



IBEA

Influencer & Brand Excellence Association Awards - 2024



It is Time!

The IBEA Awards, the largest influencer summit of 2024 is just at our doorstep. The power of influence connects people and build upstanding communities. To recognise their efforts, we are hosting the biggest event in a fun and grand way.

INTRODUCTION

The Influencer and Brand Excellence Award (IBEAE) is a prestigious recognition for individuals and companies with significant influence within their respective industries. Unlike traditional awards that focus solely on individual achievements or corporate success, IBEAE celebrates the dynamic synergy between influencers and brands, acknowledging their combined impact on both the consumer landscape and broader sectors.

MISSION

To empower and celebrate influencers and brands that are driving positive change and innovation across industries.

Vision

To create a landscape where influencers and brands are recognized for their significant contributions, inspiring others to achieve excellence and make a lasting impact.

FUTURE

- **Expanding Categories:** IBEA could introduce new award categories to encompass emerging influencer platforms like short-form video or the metaverse.
- **Global Reach:** The award show might expand its reach beyond its current region, becoming a globally recognized symbol of influencer and brand excellence.
- **Increased Prestige:** With sustained success, IBEA could become a highly coveted award, attracting more high-profile nominees and further solidifying its reputation.
- **Focus on Social Impact:** The awards could emphasize social impact alongside commercial success, recognizing influencers who advocate for positive social change.
- **Integration of New Technologies:** IBEA might incorporate innovative technologies like blockchain for secure voting or virtual reality presentations.

Event Specifics

Event: IBEA Award Show

Date: Mid July

Participants: 600 Approx.

Target Demographic: Influencers
and Brands

Venue: ICCB

Start Time: 3.30 pm

TIME FRAME

Title	Time
Welcoming Guests	3:30 PM - 4:00 PM
Celebrity Interviews and Outdoor Activities	4:00 PM - 4:30 PM
Event Start	4:30 PM - 4:45 PM
MC starting Dance Performance	4:45 PM - 4:55 PM
MC Speech	4:55 PM - 5:00 PM
Organizer Speech	5:00 PM - 5:10 PM
Award Ceremonies Pt.1	5:10 PM - 5:50PM
Dance Performance	5:50 PM - 6:00PM
Award Ceremonies Pt.2	6:00 PM - 6:40 PM

TIME FRAME

Title	Time
Song Performance	6:40 PM - 6:50 PM
Award Ceremonies Pt. 3	6:50 PM - 7:30 PM
Break	7:30 PM - 8:40 PM
MC request people to attend the show	8:40 PM - 8:45 PM
Song Performance	8:45 PM - 8:55 PM
Award Ceremonies Pt. 4	8:55 PM - 9:35 PM
Comedy Interval	9:35 PM - 9:50 PM
Song Performance	9:50 PM - 10:00 PM
Special Award & Ending Speech	10:00 PM - 10:15 PM
Event Ending	10:15 PM - 10:30 PM



FOR MEN:

Men are encouraged to rock a modern suit look for that professional pop and comfortable confidence.



FOR HER:

Women are encouraged to wear a western getup for providing a beautiful contrast and a confident ambiance to the whole premise.



VENUE ARRIVAL

Guests arrive at the venue, and they will be greeted before
the red carpet

MEET & GREET

The guests will be greeted at the entrance by people equipped with bouquet of flowers on standby

GRAND *Entrance!*

Now its the time for the grand entrance of our important guests followed by a glorious fanfare from your pianist and saxophonists. Their reactions will be something to live for!

Food Stall

Equipped within our premises is our most famous brands of fast food. The guests will not leave this venue with an empty stomach. To avail these delectable, the guests will be given punch cards to utilize this feature.

Bioscope

Everyone surely have something that directly transports them to their childhood. To provide more entertainment and some nostalgia, we have also equipped our venue with a bioscope machine!

SEAT ALLOCATION

Finally after all the attractions, we seat our guests to their respectful seats marked with their names with the utmost respect. To fully enjoy the food stalls, they will utilize the punch card they were given during the seating.

Event Starts

THE WAIT IS OVER! We start preparing our waiters to line up to the sides and suggest our guests to take their seats.

