



HERITAGE &  
CULTURE WEEK

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MISS  
HERITAGE  
GLOBAL



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HERITAGE & CULTURE WEEK HOSTING OFFER

## TO THE DEPARTMENT/MINISTRY OF TOURISM

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We are proud to present you with our offer to host the Heritage & Culture Week Featuring the Miss Heritage Global pageant in your country. Miss Heritage Global has evolved to not just a beauty pageant but a tourism marketing platform that is able to generate measurable tourism marketing value for your country in the form of:

- Rebranding your countries narrative by showing the truth and reality of life in your country beyond mainstream media portrayal
- Generating visibility of tourist attractions and cultural experiences to a wide audience around the world over the entire 360 media landscape that includes traditional and new media
- Showcasing the culture and heritage of your country through the first hand experiences of the contestants; educating them AND the rest of the world on your heritage and how your culture has evolved
- Invitations to the rest of the world to visit your country through curated packages and experiences
- Hosting the biggest multicultural event in the world that will include fashion, food, music, dance and all elements of lifestyle thereby attracting the attention of visitors & viewers from all around the world

We believe your country is very capable of hosting an international event of this kind as your heritage and culture are rich and the whole world should come and experience it. As an organization Miss Heritage Global is dedicated to promoting and preserving the cultures and heritage of the world and spreading a message of beauty in diversity; we can create a world that is tolerant of all cultures through education, experience, dialogue and celebration.

The Miss Heritage Global organization is founded in Africa with 78 affiliated countries around the world. The pageant is the fastest growing pageant globally with 50 countries taking part and sending a culture ambassador to the event for the last 5 editions.

Further into the document, you will find a detailed breakdown of our offering including the obligations of the host country and the Miss Heritage Organization in hosting an event that will generate the most value for your country.

We look forward to engaging with you further on this prospect.



Sincerely,  
*Nhlanhla Shabangu*  
President, Miss Heritage Global Organization



## INTRODUCTION

WATCH: [https://drive.google.com/file/d/18ZqBnz0F24yBpyqMtzzupD3iv\\_LYZKVv/view?usp=drivesdk](https://drive.google.com/file/d/18ZqBnz0F24yBpyqMtzzupD3iv_LYZKVv/view?usp=drivesdk)

At the core of the Miss Heritage Brand is the promotion of culture and heritage tourism. The platform is an edutainment property that seeks to educate the world on the heritage that shapes our cultures and through this process promote Tourism; encouraging young people to travel and experience new cultures in Africa and around the world.

Miss Heritage is the first international beauty pageant that focuses on the promotion of heritage and is the only internationally recognized international pageant that is created and is based in Africa.

The Miss heritage concept compliments the vision, mission and objectives of the United Nations Educational, Scientific and Cultural Organization (UNESCO) whose mission includes promoting cultural heritage and the equal dignity of all cultures, in this regard, Miss Heritage Global's mission just like UNESCO is to strengthens bonds among nations with the contestants taking on the role of ambassadors representing their individual countries.

Miss Heritage Global is ranked 7th in the world according to Pageantology Analysts. The pageant is also ranked number 3 most noticeable pageant in the world and number 1 in Africa. The Pageant is currently endorsed by governments in Kenya, Philippines, Swaziland, Ghana, South Africa, India, Russia, Kyrgyzstan and many others.



MHG HOSTING OFFER

# INTRODUCTION

## VISION & MISSION

### OUR VISION

To be a leading driver for:

- **TOURISM:** Boosting the host country's tourism industry by showcasing its unique heritage, cultural and lifestyle offerings.
- **GLOBAL CONNECTIONS:** Building bridges between nations and fostering cultural understanding, trade and business relationships and new market opportunities for international brand.
- **ENTERTAINMENT:** Creating a fun and engaging experience for participants and audiences alike, with an event suited for foodies, fashionistas, music fans and world travellers and explorers.

