



Encouraging Young Artists
A Presentation for Your Brand

Objective Of The Presentation



- Provide an overview of SmartStars to Your Brand
- Seek participation as a sponsor of prizes and certificates for the Sept 2020 **MY SCHOOL Art Competition**



Art Competition

Theme :
My School

Period :
Sep 5, 2020 to Oct 4, 2020



Be a Sponsor of the Sept 2020 My School Art Competition

- Your Brand could sponsor or participate in the September 2020 art competition for children
 - Open to all Children who would like to participate
 - No participation fee
- Your sponsorship or participation would include the following components
 - Communicating with households with children
 - Sponsoring prizes for the winner
 - Sponsoring participation certificates
 - Give brand goody bags for participants



Advantages for Your Brand

- Build a stronger connection with households with children
- Promote art amongst youth
- Drive messaging on topics like safety and others
- Potential to create a long-lasting property
- Build higher social media engagement with parents

As a Sponsor of SMARTSTARS

- As a sponsor you could further extend the benefits of sponsorship as follows
 - Participation by children of retailers, distributors, employees and customers
 - Publishing of winning art on product packaging, POS materials
 - Display of winning art at your offices
 - Creation of merchandise with winning art
 - Giving art scholarships to deserving children



About the SmartStars Program



www.smartstars.com

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Encouraging Young Artists



SmartStars is a program that encourages young artists to follow their passion of art. We hold various art programs and contests for Young Artists. As a regular student of art, or a new learner or just someone passionate about art, you can participate in various art contests co-ordinated by SmartStars. There is no registration fee and no participation fee (We are funded by our sponsors)



Let's Chat!