Opening Dance

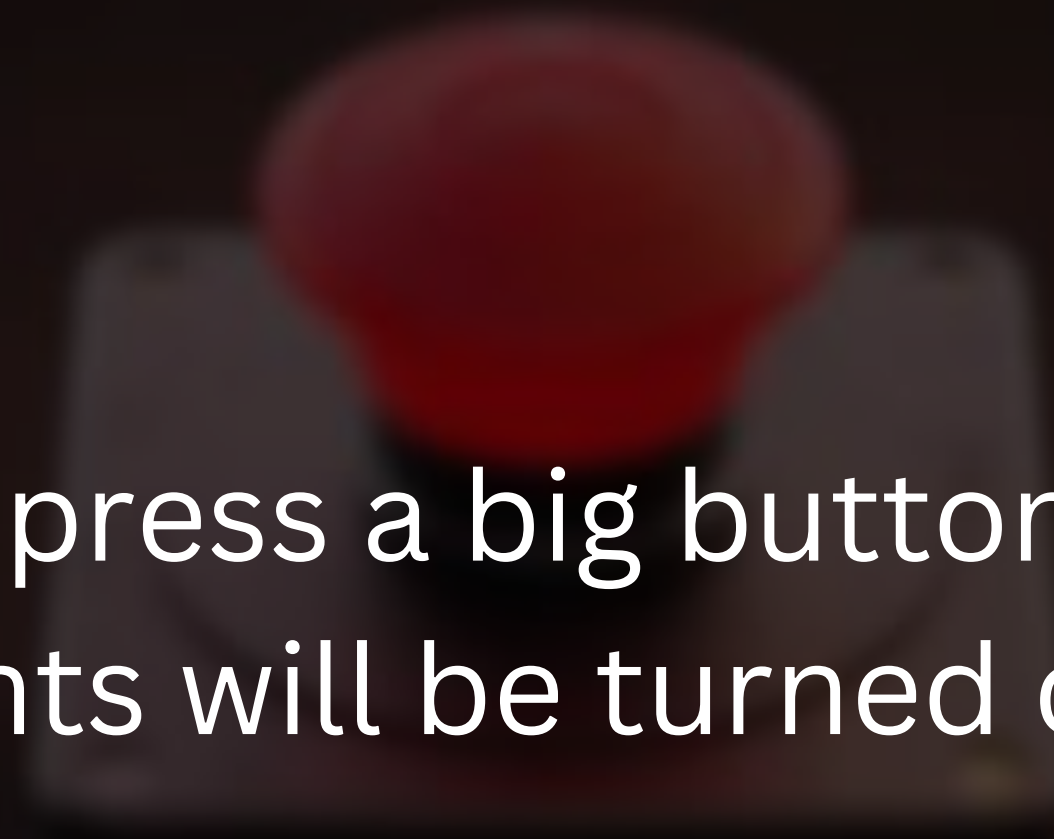
Now that the suspense is over, the host (Female host) comes to the stage, followed by (Male host) breaking into a dance, surprising everyone in the audience.

ORGANIZER SPEECH

The **MC** will now deliver the heartfelt speech and hand it over to the **Organizer (STARBOX & IBEA)**. They will each have a portfolio shown on the screen as they are giving their speech.

BUTTON PRESS

Our Chairman will press a big button and suddenly the
lights will be turned off!



LIGHTS OFF!

Now, the dramatic suspense begins! The big screen starts up with a 10 second countdown that gradually comes up to the screen from transparent on the back screen. With a gradual ticking sound that ramps up with the countdown, we build the best suspense that will leave the guests on their toes.

Grand Opening!

With the countdown to 0 seconds we start the show! A flair up of the screen and all the lights comes up suddenly and reveals an introductory video of the event.

DUMMY CREST REVEIL!

There will be a dummy crest placed on the stage and our honorable chairman will reveil the crest by removing the red cloth above the crest.

Award Giving Start!

Then (**Female host**) announces the start of the speech by calling upon the MC to come and deliver it.