### OUR MISSION

Our mission is to inspire a world united in its diversity. We achieve this by demonstrating the core values of the Heritage & Culture Week Brand:

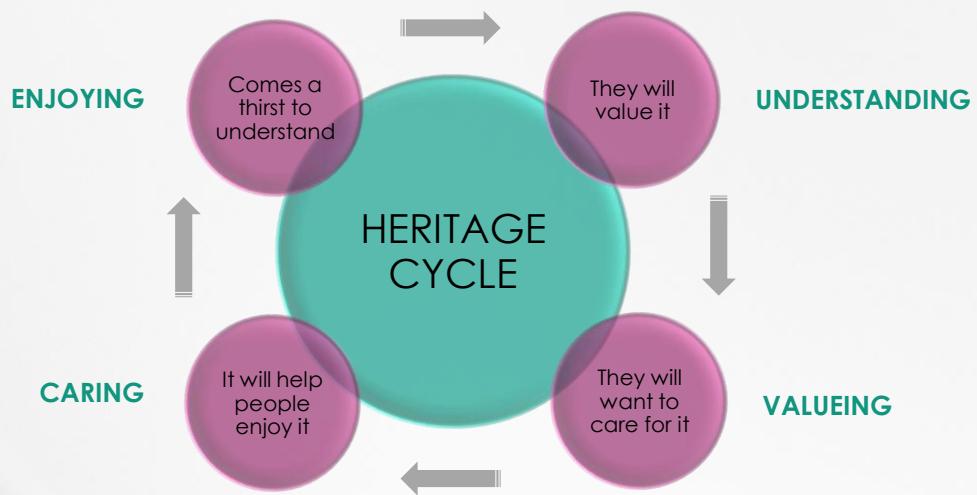
- **TOLERANCE:** We embrace differences and respect all cultures.
- **OPEN-MINDEDNESS:** We encourage a willingness to learn and understand diverse perspectives.
- **EMPATHY:** We foster compassion and appreciation for the experiences of others.
- **INCLUSIVITY:** We create a welcoming space for all cultures and backgrounds.
- **SUSTAINABILITY:** We promote responsible practices that preserve cultural heritage for future generations.
- **COLLABORATION:** We believe that working together across cultures can lead to positive change.



## OBJECTIVES OF HERITAGE & CULTURE WEEK

The main objective of Heritage & Culture Week is to create an experience that will bring cultural ambassadors together, representing their cultures and immersing themselves into the culture of the host country thereby demonstrating the heritage cycle.

### H & CW IS BUILT ON THE PRINCIPLES OF THE HERITAGE CYCLE



Through the experiences of the contestants, we will then create content that will be distributed worldwide thereby generating tourism marketing value for the host country.

The contestants spend a week exploring the culture and heritage of the host country as a build up to the main event stage where the contestant that was the most open to learning about a new culture and also sharing their own culture will be crowned as Culture Queen; a true global citizen who represents humanities ability to look beyond prejudice and cultural differences.

#### FURTHER OBJECTIVES INCLUDE:

- To promote the preservation of heritage and culture as it is important for future generations to know their heritage. MHG aims to put a spotlight on the host countries heritage through visits to heritage and cultural and showing the importance of heritage and culture in modern society
- To promote tangible and Intangible world heritage and show its value in an ever transforming and progressing world.



- c. To empower women globally by creating an opportunity for them to gain global recognition and be able to use the platform to create more opportunities for themselves.
- d. To educate the world about the different diverse cultures of the world, show the opportunity in both our similarities and differences thereby creating more tolerance and understanding between the world's peoples.
- e. To market and rebrand nations – a lot of the world has their world view of different parts of the world and their cultures influenced by a biased misinformed media – Miss Heritage Global aims to bring people from around the world to experience the authentic cultures and people of the host country.
- f. To promote the heritage tourism of the host country. Some of the most successful countries in tourism e.g. Greece & Italy have used their heritage tourism to attract visitors. Countries will be able to market their heritage to a global audience in one event.

## WHO ATTENDS MISS HERITAGE GLOBAL?

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### CONTESTANTS

40 – 60 contestants, depending on the number that the host country can accommodate, serve as the ambassadors of their culture and country. Contestants attend with the National Director responsible for the brand locally and serves as the contestants care taker during heritage week.

