MISS UNIVERSE WA 2015

Today Miss Universe is a fixture of pop culture, ingrained in the landscape of our minds.

ICONIC BRANDS  ICONIC LOCATIONS  ICONIC EVENT

The Miss Universe WA pageant provides a platform for West Australia’s most beautiful, talented, educated and confident young women to compete for the Miss Universe Australia Crown.

Official Western Australian Preliminary to the Australian National Final to the MISS UNIVERSE® Pageant.
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HISTORY REPEATING

The Miss Universe preliminary event in Australia and now more than ever in Western Australia has a proud and exciting history, with some of the highlights including:

1972
Miss Universe Australia Kerry Wells named as Miss Universe for the first time.

1979
The World Final with a TV audience of over two billion was held in Perth, Western Australia.

2004
Jennifer Hawkins became the first Australian since Kerry Wells to win the Miss Universe title.

2011 SCHERRI-Lee BIGGS TAKES THE MISS UNIVERSE AUSTRALIA TITLE
Scherri-Lee went on to finish in the Top 10 Internationally in 2012, against over 80 other women from all around the globe after finishing the Perth preliminary and taking out the National title.

2012 RENAE AYRIS SECURES WA BACK TO BACK MISS AUSTRALIA TITLES AND 3RD RUNNER UP INTERNATIONALLY
Renae proves WA is now a force to be reckoned with, after completing the Pink Tank Events Miss Universe WA Preliminary program. Renae made history on June 9th 2012, as Scherri-Lee Biggs passed the crown to yet another Perth beauty. Just the fourth ever Miss Universe WA to be crowned Australia’s winner. Renae went on to secure 3rd Runner Up at her International Final in Vegas!
AN EXCITING FUTURE

Pink Tank Events who own the rights to the Miss Universe WA Preliminary was formed by Perth businessman Troy Barbagallo over seven years ago.

Troy was keen to create unique and exciting experiences for the contestants, as well as corporate sponsors and social event frequenters.

This year’s Miss Universe program follows the recent success of the Western Australian campaigns in 2014 and 2013, whereby PTE had over 400 applicants, 70 finalists, 13 official events each year, including a very unique State Final held at the iconic Matisse Beach Club on Scarborough Beach.

Not to mention the success of the National Final back to back winners, WA nurtured Scherri-Lee Biggs and Renae Ayris.

PTE has exciting plans already in place for 2015 and wants you to join them.

LUXURY BRANDS AND EXPERIENCES

PTE also own The Royal Queensbury Championship (Perth’s renown, high end corporate, charity boxing event) and partner with numerous luxury brands including Box Magazine, Audemar Piguet, GH Mumm Champagne and Ferrari to name but a few.

BEST CORPORATE LUXURY NETWORK IN AUSTRALIA

PTE has an extensive network of luxury consumers throughout Australia due to their relationship with Box Magazine, Sunseeker Australia and children’s charity ToyBox International.
THE 2015 CAMPAIGN TIMELINE

Exciting brands, competitions and venues are all part of ensuring the 2015 campaign continues to grow and succeed. Become involved in a variety of events throughout the summer, attracting large media exposure and public attendance at your venue and/or showcasing your brands. In Western Australia the calendar of events will include:

**OCTOBER 18 2014 | CITY OF PERTH REGISTRATION DAY**
Registration of all WA applicants including onstage parading/judging, handing out of promotional bags to the public and announcement of the 2015 successful Top 70 contestants on stage.

**OCT 2014 - MAR 2015 | WORKSHOPS FOR TOP 70**
A range of self development workshops and activities for the girls, sponsors and public to get involved with, including closed development workshops, cocktail events, corporate golf day, charity fundraisers and more.

**JAN 2015 - MAR 2015 | MISS UNIVERSE PARADES**
Six parades will be held over three days at three different locations (2 parades per day/location) including onstage parading with judging by a panel to provide the girls with feedback to prepare for and succeed in their heat.

**JAN 2015 - MAR 2015 | MISS UNIVERSE HEATS**
Six heats will be held over three days at three different locations (2 heats per day/location) including onstage parading with judging by a panel and announcement of successful girls progressing to the State Final.

