

MISS*UNIVERSE®



BRINGING CORAL GABLES TO THE WORLD!

Showcase Coral Gables



- ✓ PRIME-TIME U.S. TELEVISION EXPOSURE
 - Premium exposure (including audio mentions, video packages & logo placement)
 - Telecast is broadcast primetime in the United States on **NBC** and simulcast in Spanish on **Telemundo**
- ✓ INTERNATIONAL TELEVISION DISTRIBUTION TO APPROXIMATELY 190 COUNTRIES & TERRITORIES
- ✓ EXPOSURE TO HIGHLY SOUGHT AFTER AND AFFLUENT DEMOGRAPHIC
 - Nearly ½ of US TV viewers of MU productions have an annual income of ~\$60K/year, and nearly ¼ earn over \$100K/year
- ✓ DIGITAL PRESENCE
 - One of the world's highest trafficked sites, receiving over 200 million page views per year
- ✓ GRASS ROOTS & SOCIAL MEDIA INTEGRATION
 - Harness our network of titleholders, contestants, directors, fans, talent and media outlets through various social media platforms
- ✓ WORLDWIDE PRESS COVERAGE
 - Massive presence of international and domestic credentialed media outlets (average of 400 credentialed media in attendance)



Event Exposure Highlights



Audio Mention

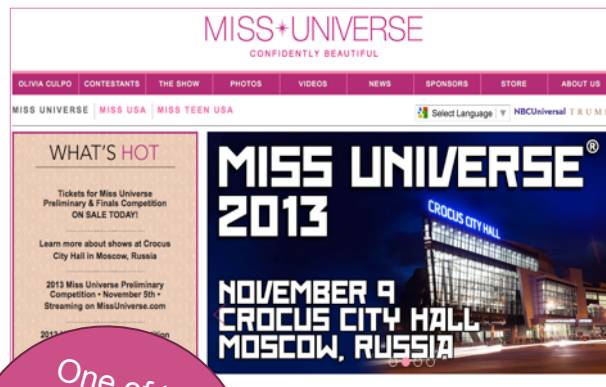


Highlight Destinations in Telecast



INTEGRATION EXAMPLES

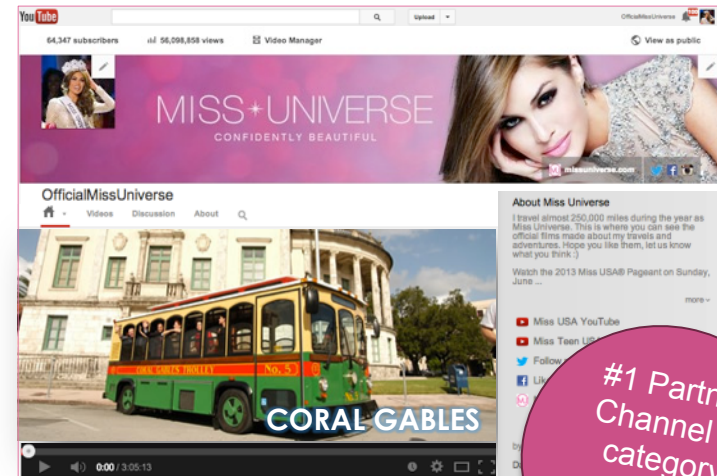
Presence on www.missuniverse.com throughout pageant period and beyond. Coral Gables promos will link directly to Coral Gables/appropriate tourism website(s), designed and built at the expense of the Miss Universe Organization.



One of the most trafficked websites in the world!

Website 2013 (entire year)

Total Page Views	205+ million
Total Visits	38+ million
Unique views	128+ million
Average Visitor Stay	15:07 minutes
Total Unique Visitors	7.5+ million
Average Page Views Per Day	560,000+



Total Views: 69,728,853
Views (2013):
13,857,453
Videos Produced: 1,648

#1 Partner Channel in category on YouTube!