### THE DIPLOMATIC CORE

The diplomatic core in each country is responsible for managing intercultural relations between countries. The diplomatic core is invited to support the representative of their country and an ambassadors event is hosted during Heritage Week.

### GOVERNMENT OFFICIALS

Heritage week offers various networking opportunities for government officials looking to foster strong relations with the host country or other participating nations. Because of increased interest from Government officials to use this platform to build stronger intercultural and trade relations, we will be adding a world trade themed event as well as a world food market to facilitate networking during heritage week.]

### INTERNATIONAL ARTISTS & INFLUENCERS

As Heritage week continues to grow, we will be inviting more artists and influencers from around the world. The main stage will feature performances and presenters from all regions of the world in order to really capture the essence of unity in diversity by having each region of the world represented on stage in one way or the other.

### INTERNATIONAL MEDIA

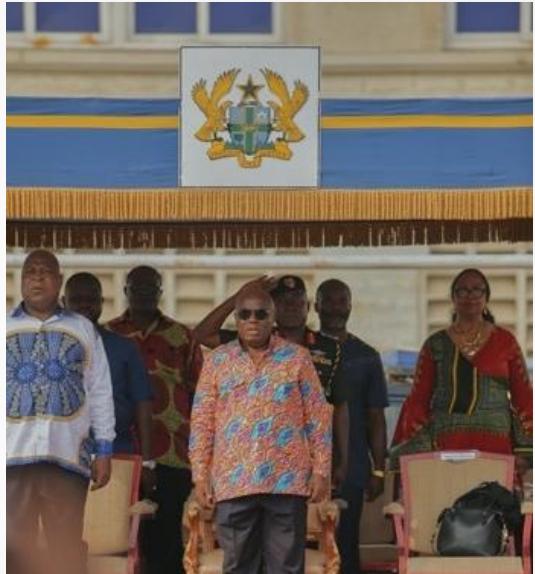
Depending on support from local government, some contestants do attend with a media group send to cover the event and the contestant's participation. The pageant world also has dedicated media platforms that will attend heritage week to cover the event.

## NON-GOVERNMENTAL ORGANIZATIONS

We work with various NGO's that work in conjunction with MHG's mission to preserve and promote heritage and culture. Both international and local organizations are invited to partner with us during heritage week for events and activations including charity events.

## BEAUTY PAGEANT FANS AND SUPPORTERS

The pageant world has millions of fans and supporters from different walks of life. With the inclusion of tourism packages that will be marketed and sold to fans through the contestant's network – we will be inviting fans to join the contestants on a once in a lifetime trip to the host country for a week of heritage education, cultural experiences and a lot of fun.



# ECONOMIC IMPACT OF INTERNATIONAL EVENTS: A LOOK AT SUCCESS STORIES

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The Heritage & Culture Week presents a compelling opportunity for host countries to experience significant economic growth. Economic Impact of International Events: A Look at Success Stories

The Heritage & Culture Week presents a compelling opportunity for host countries to experience significant economic growth. Let's explore the positive impact hosting this event can bring:

## INCREASED TOURISM REVENUE:

- The 2016 Rio Olympics generated an estimated \$3.5 billion in tourism revenue for Brazil. (Source)
- A study on the 2010 FIFA World Cup in South Africa found an estimated \$5.2 billion increase in tourism spending.

## JOB CREATION:

- The 2012 London Olympics created an estimated 200,000 temporary and permanent jobs across various sectors.
- The 2018 Winter Olympics in PyeongChang, South Korea, resulted in 70,000 new jobs being created.

Enquire About Hosting ([hosting@heritageandcultureweek.org](mailto:hosting@heritageandcultureweek.org))

## BROADCAST AUDIENCE POTENTIAL:

The Miss Heritage Global pageant, as the culminating event of the Heritage & Culture Week, holds immense potential for a global audience. Here's why:

- **50+ Participating Countries:** With contestants representing over 50 countries, the event naturally attracts viewers from each contestant's home nation, eager to support their representative.
- **Diaspora Communities:** Many countries have large diaspora communities around the world. These communities will likely tune in to cheer on the contestant representing their heritage.
- **Cultural Enthusiasts:** The celebration of diverse cultures is a powerful draw for viewers interested in experiencing different traditions and perspectives.

