

2020 Miss International Fashion Travel Pageant



MIFTPAGEANT.COM

2020

国际时尚旅游小姐
选美大赛

波士顿分赛区合作方案

Boston Division Cooperation Plan

- 精彩回顾 **Successive Reviews**
- 全球关注 **Global Attention**
- 制作团体 **Production Team**
- 历届伙伴 **Successive Partners**
- 合作条件 **Cooperation Requirements**
- 互赢互利 **Mutual Benefits**





2020国际时尚旅游小姐选美大赛由国际时尚旅游选美比赛组委会美国星宇文化传播公司主办,联合中美文化商政界50多个合作伙伴共同举办的国际级选美比赛盛典。2020国际时尚旅游小姐选美比赛在美国分别开设了旧金山分赛区、洛杉矶分赛区、波士顿分赛区、迈阿密分赛区、底特律分赛区,波特兰分赛区,韩国首尔分赛区,澳大利亚的悉尼分赛区,中国分赛区开设了上海赛区,天津赛区,辽宁赛区,吉林赛区,安徽赛区,浙江赛区,江苏赛区,以及陕西赛区的选美赛事。其影响力覆盖全中国的中国网络赛区。中美两国政府各级官员、商届大咖、娱乐名人等到场参加。中美两国各大媒体多方报道,有超过500万人次关注本次大赛。

2020 Miss International Fashion Travel Pageant is an international beauty contest jointly held by Star Alliance Culture Inc. and more than 50 partners in cultural, business and political fields from China and the US. We have set up multiple divisions in different cities and provinces/states worldwide. The US divisions include San Francisco, Los Angeles, Boston, Miami, Portland, Detroit. We also have divisions located in Seoul, Korea and Sydney, Australia. In China, we have set up divisions in Shanghai, Tianjin, Liaoning, Jilin, Anhui, Zhejiang, Jiangsu, and Shaanxi. The International Fashion Travel Pageant contest has a great influence at world level. Our honorable guests include government officials, business leaders and entertainment celebrities from both China and the US. Our contests are also widely covered by mainstream as well as local media from both countries. We have drawn the attention of more than 5 million people to the contest this year.

美国当地时间2019年10月11日，在美国维斯顿学院隆重举行了2019国际时尚旅游小姐选美波士顿赛区决赛，决赛现场超过了500名观众及嘉宾到场共赴盛会。



October 11, 2019, the 2019 Miss International Fashion Travel Pageant Boston Finals was successfully held at the Weston College, attracted more than 500 audiences and honorable guests to attend.

波士顿市议员Ed flynn专程赶往比赛现场致辞并向波士顿赛区主办方波士顿国际传媒咨询公司董事长俞国梁颁发市政府嘉奖状，对波士顿国际传媒咨询公司在宏扬中美文化、服务华人社区所做的努力，表示肯定和支持。



Boston City Councilor Ed Flynn delivered a special remark at the contest, and presented the City Government Award to the President of Boston International Media Consulting Company., Mr. Yu Guoliang. In his remark, Councilor Flynn expressed his appreciation for the efforts of Boston International Media Consulting Company to promote Chinese and American cultures and serve the Chinese community.

“高学历，高素质，高品位”一直是国际时尚旅游小姐举办至今所秉承的三高原则，2019年，入围决赛的8位佳丽们的身上仍然良好诠释着“美丽与智慧同行，内在与外在兼修”的特质。选手们不仅拥有健康的体态，美丽的外形，更重要的是拥有智慧的思想，所有的佳丽均来自于波士顿以及纽约等地的名校，这也让她们能够充满信心，沉着冷静机智地应对主持人的问答环节。



"High Education, High Quality, High Taste" has always been the three principles of the Miss International Fashion Travel Pageant. In 2019, the 8 finalists of the Boston division interpreted the integration of beauty and wisdom very well. All of the contestants come from prestigious universities in Boston and New York. They not only presented their healthy postures, beautiful appearances, but also their wisdom and confidence, which made them extremely calm yet shiny in the Q&A session.

