



Encouraging Young Artists  
A Presentation for Your Brand

# Objective Of The Presentation



- Provide an overview of SmartStars to Your Brand
- Seek participation as a well-wisher , patron or sponsor of a program

- Your Brand could sponsor or participate in Single or multiple art competitions for children
  - Interested in Art
  - Age Group 8-18
- This would include the following components
  - Communicating with households with children
  - Sponsoring prizes for the winner
  - Sponsoring participation certificates



As a Sponsor  
of  
SMARTSTARS

- This program can be further extended by Your Brand as follows
  - Art contests and programs for 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
  - Sponsor online art classes for consumers

As a Sponsor  
of  
SMARTSTARS

# 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

# About the Program



# www.smartstars.com

[Home](#)[About](#)[Participate](#)[Current Programs](#)[FAQs](#)[Contact](#)[Gallery](#)[Log In](#)

## 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

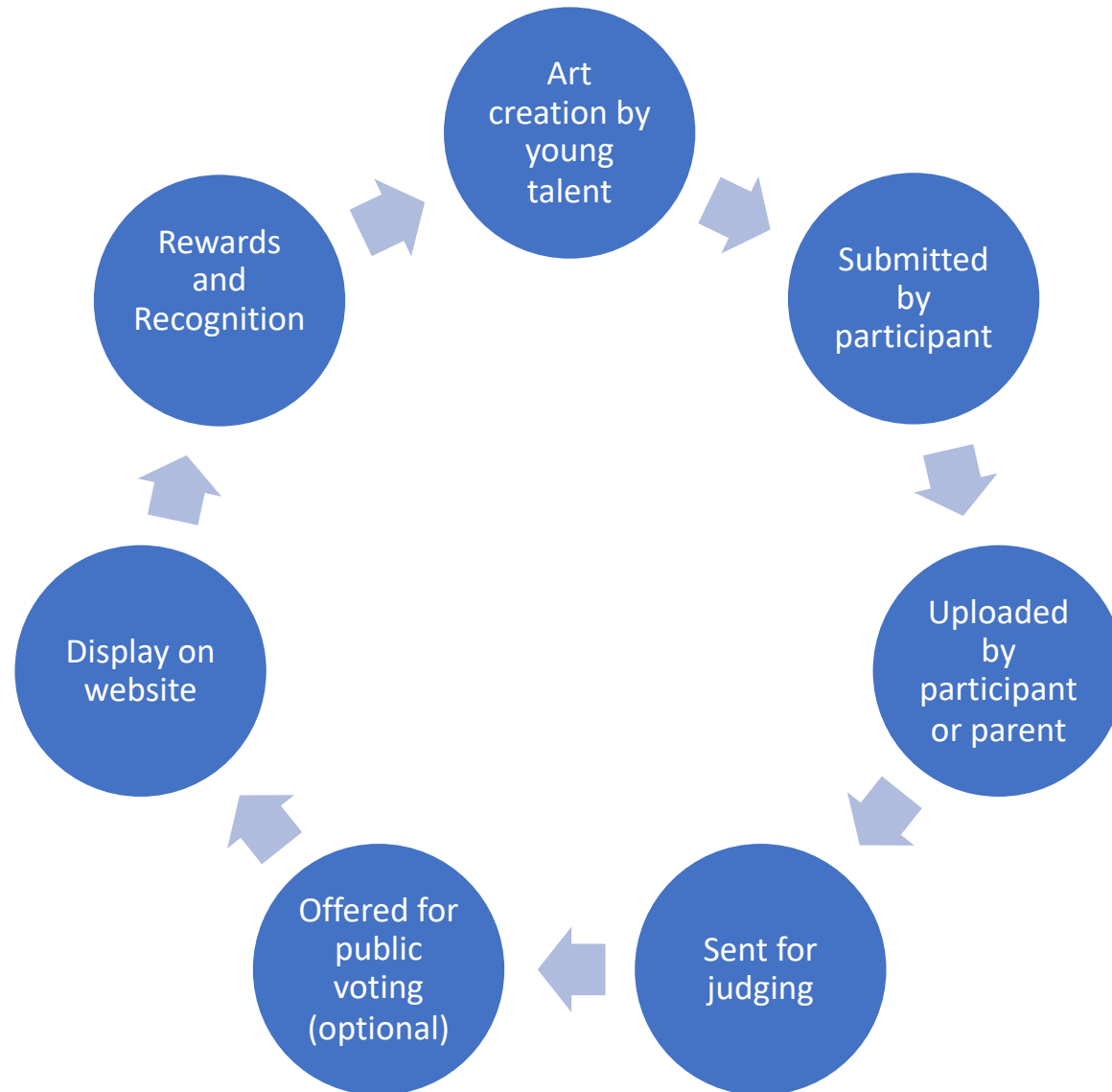
- An ongoing art and craft participation program for children
- 100% Online participation
- Intended to encourage and showcase artistic talent of Young Artists
- Age Group 8-18
- A series of Contests and Programs
- User Generated (Artists)
- Voluntary participation