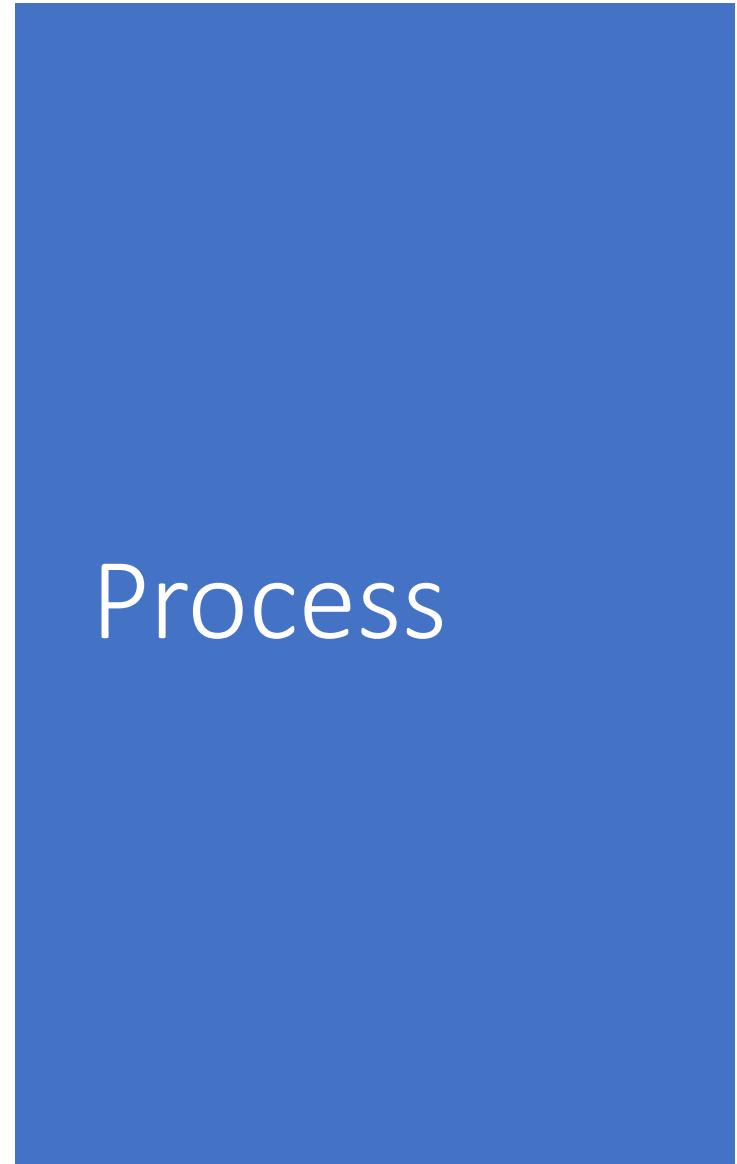
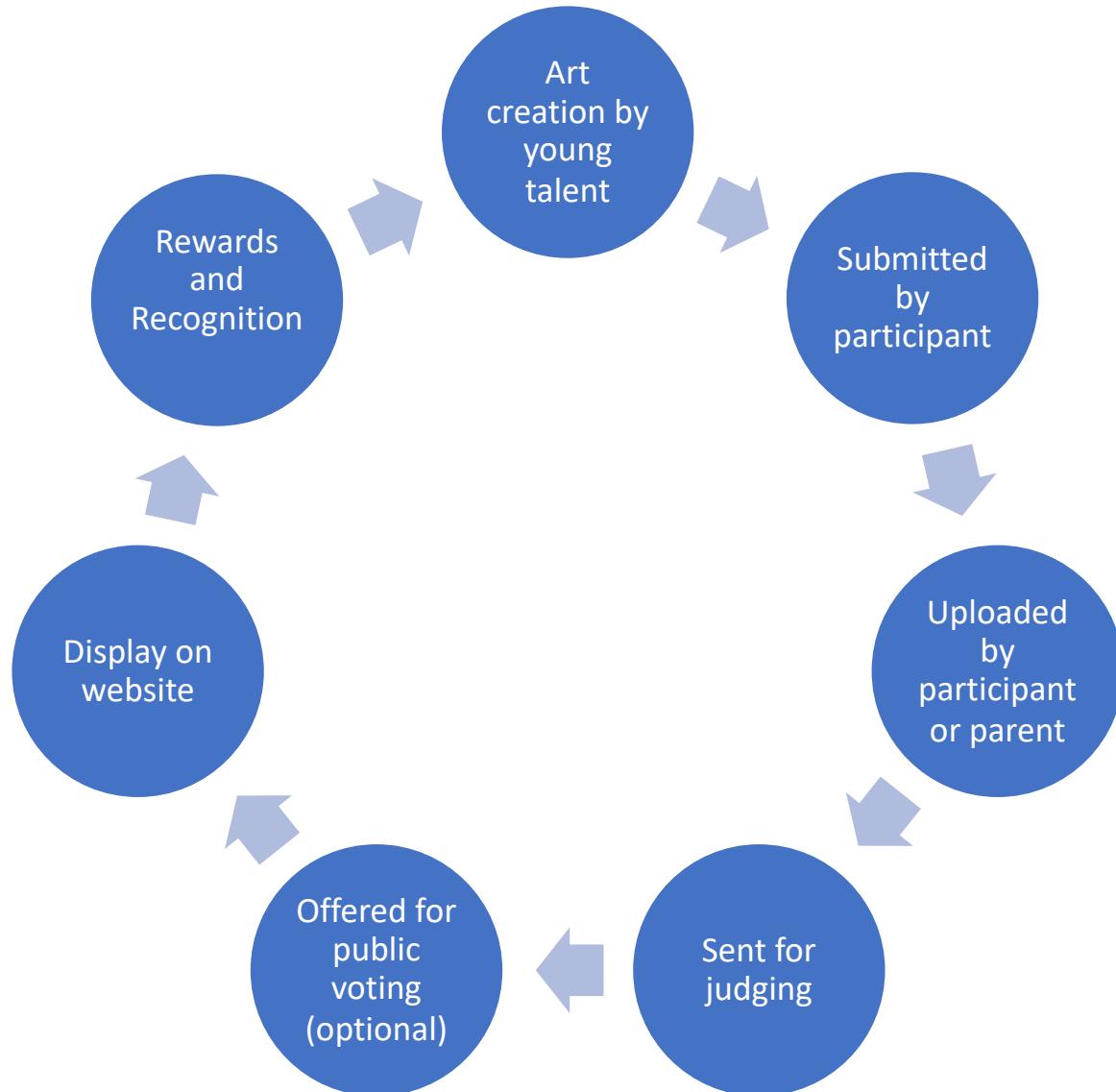
→ We'll reply as soon as we can