**APRIL 2015 | MISS UNIVERSE WA STATE FINAL**
The Top 24 State Finalists will compete at this Gala Event for a spot in the Top 6 to head to the National Final mid 2015.

**MAY 2015 | MISS UNIVERSE WA BALI WINNERS TRIP**
The Top 6 travel to Bali for the Winners Boot Camp including both hard work to prep for Nationals and spoils for winning a spot in the Top 6.
PRESENTING SPONSOR

As a Presenting Sponsor, your brand can be seen, heard and touched through over 10 major events across Western Australia.

It is a unique opportunity to engage with key demographics including the contestants (18-27 year old females), their peers, families and a difficult to attract male and female corporate demographic. Not to mention the growing interest from the Australian media, due to the success of this event in WA, including WA winning National Finalists Scherri-Lee Biggs and Renae Ayris.

A custom made package can be designed to suit your budget, hospitality and marketing requirements.

Key benefits can include:

• Extensive media coverage
• “Above and Below the Line” marketing opportunities to an array of key demographics
• Unique branding and promotional opportunities
• Alignment with a World Class and instantly recognisable brand
• VIP access to associated events
• Branding of your company logo throughout the entire event
• PR and media opportunities with the Western Australian finalists
• Extensive social media pushing by both PTE and the contestants over the duration of the campaign
• Prime placement of your logo as a major sponsor in all print ads run over the duration of the campaign
• Miss Universe WA Finalists will be available for company promotion subject to availability and negotiation
• Opportunity to put supplied marketing material into all MUWA Show Bags handed out to the public at official events over the campaign
REGISTRATION DAY

THE 2015 CITY OF PERTH REGISTRATION DAY

Held at an iconic Perth CBD location on October 18th 2014, the event has an estimated 400+ entrants, plus their friends and family attending. It acts also as the launch of the 2015 campaign.

70 State Finalists will be chosen, who for doing so secure sensational prizes and work opportunities.

The day provides many opportunities for sponsors and product partners and offers a wonderful medium for exposure due to the large crowd attendance and a very keen media following.

Many of the official MUWA Show Bags including marketing material from our sponsors are distributed to the public on this day.

The City of Perth have already proudly confirmed their sponsorship support for the 2015 Registration Day for the seventh year in a row.

REGISTRATION DAY HOST VENUE

- Hosting of the Registration Day
- Opportunity to attract large numbers of spectators to your desired location
- Extensive media coverage that surrounds the first official event of the season and the details surrounding it. Media including print, radio, web and television, wanting to get first glimpse of the talent for the year
- 10 tickets to State Final
- One judge on registration day panel
- “Above and Below the Line” marketing opportunities to an array of key demographics
- Recognition on all print media as well as on the official website and pushed via social media
- Key representation on the official media backdrop at the event
- Opportunity to put promotional material into the MUWA Show Bags handed out at official events over the season
- Promotion on the PTE website and via social media for the whole duration of the 2015 program
Local beauties seek Universe

WA has produced the past two Miss Universe Australia titleholders in the form of Sherri-Lee Biggs and Renee Ayris and the race is already heating up for the 2014 title.

Casey Blackburn, Emily Elsegood and Jess Simpson are three local beauties who are vying for the WA Preliminary ahead of the official registration day next month where the top 60 will be chosen.

While the other two are fresh to the competition, Blackburn is back for her second year running after placing in the top 24 for WA earlier this year.

She told ARA Weekend that rather than feeling pressure to follow in the footsteps of past local beauties, she was even more determined to do well in 2013.

"I think it's more inspiration or motivation," she said. "It's like, look at how good those Perth girls are doing, maybe we can do it again."

This year's Miss Universe is yet to be crowned, but a bevvy of hopeful WA beauties are already lining up to become Miss Universe Australia for 2014.

While Melbourne medical student Olivia Wells will represent Australia on the international stage at the pageant based Miss Universe finals in December, given WA's recent pageant success rate — the previous two Miss Australia titleholders, Sherri-Lee Biggs and Renee Ayris were from Western Australia.