MISS*UNIVERSE



SCROLLING
HOMEPAGE
BANNER



SCROLLING
HOMEPAGE
BANNER



ARTS AND CULTURE



DINING



VENETIAN POOL



SHOPPING

SCROLLING
HOMEPAGE
BANNER

Miss Universe Events in CORAL GABLES

Miss Universe Garden Party
JAN 02 2015
Venetian Pool

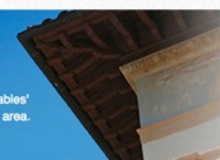
Miss Universe Fashion Show
JAN 04, 2015
Coral Gables Museum

Miss Universe Meet and Greet
JAN 07, 2015
Miracle Mile Mall

SCROLLING
HOMEPAGE
BANNER

ONE MAN'S 1920'S ARCHITECTURAL VISION REMAINS PRESERVED.

Tree-lined boulevards, fountains, and winding roadways give Coral Gables, Florida its identity as "The City Beautiful." Coral Gables' giant swooping banyan trees and wide-open streets make it one of the most desirable and old-fashioned neighborhoods in the area. In fact, Coral Gables didn't evolve organically like much of Miami; George Edgar Merrick planned it in the 1920's.



Social Media Exposure

Facebook and Twitter Activation

#1 site and topic for online social interactivity (Facebook, Twitter) during show and live webcasts.

- More discussion and buzz than any celebrity or event in the world during pageant period.
- City message points and photos can be virally spread across titleholder & contestant social media platforms. (i.e. Gabriela Isler currently has nearly 1.6 million Facebook followers)
- Pageant & contestants have been known to take over TOP 10 “Trending Topics” on Twitter.



MISS
UNIVERSE
2011, 19.55%
of worldwide
tweets were
about show in
Brazil



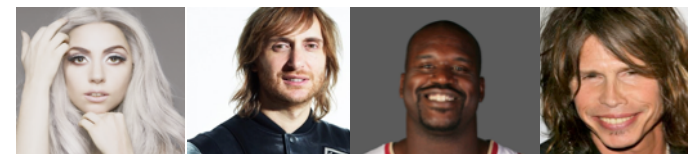
INTERNATIONAL PRESS

Nearly 400 credentialed media persons representing various media outlets covered the 2013 MISS UNIVERSE® Pageant in Moscow, Russia.



CELEBRITY PARTICIPANTS

Each year several celebrities participate in the form of hosts, judges and musical talent. All celebrities use social media to promote the host site and have significant followings.



Lady Gaga David Guetta Shaq Steven Tyler



Marc Anthony Roberto Cavalli Akon Britney Spears

THE CORAL GABLES PRESS TOUR

- Newly crowned Miss Universe tours hot spots all over Coral Gables (i.e. Venetian Pool, Vizcaya, Fairchild Tropical Botanic Garden, etc) on her first day as Miss Universe!
- Photo and press opportunity for Coral Gables
- **Community Outreach Opportunity:** Involve residents in the experience of a lifetime!

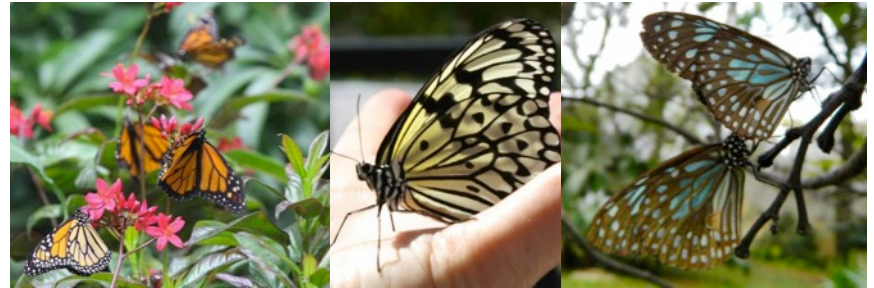


Integration



TELECAST & WEBSITE

Video Package, State-of-the-art screens



LOCAL EVENTS & ATTRACTIONS

Art galleries, trolley tours, the Venetian Pool, Fairchild Tropical Botanic Garden, Vizcaya



GATEWAY TO LATIN AMERICA

With sister cities all over the world, Coral Gables was designed to be an international city. It is now home to more than 140 multinational corporations and over 20 consulates and foreign government offices



Case Study: Bahamas



Miss Universe 2009 Stefania Fernandez
with members of the Bahamas Ministry of Tourism

“Clearly the Pageant was a major source of Latin American business...”