## GLOBAL BROADCAST REACH:

- Major international broadcasters are increasingly interested in featuring diverse programming. The Heritage & Culture Week offers a unique and captivating format with global appeal.
- **Social Media Integration:** Live streaming capabilities and social media engagement can further amplify the event's reach, attracting viewers from around the world. The contestants are always sharing their experiences on social media, driving more traffic and interest to the host country.



## OBJECTIVES OF THE HERITAGE WEEK ARE AS FOLLOWS:

- Showcasing the host countries tangible and intangible Heritage with the message to safeguard heritage
- Leisure and Entertainment; this is still the number one tourism draw so experiences need to be high end and beautiful to attract leisure, entertainment and adventure travelers.
- International unity: activities should show the host country as one that is open to all peoples of the world and promotes world peace and unity
- Promote female leadership and empowerment through events that put women at the center
- Character building interactions and experiences that promote intercultural tolerance and acceptance
- Team building to show that we can all work together towards a common good
- Education about heritage and culture to both local and international audiences
- Cultural exchange where every culture represented will be given an opportunity to share cultural practices from their country

The following are key activities and events that are part of the Heritage week agenda in each host country:

### WELCOME AND SASHING EVENT

This is the first event held on the day all the girls have arrived in the host country. The event is to be hosted by the Tourism ministry with invited guests as well as local and international media to kick off heritage week. The contestants will be given their official host country branded sashes that they will adorn throughout the week at all events and activities. This event is a welcome to your country and should communicate what visitors to the country can expect for the week.

### FAN ACTIVATION

To boost local ticket sales, the contestants will have a meet the fans event at a popular daytime family venue (shopping mall, car wash, park, etc.) this event is to alert locals of the upcoming show and a chance for locals to meet people from parts of the world they have never been to. This is especially an important event for children and young people to see that the world is big and they have access to travel and meet people from around the world.

### TOURIST TOUR

The first seven days are dedicated to visiting tourist sites. This is where the host country gets the opportunity to showcase to the world the sites and experiences tourists can enjoy in your country. This experience is dedicated to heritage education and cultural event experiences. We recommend that heritage week is hosted during major cultural events.

The tour can also include visits to export product production sites. In Ghana the contestants visited a cocoa farm as Ghana is responsible for supplying 60% of the world cocoa.





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## CHARITY DAY

In each country, we identify a cause that needs to get international recognition and we create an event that will include the contestants lending a hand to the cause and in certain cases, contestants can raise money through crowd funding platforms for a particular cause.

## WORLD FOOD MARKET/ CUISINE QUEEN

The contestants put on their chef hats and cook meals from their home country. This is an event we intend to grow to mass where we will see contestants getting support from chefs and individuals from their home countries travelling with them to showcase the cuisine of their culture. The event at the moment is invite only but we intend to open the event to ticketing for the public as this will also drive attendance from tourists from contestants' countries.

## WORLD CRAFT MARKET/ CRAFT QUEEN

The contestants showcase their crafting skills by showcasing crafts and skills that are indigenous to their own countries cultures. At the moment this is an invite only event; we intend to grow it to encourage countries to exhibit more crafts and skills products to sell at the world craft market. This will also attract more visitors to the host country during heritage week.

*\*The world food market and the world craft market are held on the same day.*

## AMBASSADORS EVENT/ TALENT QUEEN

This is the event where the diplomatic core is invited to meet and show support to the contestant representing the country. This event is themed according to local popular event experiences be it gold, polo, or a simple cocktail event. The event is hosted by the contestants and this is where they showcase their unique talents developed through their own home cultures.

