



MRS. EARTH
INTERNATIONAL
2025



WHAT is Mrs. Earth International?

Mrs. Earth International is a prestigious global pageant that celebrates the strength, beauty, and purpose of women who are mothers, married, separated, widowed, or formerly married. More than just a competition, it is a platform that empowers women to embrace their personal stories, cultural heritage, and advocacy for the environment and community development.

Rooted in values of sustainability, leadership, and authentic representation, Mrs. Earth International unites delegates from around the world to promote positive change while showcasing elegance, intellect, and compassion. Each candidate serves as an ambassador of her nation and her cause, making the pageant a meaningful celebration of motherhood, resilience, and global sisterhood.

WHO is Mrs. Earth International?

CRISTHEL FRAULCIN GARDOCE BULABON is a celebrated beauty queen, philanthropist, and visionary leader. Crowned Mrs. Philippines International 2021, she has since transformed her platform into a force for global change. As the founder of Mrs. Earth International, Cristhel created a stage where empowered mothers from around the world can shine with purpose, advocacy, and pride.

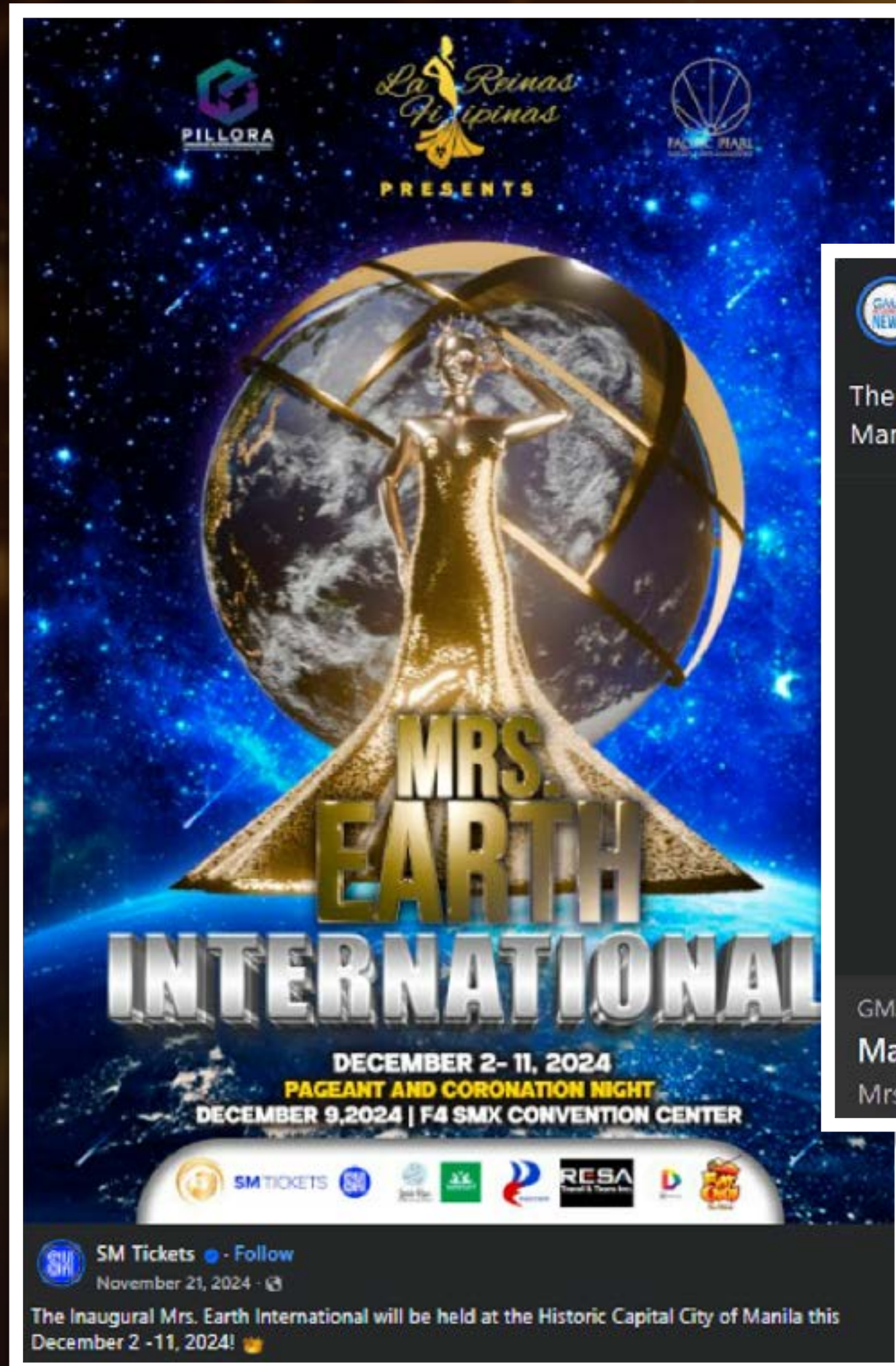
A devoted mother and passionate humanitarian, Cristhel champions education, healthcare, and women's empowerment. Her radiant grace and unwavering compassion continue to inspire, proving that true beauty lies in the impact and service one provides.