Gary Young, Sr. Director
Research & Statistics Department
The Bahamas Ministry of Tourism

- During and after the pageant in 2009, the Bahamas experienced an impressive 15% increase in visits and bookings from Latin American tourists.
- Off-Season tourism increase of 70%
- Out of all the Latin American tourists in 2009, 42.7% came during the weeks of the MISS UNIVERSE® Pageant



Multi-Year Case Study: Las Vegas



PROVEN AND SUSTAINABLE TOURISM RESULTS



Las Vegas, Nevada. Host of the 2012 and 2010 MISS UNIVERSE® Pageants

- 2012 – During the month of the MISS UNIVERSE®, Las Vegas saw an increase in visitor volume of **83,169** from the prior year.
- 2012 – Even with a 10% **decrease** in conventions and meetings held, overall visitor volume increased by nearly 3% in the pageant month.
- 2010 – During the month of the show, Las Vegas saw an increase in visitor volume of **109,259** from the prior year.
- 2010 – In the months following the pageant, Las Vegas saw an average visitor volume increase of **93,668**.

Estimated Valuation



Worldwide Exposure		
Global Telecast, Telemundo Simulcast & Ancillary Specials	\$2,437,500	Distributed to approximately 190 countries and territories
Press	\$6,399,332	Print/Online & Broadcast Coverage (Oct 7 th – Nov 20 th)*
Website (Direct Link)	\$195,333	312,533,777 hits (Nov 1 st – Nov 15 th)*
Webcast(s)	\$17,512	1,868,043 streams (Preliminary Competition)*
Social Media (Contestant tweets mentioning Coral Gables)	\$1,177,857	1,884,571,920 impressions (Nov 1 st – Nov 15 th)*
YouTube Channel (Web video produced by MUO)	\$53,148	7,086,409 Views (Oct 1 st – Nov 31 st)*
Media Exposure Total		
\$10,280,682		

Local Economic Impact		
Local Economic Impact	\$360,000	Pageant visitor spending

Added Benefits		
Swimsuit Event, Contestant Appearances, Program Book Advertising, Show Tickets, Press Conferences, Venue Signage, ETC.		

Host Benefits Recap



- Primetime U.S. Television Exposure
- Distributed to approximately 190 countries & territories
- Key business and tourism message points featured throughout the events.
- International Press Presence & Publicity Coverage
- Internet Exposure
 - Placement on www.missuniverse.com
 - Featured throughout YouTube, Twitter, Facebook, Instagram and more
- Local Economic Impact
 - Heightened Tourism
 - Fans spend in hotels, restaurants, bars, clubs, at shows, renting vehicles, and various other ways (formula for valuation available upon request)
 - Pageant Staff and Crew per diem expenditures
- Additional Opportunities/Charity Opportunities
 - Contestant Meet and Greets
 - Autograph Signings
 - Personal Appearance
 - Official Miss Universe Magazine/Program Book advertisement placement
 - Use of Miss Universe Trademarks
 - Miss Universe contestants available to participate in charitable events

Package Offer to Coral Gables

- Fifty seconds (:50) in-telecast inclusion (Primetime NBC & Telemundo, January 25, 2014)
- Swimsuit Event Opportunity
- 1 Contestant Appearance throughout the year
- 2 Program Book Ads
- Coral Gables link on www.missuniverse.com
- 15 Tickets for Telecast, Preliminary Competition, Dress Rehearsal and After Party
- Social Media Support from Miss Universe Contestants
- 1 Web Video (produced by the Miss Universe Organization, with full digital usage rights to Coral Gables)
- Post Show Day Miss Universe Coral Gables Press Tour

CONSIDERATION: \$650,000