## THE GENDER CULTURE DEBATE

This event is where contestants meet with local young women in the host country to dialogue on gender culture in the country and share experiences on how these issues are faced and addressed in different parts of the world. This is a women empowerment project that encourages women to work together in dealing with gender based issues around the world. This event is a conference format and is hosted by a prominent female figure in the host country e.g. The first lady.

*\*The ambassadors event and the gender culture debate happen on the same day*

## NIGHT LIFE

Night life is also a huge tourism attraction. Two nights during culture week are reserved for night life tours. These can also include private brand sponsor events, product launches and activations. The last two days are reserved for rest and rehearsals for the final show.





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## FEATURES & BENEFITS OF HOSTING HERITAGE WEEK & MISS HERITAGE GLOBAL

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### DIRECT SALES & RETURN ON INVESTMENT

Heritage & Culture I has a 6 – 12 months marketing campaign potential (this depends on host countries urgency in initial engagement) This time allows for the contestant's network to market and drive sales of tourist packages that will be created for travelers to come to heritage week. Revenues from these packages go directly to airlines, hotels and all other travel and tourism services provided to visitors for the trip. Please note that contestants are given a commission on tourism package sales as this motivates them to drive sales as it directly benefits and empowers them. MHG does not take any part of this revenue.

### GLOBAL CONTENT MARKETING CAMPAIGN

From the moment the contracts are signed, the marketing campaign is activated. This means we will engage our contestants, past and present to start posting content about the event, the host country and the experience's they are looking forward to. The MIHG branding and marketing team will work with the local tourism marketing office to create a comprehensive content marketing plan that will run from activation, to the main event and also post event as the content from heritage week is distributed on various media channels. The primary channel of distribution of the main content for MHG is Facebook TV as the platform has audiences from all MHG network countries and can get eyeballs on our content from all around the world at once. Further content is distributed via various media partners around the world.

### COUNTRY BRANDING AND EXPORT PRODUCT MARKETING

Miss Heritage Global creates an unrivaled opportunity for the host country to send the countries brand message to the world. What is it that your country has to offer the rest of the world? This is an opportunity for host countries to showcase their best to the world above and beyond tourism. As we have a global audience at your fingertips, this is an opportunity to showcase the countries best export products and brands. The contestants can use and experience the products, shoot world class adverts for your local brands featuring international beauties as well as give the contestants samples to take home and share. This can serve as a market research exercise to see which countries would be open to the host countries indigenous brands.

### REASSURE WORLD TRAVELERS OF THE QUALITY AND SAFETY OF YOUR COUNTRY

With the onset of Covid-19, travel and tourism is set to change and countries will have to reassure travelers and tourists that it is safe to travel to the country. Miss Heritage Global creates an opportunity to demonstrate the quality and safety of travel to your country and show first hand through contestant experience the measures and precautions put in place to ensure a safe, fun, class and value of travelling to your country.



## FURTHER BENEFITS OF HOSTING MISS HERITAGE GLOBAL INCLUDE:

Build your country brand equity, differentiate your countries brand from other countries and stand out  
Create global awareness for your country as a tourist destination.

- Hosting a global event of this magnitude attracts investment and creates enterprise opportunities for young people locally be it selling souvenirs, local food snacks and various other services to be provided to visiting tourists
- Hosting Miss Heritage Global creates awareness of the importance of heritage and culture, thereby prompting the increase of resources for the protection and preservation of heritage and culture
- Miss Heritage Global also encourages the revival of local traditions and cultures
- The event also encourages locals to see opportunity in the heritage and culture sector and this increases investment and development in the space
- Hosting the event immediately increases the host country's international brand prestige
- Promoting tourism, culture and other related creative industries drives economic and social development



## CASE STUDIES

South Africa has hosted Miss World more than 4 times as the pageant has brought the country international media coverage as well as brought in over 10Million dollars in tourism revenue.

China began hosting international pageants in 2003 and has since hosted various pageants as they have received huge returns on investment. Hosting Miss World in 2003 stimulated the economy with a return of \$15.6Million dollars.

Indonesia: Miss World 2013, according to the Indonesian Tourism Board and Tourism Minister, hosting Miss World 2013 changed and reinforced the image of Indonesia as a tourism destination and as an investment portfolio with Tourism increasing by 70% after hosting the event.