在经过旗袍走秀，才艺展示，晚礼服走秀以及智力问答环节后，现场三甲隆重诞生，冠军：10号选手赵雨晴，亚军：4号选手黄依涵，季军：2号选手沈佳雯。她们智美兼备，内外兼修，同时她们也将继续延续时尚旅游小姐的精神，不忘初心，继续前行。



After the Qipao show, talent show, evening dress show and Q&A session, the top three winners were selected who are all intelligent and beautiful from internal and external. They will continue to carry on the spirit of the Miss International Fashion Travel Pageant, and move forward with what they initially aspired.

国际时尚旅游小姐选美大赛的参选佳丽有来自哈佛大学，斯坦福大学，以及加州大学伯克利分校等世界最顶级的知名学府。据统计，本次大赛是国际级选美比赛中所有参选佳丽平均学历最高的一个比赛！大赛除了充分展现佳丽们的外在美之外，更注重她们的综合素质和内在美，传递“美丽”的真正定义，提升中国女性的国际形象，从而成为了全球瞩目的选美大赛之一。



Many of the contestants of the Miss International Fashion Travel Pageant are from worldwide well-known universities, including Harvard University, Stanford University, and University of California, Berkeley, which rank top in the world. According to statistics, this contest is an international beauty contest in which all contestants have the highest average education level. The competition not only fully shows the external beauty of the women, but also pays more attention to their comprehensive quality and internal beauty, conveying the true definition of “beauty”, and improving the international image of Chinese women. Thus, it has become one of the beauty contests that has attracted wide attention from all over the world.



中美两国时尚娱乐大咖评委团

Judges are the celebrities of both China and the United States



众多中美名人担任颁奖嘉宾





国际时尚旅游选美组委会邀请到两大时装设计师在大赛
上展示她们的服装品牌

Star Alliance Culture Inc. has invited two fashion designers to the contest finale to
showcase their masterpieces.

中国顶级旗袍创始人
Founder of THE CHINESE DRESS,
天下华服 唐慧 Hui Tang



国际著名服装设计师
Jessie Liu Jessie Liu Collection





2019全球总决赛继续在美国顶级剧场赫布斯特大剧院举行。
222名中美贵宾及其他各大选美佳丽一同出席VIP庆功酒会。
在赫布斯特剧院顶楼翡翠屋露台外照亮的是旧金山市政厅美丽的彩虹灯，
亦如这场时尚盛事，划破天际，发出了最璀璨、绚丽的光芒！

The 2019 Global Finale was held at the Herbst Theatre, one of America's top theatres.
222 honorable guests from both China and the US were present at the grand event, followed by a
celebration after-party with contestants from all divisions around the world..





美国各大媒体28次各大媒体专题采访报道

28 media interviews conducted by mainstream and local media in the US.

全球关注 Global attention

平面媒体 Print

新浪全球 Sina

世界日报 World Journal

侨报 The China Press

旧金山在线 The China Press, SF

网络媒体 Online

YouTube

Facebook

爱奇艺 iQiyi

新浪微博 Sina Weibo

腾讯视频 Tencent Video

影音媒体 Multimedia

凤凰卫视

天下卫视

KTSF 26

DingDing TV

8sian TV

汉天 HTTPV

华夏卫视

新兴平台 New Media

网易直播 NetEast

映客直播 Inke

同湾同享 Westbay.com

北美阿波罗 Aboluowang





中国各类媒体66次各地媒体专题报道

全球关注 Global attention

66 featured media coverage from various media outlets in China.