### Parkerville Annual Sports Charity Lunch

Parkerville Children and Youth Care celebrates its 10th anniversary this year, so its 9th Annual Sports Charity Lunch at Crown Perth came with a nod to the period when Australia dominated England in cricket. Dennis Lillie, Nev Hughes, Mickey Arthur and Damien Fleming were on the panel talking about the future of the boys in the Baggy Green. Trevor Jenkins was MC, comedian Tom Gleeson brought the laughs, Johnny Ruffo was a surprise guest and two tables of Miss Universe Australia contestants added the glamour. Patron Governor Malcolm McCusker and wife Tonya, Parkerville chief executive.

### Reaching for Universe

Although the final verdict drew tears from some of the more emotional contestants, survivors Lucy Zaro, Antoinette Seddie, Brianna Sheppard, Melissa Bourard, Elizabeth Meldrum, Lauren Wykes and Courtney Moore looked relaxed and confident as they took the stage to receive their plaques.

"I was happy and excited," she said. "I was happy to be there."

**My heart just sank when I heard the question.** I was thinking, 'How am I supposed to answer this?'

**Why are you in the competition?** I don't know. I just thought I'd try it."

**How do you feel after being named a finalist?** I'm really happy."

Australia Olivia Wells, who moved from Melbourne to allow support, says it's easier to step on to the runway.

### Contenders on the catwalk

**HOPEFUL** Miss Universe WA finalists to make the top 24 include Anica Olsson, Emily Elsegood, Jordan Ayris, Alana Bexton, Georgia Kelly, Asha Martin and Stephanie White. Picture: MICHAEL WILSON
PARADES

SIX PARADES HELD OVER THREE DAYS AT THREE LOCATIONS

Host one of three Parade Days, complete with contestants parading in official outfits as well as retailers from your centre. Capitalise on their support crew heading to your location and held captive as the two parades are rolled out, with a good break in between. Enjoy all the benefits of this full entertainment package being bumped in and out for you, all inclusive and organised.

PARADE VENUE SPONSOR

- Including 20 of Western Australia’s most beautiful women, parading in two parades of 10 girls, at each location
- Opportunity to attract large numbers of spectators to your desired location
- Conducted in Perth’s fashion districts
- Girls introduce themselves to audiences for the first time
- Contestants will parade in official outfits including swimwear, as well as current fashions supplied by the district / centre where relevant
- Official judges in attendance to put together feedback for the contestants so they can succeed in their upcoming heat
- Top 70 contestants, including those not parading in attendance to support those in the day’s shows
- Professional set up including staging / sound & planning including choreography / scripting, resulting in a quality show
- Fantastic photographic, PR and media opportunities
- Opportunity to put marketing material into the MUWA Show Bags handed out over the event to the public attending
- Recognition on all print media and radio marketing in the lead up to the event
- “Above and Below the Line” marketing opportunities to an array of key demographics
- Key representation on the official media backdrop at the event
- Promotion on the PTE website and social media pages for the whole duration of the 2015 program
- VIP Access for two people to the State Final
HEATS

SIX HEATS HELD OVER THREE DAYS AT THREE LOCATIONS

Host one of three Heat Days, complete with contestants parading in official outfits as well as retailers from your centre. The Top 70 compete at your location in front of media, adoring fans and industry greats. Enjoy all the benefits of this full entertainment package being bumped in and out for you, all inclusive and organised. Event includes on stage presentations of winners! Just seven winners selected from the day’s heats.