According to the Jamaican Tourism Board, the founding and hosting of Miss Global International has made it easier for the island to advertise itself as a tourism destination as Miss Global International focuses on the correct aspects and features of Tourism.

According to Miss Earth Pageant which is hosted in Philippines every year, they have turned Philippines environmental issues around by using the pageant to create awareness, thus making the country a top travel destination due to a healthy environment that has paved the way for more tourism and investment into the country.



# HOSTING OBLIGATIONS: MISS HERITAGE GLOBAL ORGANIZATION

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## 1. CONTESTANTS & INTERNATIONAL DELEGATE ATTENDANCE

Miss Heritage Global is responsible for ensuring participation from selected countries. The organization has over 60 affiliated countries and will guarantee between 40 - 60 participating beauty queens from all over the world. Participating countries are selected based on host countries prospect markets for tourist attraction.

Travelling with contestants are national pageant directors, stylists, journalists, government officials and tourists who purchase the heritage week experience packages. We anticipate at least 100 people travelling to the host country with the contestants.

## 2. INTERNATIONAL MEDIA COVERAGE AND PR CAMPAIGN

The organization is responsible for securing media partners from each participating country and coordinating a media and PR strategy that will see international coverage and visibility for the host country and the event. This strategy as mentioned previously will be run over a 6 – 12-month content marketing campaign that will produce coverage on both traditional and new media.

## 3. COMPETITION PRIZES

The organization is responsible for the monetary prizes the winners will receive. Prizes are as follows:

Miss Heritage Global:	USD 20000
1st Runner Up:	USD 10000
2nd Runner Up:	USD 8000
Continental Queens:	USD 6000

### Special Awards

Heritage Queen of Cuisine:	USD 1000
Heritage Queen of Craft:	USD 1000
Heritage Talent Queen:	USD 1000

## 4. EVENT MANAGEMENT

Working with a local team, the organization will be on hand to supervise event management activities and ensure smooth production of all activities and events during heritage week. The MHG office and staff will be available to in the host country throughout the production process to ensure all deliverables are met.

## 5. MAIN EVENT PRODUCTION

The organization is responsible for producing the main event. MHG will be responsible for coordinating the stage, selecting international performers and managing the content production elements of the main event.



## 6. CONTENT PRODUCTION

MHG will be responsible for the production, development and distribution of all content during heritage week. This includes filming all activities during heritage week and packaging the content for distribution to media partners, social media and other media platforms. MHG will also ensure production of marketing content for the host country and this will be delivered within two weeks of the event.

## 7. BRANDING AND MARKETING

MHG Organization will be responsible for creating marketing and branding material for all events and activities during heritage week including the main event. This ensures brand cohesion throughout the event production cycle.

# HOSTING OBLIGATIONS: HOST COUNTRY

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## 1. HOSTING RIGHTS: FEES & LICENSING

The host country is liable to pay the hosting and licensing fees to Miss Heritage Global Organization. This fee is paid in advance and is considered confirmation that the country has acquired the rights to host the event. There is no standard fee BUT bidding price starts at \$500 000 Dollars. Upon mutual agreement of the hosting fee, this is expected to be paid to Miss Heritage Global before any further activities.

## 2. EVENT MANAGEMENT

As the MHG organization is new to the market, the host country is expected to provide a local task force that will work with the MHG in the production and management of all events and activities during heritage week. This team will also work with Miss Heritage Global in acquiring local support and sponsorship from local brands, the diplomatic core and other related relevant stake holders

## 3. TRANSPORT & LOGISTICS

The host country is responsible for ground transportation from contestant and crew airport shuttles to all movement in country

## 4. CATERING

All meals as part of the cultural experience will be covered by the host country. We have found that restaurants and caterers are open to hosting the contestants for meals in exchange for some visibility as all experiences will be filmed.