湖南卫视、腾讯视频、凤凰卫视、中国网、中华网、中国娱乐网、海外网、突袭资讯、云浮时刻网、今日头条、一号码头、百度百家、hao123新闻、天天快报、搜狐娱乐、今日头条、北京时间、一点资讯 等。





全球海外华人通过SunTV观看国际时尚旅游选美所有节目



星宇文化联合美国Sun Global娱乐电视平台，让全球海外华人都可以在电视上随意收看到星宇文化相关活动节目！

Sun TV中文电视机顶盒提供100多个中国大陆直播频道，3000多个精彩节目，北美地区200万以上家庭用户。无论身处何地，海外华人都可以随时可以在其综艺板块收看到星宇文化各大时尚娱乐节目！所有各分赛区合作伙伴，赞助协办单位，以及各位参赛佳丽都通过星宇文化在SunTV平台上向海外华人推广个人形象及品牌价值。



全球关注 Global attention



Worldwide Chinese can watch Star Alliance's culture-related programs on Sun TV.



Star Alliance united with Sun TV global entertainment platform allowing worldwide Chinese to watch Star Alliance's culture-related programs.

Sun TV Chinese TV box offers more than 100 live channels of mainland China, 3000 wonderful programs, and it has more than 2 million family users in North America. No matter where you are, you can always watch Star Alliance's fashion and entertainment programs in its variety sections. All the regional partners, sponsors and co-organizers as well as all the contestants got promoted regarding their brand value and image to overseas Chinese through Star Alliance and SunTV platform.





星宇文化主办的活动都得到了众多国际名流的大力支持

The events held by Star Alliance Culture Inc. have received grand support from celebrities all over the world.



全球关注 Global attention

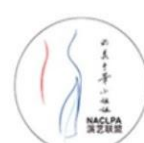


· 历届伙伴 Successive Partners

历届国际时尚旅游小姐选美大赛都有众多国际知名品牌加盟合作



ECO GO PACK






• 历届伙伴 Successive Partners

历届国际时尚旅游小姐选美大赛都有众多国际知名品牌加盟合作



A night-time photograph of the Boston skyline, featuring several illuminated skyscrapers and buildings reflected in the water. The sky is a deep blue, and the city lights create a vibrant contrast against the dark background.

2020“国际时尚旅游小姐”波士顿赛区正式启动！本次大赛旨在推广中美旅游事业发展的同时，接洽国际时尚潮流，支持与高度赞扬人文产业，创造娱乐演艺机会，提升品牌知名度，促进旅游文化时尚相关产业投资发展。欢迎各大赞助商踊跃联系我们！Together 让世界看到我们的美丽！

2020 "Miss International Fashion Travel Pageant" Boston Division has officially launched! The contest aims to help promote the development of tourism in China and the United States, to connect with international fashion, to support the humanities industry, to create opportunities for entertainment and performing arts, to increase brands' awareness, and to promote investment in tourism, culture and fashion-related industries.

We now welcome all sponsors to contact us!
Together! Let's the world see our beauty!

The organizing committee of 2020 Miss International Fashion Travel Pageant has cooperated with Uplive, the largest overseas entertainment live streaming platform, to provide online live streaming support to contestants from overseas regions, and to create opportunities for contestants to become internet celebrities.



ONLINE AUDITION ON UPLIVE

Uplive live audition JULY 2020

MISS INTERNATIONAL FASHION TRAVEL PAGEANT

LAUNCH TO STARDOM

- 1 Join now for a journey of discovery and transformation
- 2 Launch your career in the entertainment industry
- 3 It all starts here

HOW TO ENTER

- 1 Download Uplive and register
- 2 Go live and share on social media
- 3 Earn points

SCAN HERE

WWW.UPLIVEUSA.COM • WWW.MIFTPAGEANT.COM

2020国际时尚旅游小姐选美大赛组委会邀请了海外最大泛娱乐直播平台Uplive直播平台为海外赛区选手提供线上直播，并为选手全力打造网红明星。

Uplive live streaming platform is the largest overseas online entertainment streaming platform with 100 million (100M) users worldwide. The platform has 1.5 million anchors who host around 20,000 live streaming shows per day with total daily live streaming time exceeds 35,000 hours. Its users cover more than 150 countries in 5 continents.



uplive拥有全球1亿(100M)用户数, 并拥有全球主播数: 150万人, 每天全球直播人数约有2万人次, 每天直播总时量超过35,000小时, 用户覆盖5大洲150多个国家。