- 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

# Process Flow – Participation



Artist Creates Art



Image is uploaded on  
the SmartStars System



Reviewed by  
nominated judges

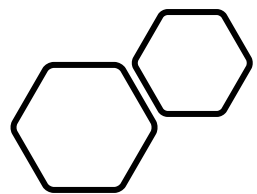


Option for Public  
Voting



Rewards and  
Recognition for  
participants

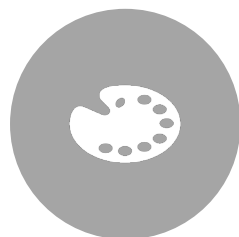




Eco-system



ARTISTS



ART & CRAFT  
TEACHERS



JUDGES



VIEWERS



PARENTS

# Brand Participation Options

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**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

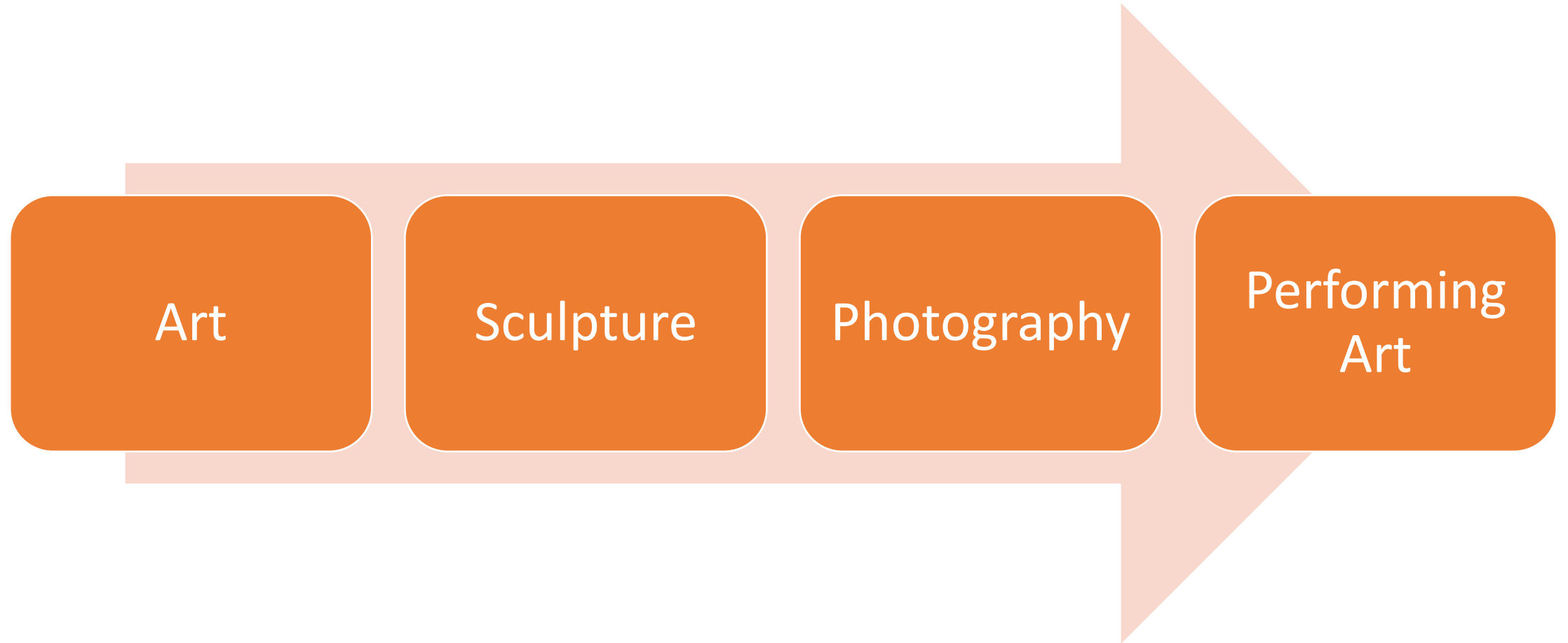




## Benefits of associating with SmartStars

- 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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