HEAT VENUE SPONSOR

- Including 20 of Western Australia’s most beautiful women, parading in two heats of 10 girls, at each location
- Opportunity to attract large numbers of spectators to your desired location, all wanting to know the heat results
- Conducted in iconic Perth venues, many outdoors
- Announcements of those on the day who have secured a spot in the State Final
- Contestants will parade in official outfits including swimwear, as well as current fashions supplied by the district / centre where relevant
- Recognition on all print media and radio marketing in the lead up to the event
- Official judges in attendance to score the heats
- One venue judge placement on the panel of each heat
- Top 70 contestants, including those not parading in attendance to support those in the day’s heats
- Professional set up including staging / sound & planning including choreography / scripting resulting in a quality show
- Fantastic photographic, PR and media opportunities
- Opportunity to put marketing material into official, MUWA Show Bags handed out over the event to the public attending
- “Above and Below the Line” marketing opportunities to an array of key demographics
- Key representation on the official media backdrop at the event
- Promotion on the PTE website and social media pages for the whole duration of the 2015 program
STATE FINAL

THE WESTERN AUSTRALIAN STATE FINAL

The most talked about and desired ticket of the year. An elegant and entertaining gala evening, generally making the most of the great WA weather. The media, adoring public and industry greats gather to see who will win a spot to represent WA at the National Final. Just six winners selected from the 24 competing on the evening.

STATE FINAL SPONSOR

- Including 24 of WA’s most beautiful women, parading in gowns and swimwear, as well as a bumper opening choreographed number that’s always the talk of the town and the quintessential Q&A section
- Opportunity to attract large numbers of spectators to your desired location, all wanting to know the results
- Annoucements of those on the day who have secured a spot in the National Final
- Official judges in attendance to score the final
- One venue judge placement on the panel of the final
- Top 70 contestants, including those not parading in attendance to support those in the final
- 50 VIP Tickets to attend the State Final including the Official After Party (pending capacity and sponsorship)
- Professional set up including staging / sound & planning including choreography / scripting resulting in a quality show
- Incredible photographic, PR and media opportunities
- Opportunity to put marketing material into official MUWA Show Bags handed out over all official events to the public attending
- Key representation on all print media, radio marketing and social media promotions in the lead up to the event
- “Above and Below the Line” marketing opportunities to an array of key demographics
- Promotion on the PTE website and social media pages for the whole duration of the 2015 program
- Six Western Australian finalists will be announced as the 2015 winners on the night and go on to compete for the Miss Universe Australia Crown
PREFERRED PARTNER

PREFERRED PARTNER PACKAGES

To ensure the Miss Universe Crown is brought home once again to WA, fantastic incentives need to be provided to attract the finest contestants. The program is also a long and tiring process for the girls and therefore their amazing efforts should be rewarded.

As a preferred partner you reap the rewards of having your brand associated with all events. At the official Registration Day, Parades, Heats, additional events where suitable and of course the State Final. Your brand can be worn, displayed, modelled and promoted by the entrants. Products are widely pushed on social media channels, as well as during events and media opportunities.

You will also be represented on the official media backdrop, showcased at every official event over the whole season, as well as on the PTE website and pushed on social media. All partners receive the opportunity to supply marketing material and/or samples to be put into the official MUWA Show Bags handed out to the public at events (approx 6,000 over the season).

Opportunities to be our preferred supplier are:

- Swimwear, Sportswear, Cocktail, Casual & Evening Wear, Footwear, Jewellery & Accessories
- Official Hair Salon, Spray Tanning & Make Up Brand, Beauty Services, Cosmetics, Hair & Beauty Products
- Travel, Lifestyle, Finance, Fitness, Electronics & more

All category partnerships represent an exclusive alignment with Miss Universe WA Preliminary and its finalists for the duration of the program.

There is also the opportunity to upgrade your sponsorship package to include your logo on the Official Polo Tops.

THE COMBINATION OF ABOVE AND BELOW THE LINE MARKETING DOESN'T GET ANY BETTER THAN THIS
AIRLINE

Travel is an essential element to the Miss Universe WA Preliminary Program. The girls travel together in May to Bali for the Winner’s Boot Camp to bond as a group, prepare for the National Final and promote both WA and Australia to the world. They then head together to the National Final on the east coast mid 2015.

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You will also be represented on the official media backdrop, showcased at every official event over the whole season, as well as on the PTE website and pushed on social media. All partners receive the opportunity to supply marketing material to be put into the official MUWA Show Bags handed out to the public at MUWA events (approx 6,000 over the season).

All category partnerships represent an exclusive alignment with Miss Universe WA Preliminary and its finalists for the duration of the program.

