Coupons distributed to all participants & audience for conversions
- The representative can present the Brand Favorite Award, join the ramp walk moment with the title winner — creating an authentic emotional and visual connection between the brand and audience. and if desired, personally gift any additional item or token as a gesture of goodwill from the brand.

# SPONSOR BENEFITS & DELIVERABLES

## Branded Content Creation

- Participants create content using sponsor products
- Brand tagged in all participant entries using brand hashtags.
- Organic content created by real talent – not scripted ads

## Product & Coupon Integration

- Sponsor products given to creators for content
- Coupons distributed to all participants & audience for conversions

## Offline Event Branding

- Sponsor logo displayed at finale venue
- Standee/poster placement allowed at event space
- Verbal brand mention during announcement

## Magazine Branding

- Sponsor logo printed in partner magazine under "Official Sponsor"

## Brand Favorite Award

A dedicated award will be presented as "Brand Favorite – Chosen by [Sponsor], selected directly by the sponsoring brand.

## Exclusive Ad Video Rights

- One professionally shot 15-30s brand video with a Top Winner
- Brand may provide script or we create it
- Full usage rights for brand promotions

# AWARD TITLES WITH SPONSOR INTEGRATION

**At the closing ceremony, winners will be honored with trophies, certificates and stage recognition in the following categories:**

## Main Winners

- 1st Place • 2nd Place • 3rd Place

## Title Awards

- Best Commercial Performance
- Most Creative Reel
- Best Camera & Composition
- Best On-Screen Presence
- Best Storytelling Reel
- Audience Choice Award
- Best Product Integration
- Most Aesthetic Reel
- Best Editing & Transitions

## Brand Favorite Award

A dedicated award will be presented as "Brand Favorite – Chosen by [Sponsor ], selected directly by the sponsoring brand.

## BRAND FAVORITE AWARD – Exclusive Sponsor Recognition

Apart from jury-based and public-based awards, the sponsoring brand will have the exclusive right to select one participant as the "Brand Favorite" based on the reel created with the sponsor's product.

This award will be announced on stage as:

### "Brand Favorite Award – Chosen by [Sponsor Brand ]"

#### Sponsor Benefits from this Award:

- The sponsor directly participates in the decision-making process
- The representative can present the Brand Favorite Award, join the ramp walk moment with the title winner – creating an authentic emotional and visual connection between the brand and audience. and if desired, personally gift any additional item or token as a gesture of goodwill from the brand.
- The brand name is announced live during the ceremony
- The award is handed over with sponsor name recognition
- The selected reel will be highlighted and re-shared with a "Brand Favorite" badge
- Brand and selected participant will be tagged in social media announcement posts

This creates a direct emotional and professional association between the brand and the winning creator.

# WHY CHOOSE THE FAMEHOUSE CO. AS YOUR SPONSOR PLATFORM

## 1) Higher Quality Content — Not Just Random Reels

All participants receive pre-event training & workshop on how to create authentic, high-quality branded reels.

This ensures:

- Better storytelling
- Better lighting, framing & delivery
- Result: Brands get better content instead of amateur reels.

## 2) Right Audience — Not Just General Public

Participants are influencers, UGC creators, pageant winners and models — people who:

- Already create content regularly
- Already use beauty, lifestyle, fashion products, portable lights & lens, etc.
- Have audiences who trust their recommendations
- Result: Your brand reaches people who create — and people who buy.

## 3) Product Need is Real, Not Forced

Since participants are in the beauty/fashion/talent industry, they will eventually require:

- Cosmetics & skincare
- Apparel & accessories
- Wellness & grooming products etc.
- Result: Brand placement feels natural, not artificial.

## 4) Dual Visibility — Online + On-Ground

Your brand is seen:

- In reels shared on social media
- At the physical finale event
- In partner magazine
- Result: Visibility stays beyond the event — long-term impact

## 5) Exclusive Content Rights

You don't just get visibility — you get a usable 15–30 sec brand video to run in your own campaigns.

# EXPECTED ROI & REACH

## Content Deliverables

- Participants trained before creating content — ensuring professional, brand-fit reels
- Approx. 5–10+ branded reels per product unit provided (multiplies with multiple SKUs/coupons)
- All reels include guaranteed brand tags + event hashtags
- Posted from participants' personal & public profiles — authentic, organic reach

## Projected Online Visibility

- Total organic impressions: 50,000 – 500,000+ (conservative estimate)
- Multiple creators posting in parallel increases repeat brand visibility
- “High-visibility logo placement on our website, complete with a clickable link to your brand’s site, providing sustained exposure and potential customer traffic throughout the entire event duration and beyond.

## Offline Exposure

- Live event visibility to 150–200 attendees
- Sponsor logo standees & stage mentions during awards

## Additional Media Exposure

- Brand logo featured in Ashlin Publication’s event listing (print + digital audience)

## Optional Post-Event Advantage

- 15–30s branded ad video with Top 10 finalist (optional)
- Delivered with full commercial usage rights for future marketing

# ACCESS TO VERIFIED TALENT FOR FUTURE CAMPAIGNS

Our event doesn't end on stage — it builds a trained ecosystem of creators and models that brands can hire for real work.