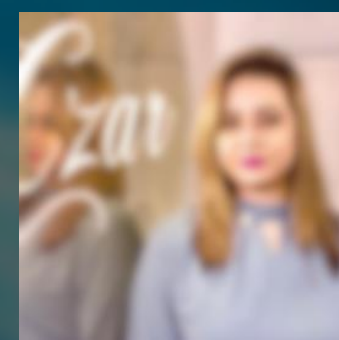
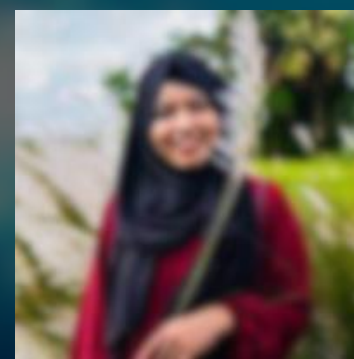
ANNOUNCEMENT STARTS!

The speech has concluded. Now starts the award ceremony video announcing the categories. (Female host) will then start by announcing the nominees of their respectful categories.

Announcement

NOMINEES

FOOD
VLOGGER
OF THE
YEAR



The nominees have been revealed. Their picture will be shown as their names are announced to build up that cold suspense among the crowd that wants more!



Spotlight

As the nominees are announced, 3 spotlights will be shone on them (If present in venue) to show respect for their achievements.

MC CALLING THE NAMES

With a voice that resonates with the significance of this event, the MC prepares to announce the names of the distinguished nominees



The winner takes all! As the winner gets revealed, their picture and name takes up all the screen with the words 'WINNER' over them and the category they were the best in. Their glory will be memorialised.

MUSIC PARTY

Pritom Hasan and **Aly Hasan** will be performing mid-show songs to break some of the tension in the room. Their performance will be another attraction the guests will long for.

Comedy Night

What better way to get some fresh air than some comedy? Our performer **Ameen** or **Navid** will surely catch some smiles across the stage.

Suggested Host





Siam Ahmed & Purnima



Pritom Hasan &
Shahtaj Monira



Tawhid Afridi and Prarthana Fardin Dighi



Rafsan and Sunehra

Showmik Ahmed & Zohra





Musician



Pritom Hasan

Avoid Rafa



Aly Hasan



Mr. Rama
photography



Dance Artist



Eagle Dance Group
ft. Arefin Shuvo

Comedy



NCC
Naveed's
Comedy
Club



Naveed



AMIN HANNAN

A hand is shown holding a white rectangular card. The card has the text "BECOME A SPONSOR" written on it. The background is dark with out-of-focus circular lights in shades of orange, yellow, and blue. The hand is positioned on the right side of the frame, with fingers gripping the card.

**BECOME A
SPONSOR**

Ice Cream Partner

Our food partners can bring a smile to our guests by implementing their products into our show. To put it into perspective: (Male host) can be eating ice cream, and our (Female host) asks him to get up and do the show. But (Male host) refuses to budge. Zoom out shot of (Female host) silently scolding (Male host) and cut to your product.

RIDE SHARING PARTNER

Our moving partners can simplify our lives by sharing a small advertisement of (Female host) running towards (Male host) saying, “I would’ve been late without ride share. The roads are blocked, and no car wants to take me to my destination. Luckily one tap on the ride sharing app and I instantly got me a ride.” Now fade out to your logo.

CELL PHONE PARTNER

(Male host) will give a taunt to host (Female host) about her image quality of her recently uploaded Facebook photo. Then he will give our sponsored cell phone after explaining the feature.



Skin Care Partner

Our host will go to a guest and will ask why she is getting darker. Then (Male host) will hand over the product to her and will ask to use it.

BEVERAGE PARTNER

Our host will go to any guest and will ask about how is he feeling. Then the guest will say that he is not feeling ok. Then the host will tell the volunteers to bring him the “product” and will give it to the guest and will say to have it because it will refresh the guest.