What is SmartStars

- An ongoing art and craft participation program for children
- 100% Online participation
- Intended to encourage and showcase artistic talent of Young Artists
- Age Group 8-18
- A series of Contests and Programs
- User Generated (Artists)
- Voluntary participation

- Art creation by young talent
- Submitted by participant
- Uploaded by participant or parent
- Sent for judging
- Offered for public voting (optional)
- Display on website
- Rewards and Recognition

Process



Process Flow – Participation



Artist Creates Art



Image is uploaded on
the SmartStars System



Reviewed by
nominated judges

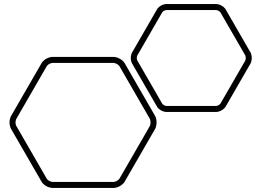


Option for Public
Voting



Rewards and
Recognition for
participants

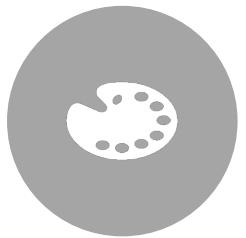




Eco-system



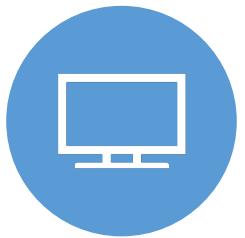
ARTISTS



ART & CRAFT
TEACHERS



JUDGES

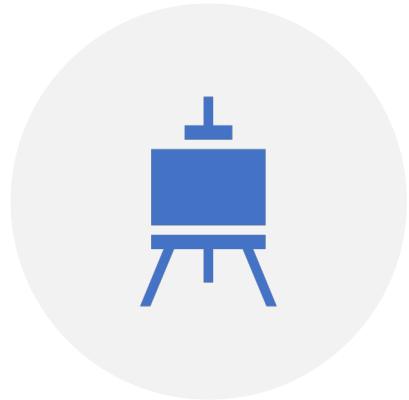


VIEWERS

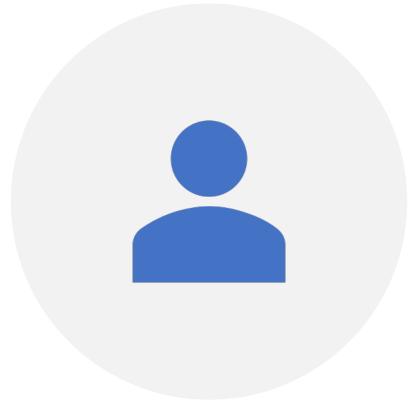


PARENTS

Brand Participation Options



WELL-WISHER



PATRON



SPONSOR

Well-Wisher



We are here to encourage young talent . As such we need your good wishes. As a well-wisher , we will mention you in our list of well-wishers. You do not have to pay anything . In future should you wish you could make any contribution of your products as gifts or prizes to participants

Patron



As a Patron, your company would contribute to the program and be mentioned as a Patron.

You may offer your company resources to support the initiative. Eg your office to conduct the judging of programs. Or a communication to your customers to encourage them to get their children to participate. You may also sponsor prizes or other benefits in future programs