As a sponsor, get access to a verified directory of creators and models, complete with direct contact links for paid campaigns, barter-based collaborations, UGC shoots, influencer content, and product marketing assignments.

You choose the structure — paid, product-based, or hybrid — depending on your campaign goals and budget. with our Creator & Model Directory, featuring:

- Verified talents trained through our professional workshop
- Creators who understand brand messaging, UGC structure, product integration, and camera presence
- Models with improved grooming, expressions, and on-screen confidence
- A performance-based ranking system (Top Performers highlighted at the top)
- Niche-based talent filtering (beauty, skincare, fashion, wellness, lifestyle video creators, etc.)
- Direct contact links for paid collaborations, barter collaborations, shoots, campaigns, and sponsored content, depending on brand requirements and talent suitability.

This directory gives brands ready-to-work talent, reducing hiring time, scouting cost, and uncertainty over creator discipline or quality.

Whether you're planning a product shoot, UGC ad, unboxing campaign, or influencer activation — you will have access to creators who already understand brand requirements because they've been trained inside our system.

It's not just an event.

It's a long-term network of support. Partner with the FameHouse Talent Hub to efficiently find vetted performers who align perfectly with your brand's goals, driving both your marketing success and the growth of emerging talent.

Hire Smarter, Not Harder: Enjoy zero commission charges on all bookings. Connect directly with talent, negotiate terms, and keep 100% of your budget focused on campaign execution.

# SPONSORSHIP INVESTMENT

**₹70,000 + GST + product contribution (as per brand comfort that will be used for Participants to create reels and to make the ad video using sponsor products with any of the top 10 participants or winners )**

Category	Amount (₹)	Online Integration	Offline Integration	Content Rights	Magazine Branding	Ad Video (Sec)
Powered By Sponsor	70,000 + GST + product contribution	Yes – reels & tagging (NO.of reels = 5-10)	Yes – logo & standee	Yes – full rights	Yes – sponsor logo	15-30 seconds ( will be delivered within 45 days after the contest ends).

Category	Amount	Online Integration	On-Ground Integration	Magazine	Stage or host mention during the event	Coupons Distribution
Powered By Sponsor	₹50,000 + GST	Yes	Yes	Yes	yes	yes ( all participants)

# SPONSOR TERMS & CONDITIONS

A National Talent Event by The Famehouse Co., operated by Ador Beauty Cosmetic

1. Sponsorship fee of 50,000 / 70,000 + GST + products is payable before event promotions begin.
2. Sponsor branding will be displayed as per agreed deliverables.
3. Workshop and event dates may shift due to venue/logistics — sponsor will be informed in advance.
4. Offline Branding: If the workshop is held Offline, the sponsor's logo will be displayed on all banners and standees (artwork to be provided by the sponsor).
5. Online Branding: If the workshop is held Online, the brand name will be announced, and the logo will be displayed (e.g., "Powered by [Brand Name]").
6. The 15-30 second branded ad video will be delivered within 45 days following the conclusion of the event. Please note that this timeline may vary due to unforeseen circumstances or production considerations.
7. Full usage rights for the ad video are granted to the sponsor for marketing purposes.
8. Reels created by participants remain their personal posts — repost permission is considered granted to sponsor.
9. No refunds applicable once the event campaign has commenced.
10. The Organizer's total liability shall not exceed the sponsorship amount paid. No claims for indirect or consequential losses will be entertained.
11. In case of unforeseen events (natural disasters, restrictions, or technical issues), the Organizer may reschedule or modify the event without refund. Alternate benefits may be offered.
12. Both parties may use approved logos, brand creatives, and ad videos for brand & event-related promotions only. Misleading edits or use without consent are prohibited.

13. All payments, prizes, and official transactions for this event are processed and managed by Ador Beauty Cosmetic (the legal entity operating The Fame House Co. as the event brand).
14. Sponsor materials and products must follow Indian laws and advertising standards. The Organizer reserves the right to reject any non-compliant or inappropriate content.
15. Both parties agree to act in good faith. The Organizer will deliver agreed deliverables, but specific promotional outcomes (reach or engagement) are not guaranteed.

**NOTE :-**

**Sponsors must provide products and coupons at least 10 days before the workshop so that they can be distributed to participants after training.**

**If the sponsor wishes to display a standee or branding material at the venue, they may send it in advance. If sending a physical standee is not possible, the sponsor may share the design file and The FameHouse Co. will arrange the printing and placement at the venue.**

We invite you to partner with us as a sponsoring brand and gain both content assets and long-term branding equity through this event.

Organized by The Famehouse Co. (Operated by Ador Beauty Cosmetic)

For Sponsorship Discussion & Customization

Customization options are available.

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THANK YOU  
FOR LISTENING  
THE END

# CONTACT



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