Smoking Zone Partner

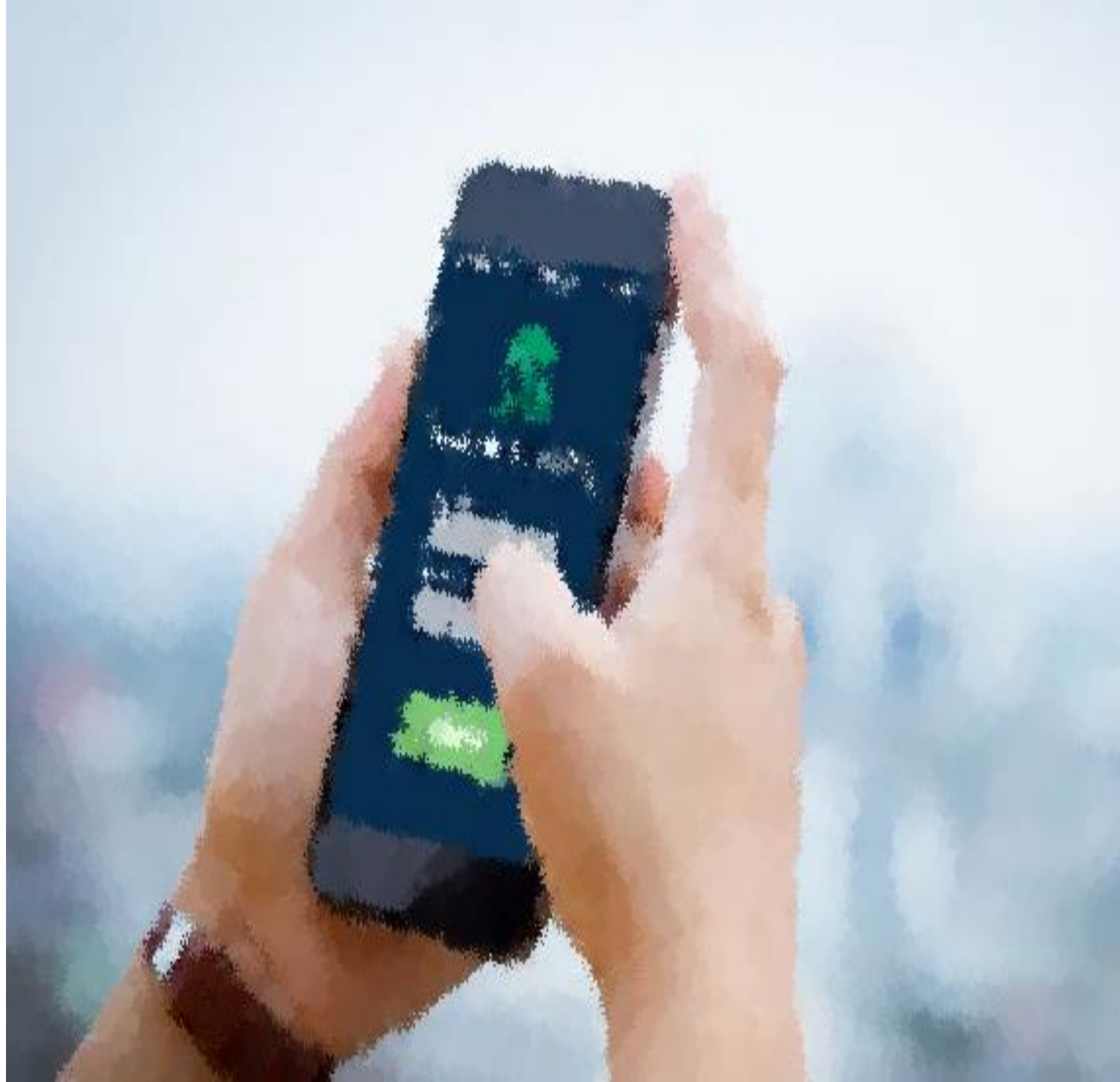
Relieve yourself with our dedicated smoking lounge specifically for your much-needed break. Enjoy the show to the fullest without limiting your comfort!

ONLINE FOOD PARTNER

Deliver your services to our show by (Male and Female host) by providing an improvisation between them, “I am so hungry right now but I am too lazy to go and get some.”. “Why not order some from this delivery company?”. “That is a great idea!”. Now cut to delivery man delivering food to them. “That’s more like it”. Now, zoom out to the brand logo. Just think of the potential!