There is also the opportunity to upgrade your sponsorship package to include your logo on the Official Polo Tops.

THE COMBINATION OF ABOVE AND BELOW THE LINE MARKETING DOESN'T GET ANY BETTER THAN THIS
MUWA SHOW BAGS

INCLUSION IN MUWA SHOW BAGS

Promote your product or service to the adoring public that flock to the Miss Universe WA official events, become a MUWA Show Bag Sponsor.

As a Show Bag Sponsor you reap the rewards of having your brand associated with all events. At the official Registration Day, Parades, Heats and additional events where suitable. Samples of your product and/or promotional material you supply will be placed into all the official MUWA show bags handed out at these events. Show Bag Partners are also pushed on social media channels, as well as during events by our emcee.

First preference will be given to Preferred Partner Sponsors, PTE won’t take on any conflicting sponsorship partners. You will also be represented on the PTE website and have the opportunity to be represented in approximately 6,000 promotional bags handed out over the season.

Opportunities to be promotional bag partners include:
• Fashion, Footwear, Jewellery & Accessories
• Beauty Services, Cosmetics, Hair & Beauty Products
• Travel, Lifestyle, Finance, Coffee, Electronics & more

All category partnerships represent an exclusive alignment with Miss Universe WA Preliminary and its finalists for the duration of the program.

THE COMBINATION OF ABOVE AND BELOW THE LINE MARKETING DOESN’T GET ANY BETTER THAN THIS.
GOLF DAY

MISS UNIVERSE CORPORATE CHARITY GOLF DAY

Join in one of the best days of the year with the Miss Universe Corporate ToyBox Golf Day.

See the “who’s who” of the WA corporate world front up for a four ball Ambrose game with the fourth golfer in each team being one of our Top 70 finalists. On course we will be raising money for children’s charity ToyBox International, whilst enjoying a very fun and challenging afternoon.

The Tournament includes on course concierge, food and beverage throughout the day and a wonderful presentation dinner with the girls including a charity auction. A chance to win some incredible prizes.

PRESENTING SPONSOR

- Naming rights to the Golf Day
corporate guests on the day to wear and keep
- Two teams of three players
- First choice to select your playing partner from the Top 70 Miss Universe Finalists to join your team
- On course signage at three locations of choice on course (signage to be supplied)
- Your brand on the MUWA player’s golf caps given out for the day to all players

TEAM AND HOLE SPONSOR

- One team of three Players
- The opportunity to select your Miss Universe playing partner (in order of booking confirmation)
- Signage on Hole of choice (signage to be supplied/subject to availability)

TEAM PACKAGES FROM

- One team of three players
- Miss Universe playing partner allocated to your team
UNIQUE SPONSORSHIP OPPORTUNITIES

FERRARI DRIVE DAY AT BARBAGALLO RACEWAY

20 WA Finalists will attend a drive day at Barbagallo Raceway. You, your guests and the contestants will have the opportunity to experience the track in some of the world’s best cars alongside some of Perth’s most experienced race car drivers, whilst the girls are being judged on their social skills and presentation.

- Including 20 of Western Australia’s most beautiful women
- Professional set up including hosting / catering & drive experience, resulting in a quality, memorable day out
- Opportunity for the day’s sponsor to bring 15 guests to meet the finalists and enjoy the drive day experience
- Finalists will be in uniform proudly displaying the logo of the day’s sponsor
- Lunch and drinks will be provided on the day
- All guests will receive a ticket to the WA State Final
- Photo opportunity for all guests with the contestants
- This is a wonderful corporate hospitality opportunity

SUNSEEKER AUSTRALIA SWAN RIVER EXPERIENCE

You and your guests will join 20 WA Finalists as they sail down the majestic Swan River on a stunning Sunseeker motor yacht, whilst being judged on their social skills and presentation.

