



AJ FASHION & LIFESTYLE MAGAZINE

MODEL

COMPETITION

02 MARCH, 2019

event organized by ALITI Productions & Talent Agency (USA | UAE)

INTERCONTINENTAL
KANSAS CITY AT THE PLAZA
401 Ward Parkway
Kansas City, Missouri 64112, USA

THE COMPETITION

AJ Magazine is pleased to present the first event of its kind to the city of Kansas City, Missouri:

AJ MAGAZINE MODEL COMPETITION

Date: Saturday, 02 March, 2019

Time: 6PM – 10PM

Venue: INTERCONTINENTAL KANSAS CITY AT THE PLAZA, Kansas City, MO 64112, USA

The event is scheduled to welcome models from across the nation to the captivating city of Kansas City, Missouri to win the title of “AJ Magazine Model of the year”. Models who participate will gain the experience of a lifetime. They, along with the non-ticketed 500 expected guests to be in attendance - and the world, will be exposed to the high-level of creativity from the sponsoring Kansas City, Missouri fashion designers and to the rich supply of business establishments available in Kansas City, Missouri via our corporate sponsors.

The event will receive extensive national and international coverage via partnerships with Kansas City, Missouri bloggers and news broadcasting outlets to international media outlets.

www.ajmagazine.com





AJ FASHION & LIFESTYLE MAGAZINE

AJ Magazine was first published in Kansas City, Missouri in August 2016.

Each publication is carefully compiled with vibrant images and high-quality writing to provide its readers with engaging stories that cover topics ranging from fashion, to culture, to art, music, fine dining, motherhood, education, world issues, hospitality and tourism, and more.

The launch of its first publication propelled AJ Magazine into being a part of the leading frontier that exposes the world to the exuberant fashion, lifestyle and culture of Kansas City, Missouri; while simultaneously bringing bits of the world to Kansas City, Missouri one publication at a time.



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MAHJABEEN (JAY) ZAIDI

Founder, owner and Editor in Chief, Mahjabeen (Jay) Zaidi has found her passion in life by connecting people all over the world via the variety of events she has previously conducted in Kansas City, Missouri. Her passion to share the fashion and culture of Kansas City, Missouri with the rest of the world, and to be able to bring the international nature of fashion to the doorstep of every US resident, lead to the launch of AJ Fashion & Lifestyle Magazine.

A philanthropist by nature; aside from being the Owner and Editor in Chief of AJ Magazine, Jay handles the international chapter for the AZAD FOUNDATION (www.azadfoundation.org) - *Azad Foundation Worldwide.*

The Azad Foundation is an international organization that has partnered with UNICEF, the British Council, Social Welfare Department, the National Commission on Child Welfare and Development (NCCWD), and many other implementation and strategic partners to keep children all over the world off the streets.



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MAHJABEEN (JAY) ZAIDI

Jay was also the Commissioner to the Pakistan Chapter for the Ethnic Enrichment Commission of Kansas City, Missouri; which is comprised of members from 66 different countries and ethnic groups. She has hosted several events under this title; such as the annual Indian-Pakistani cultural event at the Nelson-Atkins Museum of Art.

Jay is excited to be acquiring the events management services from ALITI Productions & Talent Agency (www.alitipt.com) to conduct the first annual AJ Magazine Model Competition in Kansas City, Missouri; the first of many AJ Magazine fashion and lifestyle events to come.

MISSION STATEMENT

The AJ Magazine Model Competition is designed to give the models of Kansas City, Missouri a platform to showcase their talent.

The event is designed to give them further exposure while competing with other models from across the nation.

AJ Magazine plans to create the experience of a lifetime for the participating models via their collaboration with corporations, designers, and national and international media to further spread the awareness on the gifted talent that the Kansas City region has to offer.





DESIGNERS

AJ Magazine will be collaborating with local designers to provide the competing models with the apparel they will model down the runway.