MFS PARTNER

- When the male host) pays the delivery man the price for his food, he will say the name of our MFS partner.



Grooming Partner

Anyone from the guest will ask the host why he/she is looking so beautiful today. Then the host will say he/she was groomed up by the grooming sponsor.

A collection of elegant fashion accessories including a lace dress, shoes, jewelry, and a gift box. The items are arranged on a dark surface with scattered gold stars. The text "Outfit Partner" is written in a white, cursive font across the top center.

Outfit Partner

Someone from the guests will likely compliment the host on their stunning appearance tonight. Where did you get that fabulous outfit? Then the host will say he/she has to give a huge shoutout to our amazing Outfit Partner.

Title sponsor: (visibility 100%)

Qnt-1

- Logo on **TOP** of all print & publicity materials, Gets Privilege of “**00000** Presents IBEA AWARD 2024”
- Total tentative reach: **80 to 100 Million** by TV telecast, digital marketing, email marketing, offline activity, PR coverage, etc...
- **Letter CutOut logo (enlightened) on Stage Top**
- Stage backdrop LED /stage side panels (Random)
- Logo on top - Invitation cards & all print media & Advertisements
- Venue branding (100 %)
- Social network branding
- During TV telecast, 5 min TVC coverage, program branding (pop-up, L-shape, PIP, Fixed doggy).
- Booth 8'x16'
- During the Event day, Backdrop Logo Placement for Celebrity Interview
- Celebrity announcement
- On-stage product promotion
- **Product Selling Rights in the venue.**

Co-Sponsors: (visibility 50%)

Qnt-3

- Logo at the bottom of all print & publicity materials
- Total tentative : **60 to 80 Million** reach by TV telecast, digital marketing, email marketing, offline activity, PR coverage, Celebrity announcement, etc
- Stage backdrop /stage side panels (Random)
- Logo on - Invitation cards
- Logo on - all print media & advertisement
- Venue branding (50 %)
- During TV telecast, 1 min TVC coverage, program branding (pop-up, L-shape, PIP).
- Celebrity announcement
- Booth 8'x8'
- During the Event day, Backdrop Logo Placement for Celebrity Interview
- **Product Selling Rights.**

Powered by:
(visibility 40%)

Qnt-1

- Total tentative: **50 – 60 Million** reach by TV telecast, digital marketing, email marketing, offline activity, PR coverage, Celebrity announcement, etc
- Logo on all print & publicity materials
- Stage backdrop /stage side panels
- Logo on - Invitation cards
- Logo on bottom - all print media & Advertisements
- Venue branding (40%)
- Social network branding
- During TV telecast, 1 min TVC coverage, program branding (pop-up, L-shape, PIP).
- Booth 8'x8'
- During the Event day, Backdrop Logo Placement for Celebrity Interview
- **Product Selling Rights.**

Category partners: (visibility 25%)

- **Product Placement During Event. On-stage promotion by assigned artist**
- Total tentative: **40 – 50 Million** reach by TV telecast, digital marketing, email marketing, offline activity, PR coverage, Celebrity announcement, etc
- Logo at the bottom of all print & publicity materials
- Stage backdrop /stage side panels (Random)
- Logo on - Invitation cards
- Logo on - all print media & advertisement
- Digital Streaming
- Booth 8'x8'
- Venue branding (25%)
- During TV telecasts: program branding (pop-up, L-shape, PIP).
- Booth 8'x8'
- During the Event day, Backdrop Logo Placement for Celebrity Interview
- **Product Selling Rights.**

INFLUENCER AND BRAND EXCELLENCE ASSOCIATION AWARD

SEASON 1

Sponsorship Offer Amount

- **Title 5m BDT**
- **Co Sponsor 2.5m BDT**
- **Powered By 2m BDT**
- **Category Sponsor 1.5m BDT (On stage promotion)**

INFLUENCER AND BRAND EXCELLENCE ASSOCIATION AWARD

SEASON 1

Sponsorship for Smoking Zone Partner

- **2m BDT**
- **2 Separate Zone**
- **One for Celebrity and One for General Audience**
- **Product Selling Rights**