2020国际时尚旅游小姐波士顿赛区赞助权益

2020 Miss International Fashion Travel Pageant Boston Division Sponsorship

2020 Miss International Fashion Travel Pageant Boston Division Sponsorship Rights							
Sponsorship Rights	Title Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Ordinary Sponsor	
	\$25000 and up (only one sponsor)	\$10000 ~ \$25000 (more than one sponsor)	\$5000 ~ \$10000 (more than one sponsor)	\$1000 ~ \$5000 (more than one sponsor)	\$500 ~ \$1000 (more than one sponsor)	\$500 or below (more than one sponsor)	
Honorary rights	Exclusive naming rights	✓					
	Award naming	✓					
	Enterprise representatives as honorary judges awarding guests + group photo	✓ (3 representative)	✓ (1 representative)				
	Enterprise recommended representative pageant judges	✓ (3 representative)	✓ (1 representative)	✓ (1 representative)			
	Corporate/brand logo publicly: exposed at the same time as the logo of the Miss International Fashion Travel Beauty Contest	✓	✓	✓	✓	✓	✓
	have right to use the tournament logo	✓	✓	✓	✓	✓	
Brand exposure	Opening remarks	✓	✓				
	Host broadcasting and thanks	✓ (open/closing)	✓ (open/closing)	✓ (closing only)	✓ (closing only)		
	Offline registration channel promotion booth setting and materials promotion	✓	✓	✓	✓	✓	
	On-site material promotion: background board, sign-in wall, roll up banner, large screen of LED lights, program list, brochure, etc.	✓	✓	✓	✓	✓	
	On-site booth display promotion: \$200/table	✓ (Free provide)	✓ (Free provide)	✓	✓	✓	✓



2020国际时尚旅游小姐波士顿赛区赞助权益

2020 Miss International Fashion Travel Pageant Boston Division Sponsorship

Media exposure	Platform promotion	Facebook	✓	✓				
		Youtube	✓	✓	✓			
		Twitter	✓	✓	✓	✓		
		Instagram	✓	✓	✓	✓	✓	
	Website promote: www.maboston.info (English Version)		✓	✓	✓	✓	✓	✓
Other rights	Free VIP admission ticket worth \$80/ticket		✓ (10 ticket)	✓ (10 ticket)	✓ (5 ticket)	✓ (3 ticket)	✓ (1 ticket)	✓ (1 ticket)
	Advertisement on the back of the admission ticket (Admission ticket includes: VIP ticket & regular ticket)		✓					
	Product video production and promotion (\$800/video)		✓ (Free provide)	✓	✓			
	Poster production and promotion (\$300/poster)		✓ (Free provide)	✓ (50%)	✓	✓		
	VIP Member of Boston Information Center website		3 years	2 years	1 year	6 Months	3 Months	1 Month
	Provide a set of videotapes and DVDs for beauty pageants		✓	✓	✓	✓	✓	✓

Notes:

1. The naming rights for the beauty contest in the Boston Division are obtained by the sponsors. (Note: There is only one title sponsor, and the sponsorship needs to be at least \$25,000 or higher!)

2. In-kind sponsors can sponsor a value equal to masonry, platinum, gold, or ordinary sponsorship level, or calculate the designated physical objects or supplies according to the conference demand, such as: Venues, dinner parties, vehicles, drinks, gifts, courier, printing services, etc.

3. Venue sponsorship can be classified as a diamond sponsorship level.

4. The above sponsorship plan may be adjusted according to the actual situation, subject to the content of the final agreement.



波士顿国际传媒咨询
Boston International Media Consulting

赞助合作：adazhang.bimc@gmail.com

赛事资讯：bostoninformation@gmail.com



2020国际时尚旅游小姐选美大赛 波士顿赛区

2020 Miss International Fashion Travel Pageant —Boston Division

期待与您携手美丽未来！

Together, let the world see our beauty!

Thank you!