- Including 20 of Western Australia’s most beautiful women
- Opportunity for the day’s sponsor to bring aboard 10 guests
- Finalists and guests will indulge in a decadent lunch catered by a distinguished Perth restaurateur, whilst enjoying refreshing wines and Champagne
- Finalists will be in uniform proudly displaying the logo of the day’s sponsor
- All guests will receive a ticket to the WA State Final
- Photo opportunity for all guests with the contestants
- This is a wonderful corporate hospitality opportunity
THE LUXURY OF GIVING

Since 2009, ToyBox International has been the chosen charity for the Miss Universe WA Preliminary.

ToyBox International is a children’s charity dedicated to improving the lives of sick and disadvantaged children. They are passionate about starting in your own backyard and so the money raised by the Miss Universe WA finalists is spent here to help local, WA children in need.

The girls also get the opportunity to get hands on assisting, including cooking dinner at Ronald McDonald House for families spending extended time at PMH and winners getting to visit the children’s wards at hospitals around Australia, brightening up kids’ days with a surprise visit from Miss Australia bearing gifts.

The girls are encouraged to brainstorm their own fundraising during the six-month campaign, with the most successful winning the title of Miss Universe WA ToyBox Ambassador for the year ahead.
THE HOST

TROY BARBAGALLO
Local entrepreneur and philanthropist Troy Barbagallo and his team bring a fun, fresh and innovative angle to the competition. As Box Magazine CEO, ToyBox International founder and Footlight Ambassador for The Variety Club, Troy’s years of experience in luxury retail and media are invaluable to the team. Their commitment and enthusiasm are sure to inspire an incredible and unforgettable event for all involved.

CONTACT US FOR DETAILS AND PRICES ON THE PACKAGES OUTLINED

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Official preliminary to Australian National Final to the MISS UNIVERSE®

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TWITTER.COM/MISSUNIVERSEWA
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#MISSUNIVERSEWA
“Troy and Soph I cannot thank you enough. I could not have done this without you. The support you give us is amazing and the program is the greatest thing a girl could possibly do.”
RENAE AYRIS - MISS UNIVERSE AUSTRALIA 2012, WA NATIONAL FINALIST 2012

“Entering Miss Universe has completely changed my life! It already had long before the final in Melbourne. I learnt so much about myself and it opened up so many opportunities. I became much more aware of the world around me and where my help, as a fortunate Aussie, could be used. I met girls that will forever be my friends and I couldn’t have done any of it without them.
SCHERRI-LEE BIGGS - Miss Universe Australia 2011, WA National Finalist 2011

“Congrats to both Sophia and Troy for your success with the WA group this year. I also want to thank you for the time and effort you both invested in mentoring and supporting Ashlea during the last six months. I am sure she has benefited immeasurably from the opportunities and range of experiences. Thanks again .”
IVAN INGHAM - Father of Ashlea Ingham, WA National Finalist 2011

“Thank you for your time, your energy, your support, your trips, your food :) and most of all thank you for helping me become a better version of myself that I never knew I could be. You guys have literally changed my life. What you do for not only the Top 6, but the whole of the Top 60 is incredible and we are all so much richer for having you in our lives.”
CHARLOTTE GOODLET - WA National Finalist 2013

“Thank you both for the incredible six or so months of my life. A seriously wonderful journey. The amount of blood, sweat and tears you guys put in is inspiring. Thank you for investing so much time in me, I truly appreciate all you have done - it means the world. Continuous love, support and friendship allowed me to enjoy and love the entire thing.”
JORDI LEVIN - WA National Finalist 2011

“The State Final and the last six months have been amazing! I have grown so much as a person and have achieved things I never dreamt of doing. I feel so empowered and confident in all facets of my life now, and am making changes as a result. You, Troy and the team put together a wonderful program, and the beautiful and intelligent girls that result at the end of the six month journey are a real testament to both of you. So many of the girls look up to you and not only do you fulfil your role as a coordinator, but you take it that step further as a mentor and a friend.”
CHARMAINE ANDERSON - WA Top 24 Finalist 2012

“Being a sponsor for Miss Universe WA is a premium exercise in brand building, as it gives you a great platform to showcase your brand to a wide audience over an extended period of time, across all media channels. Through this association, my brand has grown to be a recognisable name in the beauty industry, and I have had the opportunity to network with some great fellow sponsors, who have turned into lifelong friends.”