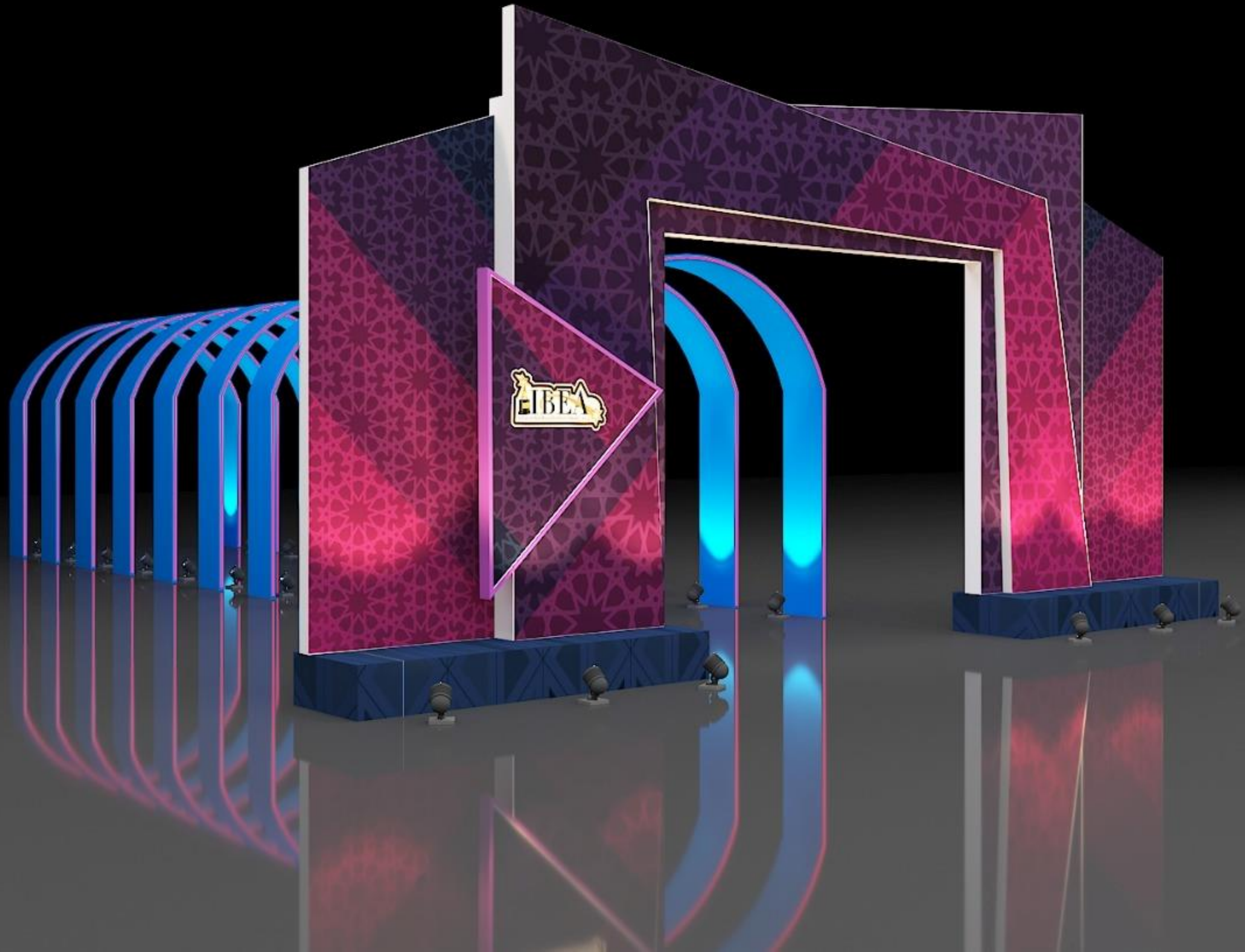
Venue Branding

ENTRY GATE & TUNNEL



EIBA

EIBA



STAGE



IBEA

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Influence & Brand Excellence Association Awards - 2014