Sponsor



As a Sponsor your company would actively participate in various programs



You would sponsor specific programs in one of the three options

Silver
Gold
Platinum



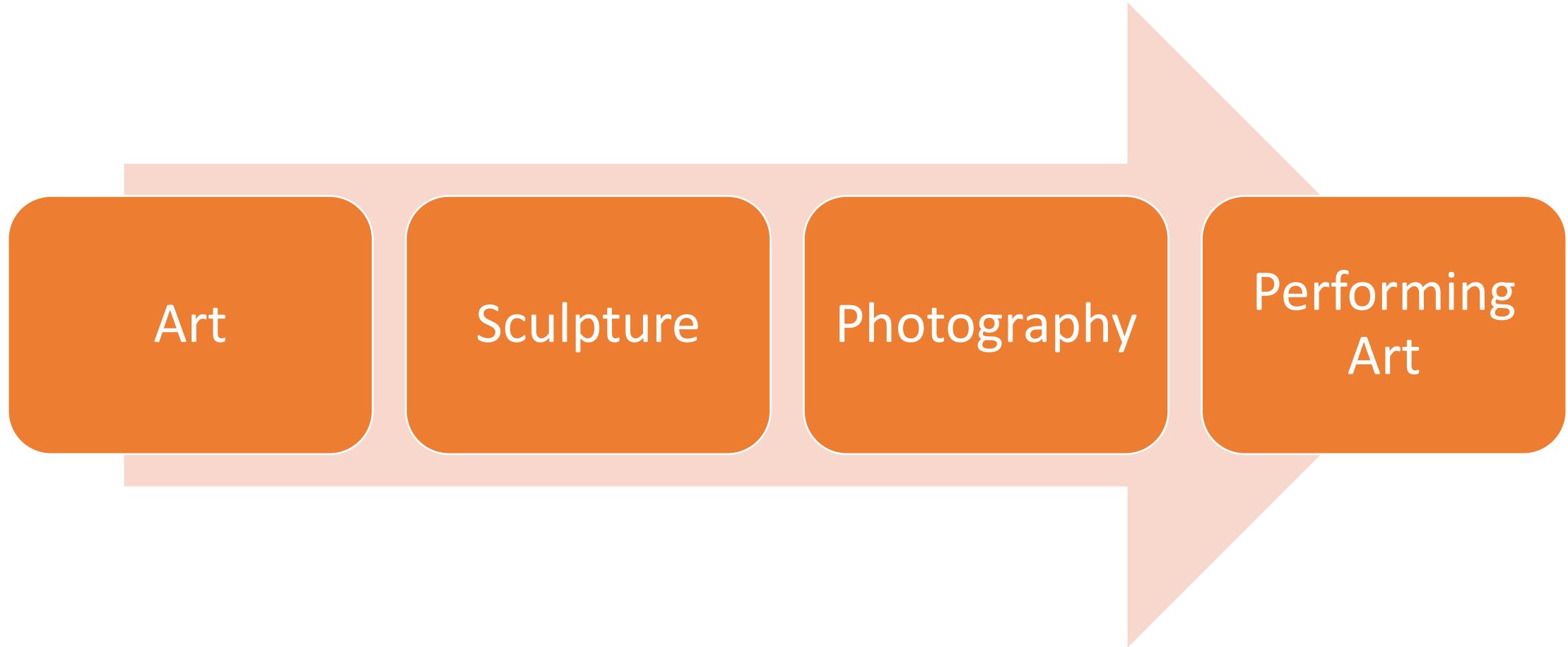
You will get a range of benefits which we can talk about in our meeting with you

Benefits of associating with SmartStars



- Encourage young artists specially during these times
- Reach households with your target audience
- Give more meaning to your social media advertising to be able to get higher engagement with viewers
- Direct to consumer platform that can be leveraged over time

Areas that you can sponsor



FAQs

Question

How much do participants pay to be a part of the program

Answer

Participation in the SmartStars program is free for the young artists. We rely on sponsors and well-wishers to run the program



Question

How much do sponsors need to pay to be a part of the program

Answer

As a brand you can participate in one or more ways

1. Sponsor prizes for one or more programs
2. Sponsor certificates for one or more programs
3. Sponsor goody bags for one or more programs
4. Sponsor the entire program

The cost of sponsorship would largely depend on the activities sponsored

FAQs

FAQs

Question

How many programs do you run in a year

Answer

We have no pre-set limit

However, each program is an elaborate operations process and needs a lot of time, energy and focus. So we prefer to keep the number of programs limited



FAQs

Question

Which organisation is behind SmartStars

Answer

SmartStars has been incubated by Kankei Group. A services company in business since 1998. The group founder Ajay Miglani is an Alumnus of Doon School, Shriram College of Commerce and IIM Calcutta. Prior to founding Kankei Group, Ajay was the Marketing Director of Visa International, South Asia. The group has primary business in CRM Services, Branded eCommerce and Cross Border eCommerce. The objective of SmartStars is to bring out the artistic talent of young children into the public space and to encourage them to do better

FAQs

Question

What are the next steps if I am interested in SmartStars as a sponsor

Answer

If you are interested, we will set up a call to take you through our forthcoming program



Contact Us

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