Through the recognition afforded to the designers affiliated with the AJ Magazine Model Competition, these designers will receive further national and international exposure; which consequently, should prove beneficial to their businesses.

Expect to see a wide range of fashion categories displayed to not only challenge the models in their skill, but to give the attending guests a visual experience they will never forget.

HAIR & MAKE-UP

To ensure that the models have their best shot, AJ Magazine will be teaming up with local salons, make-up artists and hairstylists.

These skilled artists will not only ensure that the models look their best while coming down the runway, but will once again show the attending guests and the world the rich creativity that residents residing in the Kansas City region have to offer.



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BRANDS

The best product retail brands in the Kansas City region and nationwide are being contacted to provide their products for competition use, to add to the list of challenges that the competing models will have to overcome to win the title of “AJ Magazine Model of the Year”.

These product sponsors will receive corporate national and international exposure via the events media coverage and will have the opportunity to be a part of the first event of its kind in Kansas City, Missouri.



MEDIA

AJ Magazine will be working with numerous local media broadcasting stations and international media outlets prior to and after the event to not only ensure that the event receives heavy marketing exposure, but to ensure that the focus for this event remains on the models and that they get the recognition they deserve for their exceptional skills.

Through these efforts, supporters of the event will get to know the unique personalities behind the models and hear their stories.

AJ Magazine will be collaborating with news broadcasting stations, radio stations and bloggers from the Kansas City region and from all over the world to ensure that this event is brought to life.



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SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR BENEFITS

1. Will receive the credit of being the event's "Main Sponsor" for the first event of its kind in Kansas City, Missouri;
2. VIP guest seating for 5 company representatives at the AJ Magazine Model Competition
3. Exposure of company's sponsorship weight, products and/or services to the attending 500 KCMO and nationwide guests;
4. Opportunity for company representative to be a guest judge on the judging panel;
5. Company logo to be projected on the runway prior to the commencement of the event;
6. Brief company advertisement to be projected at the beginning of the event; after the emcee's commencement speech;
7. Company logo and provided products and/or services to be projected in between every segment of the events competition;
8. 2nd Company AD to be projected during event's intermission to the attending 500 KCMO and nationwide guests;
9. Company owner and/or representative will receive a brief speaking opportunity during the event to address attending guests;
10. Event emcee will inform guests where company products and/or services can be purchased prior to the closing of the event;
11. Company logo will be displayed on site on all event branding and marketing material;
12. Company logo to be enlarged and highlighted on event's photo pop-up wall (stand) at the entrance of the event;
13. Company logo & information will be present in event brochure that will be handed out to all attending guests to take home;
14. Company will receive further nationwide and international media exposure via the event's media coverage;
15. Company logo and website link will be displayed on all AJ Magazine website and social media platforms;
16. Company will have access to the event's professional video footage via the AJ Magazine YouTube channel;
17. Company will receive event photographs from the event to add to Company's professional portfolio

SPONSORSHIP AMOUNT

\$5,000USD

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CORPORATE SPONSOR BENEFITS

1. VIP guest seating for 3 company representatives at the AJ Magazine Model Competition;
2. Will receive credit of being an event sponsor for the first event of its kind in Kansas City, Missouri;
3. Exposure of company's products and/or services to the attending 500 KCMO and nationwide guests;
4. Company logo to be projected on the runway prior to the commencement of the event;
5. Company will be listed as one of the event's sponsors by the emcee during the event intermission;
6. Company logo to be displayed on the event's photo pop-up wall (stand) at the entrance of the event;
7. Company information will be present in the event brochure that will be handed out to all attending guests to take home;
8. Company will receive further nationwide and international media exposure via the event's national and international media coverage;
9. Company logo and website link will be displayed on all AJ Magazine website and social media platforms;
10. Company will have access to the event's professional video footage via the AJ Magazine YouTube channel;
11. Company will receive event photographs from the event to add to Company's professional portfolio

SPONSORSHIP AMOUNT

\$1,000USD

CONTACT

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