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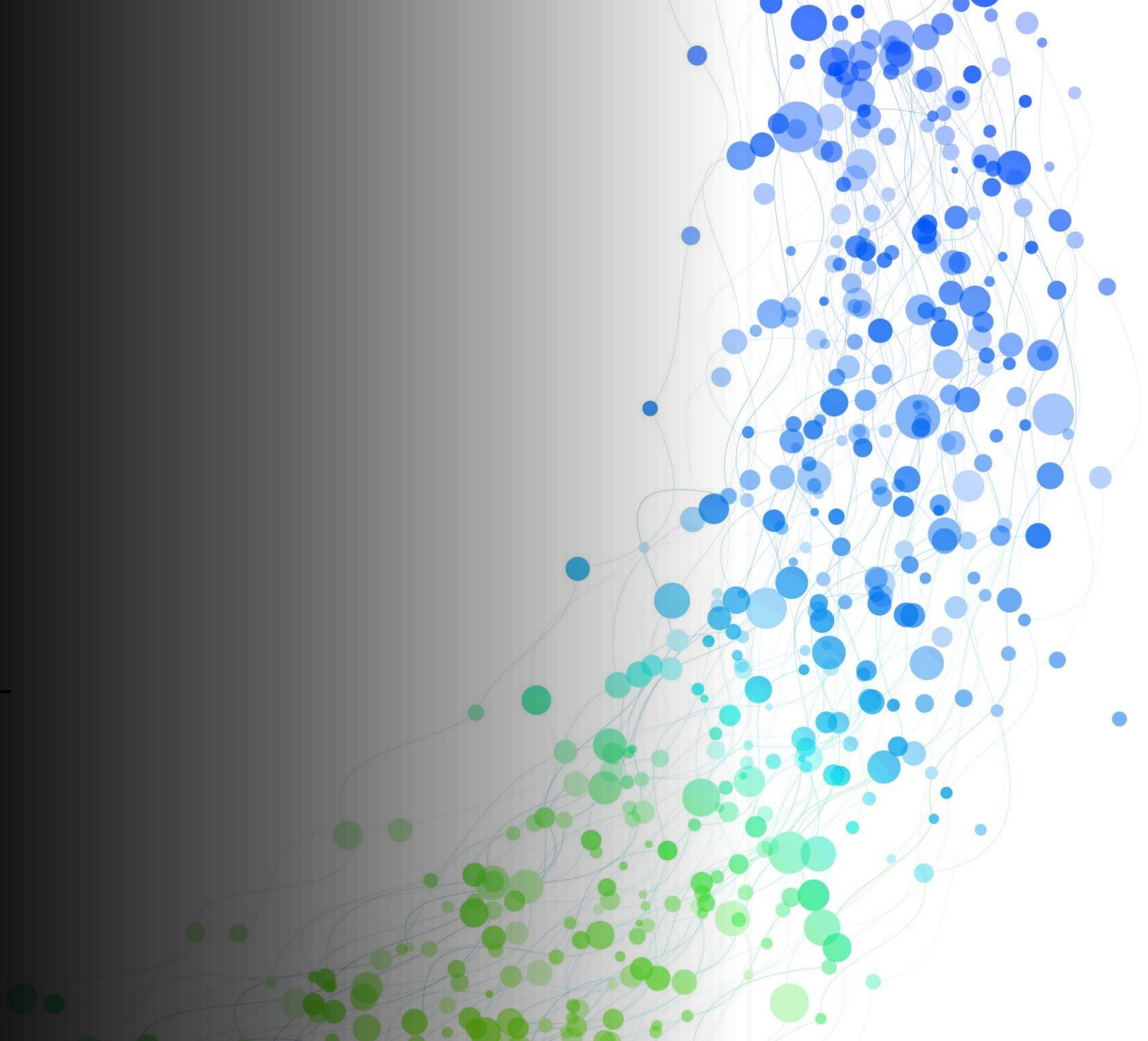
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Standee





A Sister Concern of Star Thai Aluminium Ltd.

STARBOX





STARBOX



CELEBRITY INTERVIEW BACKDROP



360 PHOTO BOOTH



Photo Booth



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Thank
You