## 5. ACCOMMODATION

Host country is responsible for accommodating the contestants and the MHG crew. 4 Star and above accommodation is the standard on a double occupancy room sharing arrangement. Comfortable accommodation is very important for the contestant's experience as this is what they will share the most about the host country.



## 6. VISA PROCESSING

All contestants and MHG Crew must be accorded the relevant visas and travel documents by the host country. Visa letters are to be sent to the MHG organization as soon as contestants are confirmed.

## 7. CHAPERONS

The host country is expected to provide local guides and chaperones who will serve as hosts and local guide to the contestants. Chaperones should be female, have great etiquette and knowledge of local culture with a good handle on the English language. MHG requests a ratio of one chaperone to 10 contestants.

## 8. ON CALL DOCTOR/NURSE

A doctor or nurse is expected to be on call in case of any health related emergencies. First aid kits are also expected with each group of 10 contestants.

### Local Performers and Influencers

The host country is expected to engage local artists and influencers to take part at the main event and other events during heritage week where their attendance will increase the events value and visibility.

## 9. ITINERARY

The host country is responsible for coming up with a comprehensive and manageable itinerary for heritage week that will see contestants visiting the tourist sites the country wishes to promote as well as the events and activities that the host country would like to attract visitors to.

## 10. EVENT VENUES & TECHNICAL REQUIREMENTS

The host country is responsible for providing an international standard event venue for the main event as well as other venues for the other events on the itinerary. The main event venue should be able to sit both VIP and ordinary fans and should have an appropriate backstage set up for wardrobe and makeup for contestants, performing artists and presenters.

## 11. LOCAL MEDIA AND PR MANAGEMENT

MHG will support on content but it is the host countries responsibility to provide local media partnerships, local media coverage including interview's and press conferences as well as advertising spots on local media for the main event



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## EVENT FINANCE

The host country is responsible for financing all activities throughout heritage week except the main event production and broadcast. The organization will be on hand to assist in acquiring sponsorship working with the local management team. Sponsorship funds for the main event will be paid directly to MHG global. Sponsorship for all other events during heritage week be paid to the local event management team.

**The following responsibilities will be shared between both MHG and the host country:**

- Development and management of itinerary and timelines
- Creation and implementation of transparent budgeting system
- Management of event vendors: the local team will take the lead here as we expect to work with service providers that have worked with the local team before
- Contract negotiations: sponsors and partners
- Management of logistical elements including but not limited to:
- Site/venue research and selection
- Food and beverage planning
- Air and ground travel management within the host country
- Group activity planning and management
- General event staging, production and technical
- Speaker selection, negotiation and management
- Programme security
- Research and procurement of programme requirements
- Recruitment of professional onsite staff
- Management of guests and ticketing
- Acquiring further prizes from local sponsors

Any further details will be discussed in further negotiations and will be included in the final host country contract.

## PAST EVENTS

2024 - Zambia

2022 – South Africa

2019 - Ghana

2017 - South Africa

2015 - South Africa

2014 - Zimbabwe

2013 - South Africa



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2013 - SOUTH AFRICA



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2014 - ZIMBABWE



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2015 - SOUTH AFRICA



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2016/17 - SOUTH AFRICA



The image shows the front cover of L'Espresso magazine. The main title 'LA VOIX DU NORD' is at the top in large blue letters. Below it is a sub-headline 'Lille et la métropole'. The central feature is a large photo of a woman with curly hair, smiling, wearing a sash that reads 'MISS HERITAGE GLOBAL 2017'. To the left of the photo is a headline 'Une Lilloise élue Miss Héritage Global'. On the right side of the cover, there are several columns of text and small images, including one of a man in a suit and another of a person in a red dress. The overall layout is a mix of text and visual elements typical of a magazine cover.



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## A COMPREHENSIVE TOURISM MARKETING PLATFORM BUILT ON CULTURE AND HERITAGE

This document breaks down the opportunity for countries to host Heritage Week and the Miss Heritage Global pageant – more than just a beauty pageant but a tourism marketing platform that is able to showcase a countries culture and heritage experience to a wide audience around the world.

Should you be interested in hosting Miss Heritage Global, please contact:

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