WHAT set us apart?

- ★ ECO-TOURISM ADVOCACY FOCUS
- ★ AUTHENTIC STORIES OF MOTHERHOOD & EMPOWERMENT
- ★ ADVOCACY-BASED SCORING SYSTEM
- ★ FASHION WITH PURPOSE – RECYCLED WEAR CHALLENGES

WHY partner with us?

- ★ GLOBAL BRAND VISIBILITY
- ★ ALIGNMENT WITH WOMEN EMPOWERMENT & ECO CAUSES
- ★ LOCAL/INTERNATIONAL MEDIA EXPOSURE
- ★ HIGH-PROFILE DELEGATES AND AUDIENCE REACH



GMA NEW with 17 Million Likes and 27 Millions Followers

ABS-CBN NEWS with 19 Million Likes and 28 Millions Followers



TOTAL of 36 Million Likes and 55 Million Followers!

For just 2 Channels alone but we have more media partners online coming!!!

WHY partner with us?

OUR SOCIAL MEDIA BLOGGERS AND PARTNERS!



4 MILLION
FOLLOWERS



600,000
FOLLOWERS



600,000
FOLLOWERS



4 MILLION
FOLLOWERS



4 MILLION
FOLLOWERS



4 MILLION
FOLLOWERS



4 MILLION
FOLLOWERS

Total of
???.+ Million

Followers and Engagement
Reach in Social Media

PARTNER benefits?

- ★ BRAND EXPOSURE ON PAGEANT MATERIALS (TELEVISION, BILLBOARD, MAGAZINES, & NEWSPAPERS)
- ★ SOCIAL MEDIA PROMOTION AND LIVE MEDIA CHANNELS
- ★ EVENT RECOGNITION, MARKETING COLLATERALS AND VIP ACCESS
- ★ LONG-TERM BRAND COLLABORATION POTENTIAL

PARTNER benefits?



SAMPLE LED
SCREEN LOGO
VISIBILITY OF
SPONSORS

MARKETING COLLATERALS

PARTNERS AND SPONSORS CAN ALSO BE INCLUDED TO SOME PRINTED COLLATERALS WITH LOGO INCLUSION ON THE FOLLOWING
MERCHANDISE ITEMS OF MRS EARTH INTERNATIONAL





OUR LEGACY of Mrs Earth International

EMPOWERING WOMEN THROUGH
PURPOSE-DRIVEN PAGEANTRY

MRS. EARTH
INTERNATIONAL

IN PARTNERSHIP WITH



THE LEGACY

EMPOWERING WOMEN THROUGH PURPOSE-DRIVEN PAGEANTRY

Mrs. Earth International is proud to announce its partnership with the Department of Agriculture – Bureau of Plant Industry (DA-BPI), reinforcing a shared commitment to protecting Mother Earth while promoting sustainability, biodiversity, and environmental stewardship.

This collaboration aims to strengthen advocacy programs that highlight the importance of nurturing the environment, ensuring food security, and fostering sustainable agricultural practices that benefit both communities and future generations.

“Through this partnership, we hope to inspire collective action in safeguarding our natural resources, while empowering individuals and communities to take an active role in environmental protection,” said Cristhel Bulabon CEO/President of MEI.

The alliance between Mrs. Earth International and the DA-BPI represents a powerful step toward uniting environmental advocacy with agricultural expertise, creating meaningful initiatives that will contribute to long-term ecological balance and sustainability.

Together, both organizations remain steadfast in our mission: to save Mother Earth and nourish a greener, more sustainable future.

CRISTHEL FRAULCIN GARDOCE BULABON
CEO AND PRESIDENT
Mrs Earth International Organization

THE BRANDING



MRS. EARTH
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FONT: **CINZEL**

COLOR PALLETE: ● ● ●

LOGO STUDIES:



= MRS.

The Mrs. Earth International logo reflects the pageant's core values of Elegance, Leadership, and Global Responsibility.

The crowned figure represents the strength and grace of women, while the globe signifies unity and international representation. The surrounding leaves symbolize growth, sustainability, and environmental stewardship.

Together, these elements embody the mission of Mrs. Earth International: to celebrate women of substance who inspire positive change and advocate for a better planet.



JINO WILFREDO ESTEBAN
Business Development & Creative Director
Mrs Earth International Organization



DECEMBER 1

ARRIVAL OF CANDIDATES

(Welcome Dinner, Orientation and Sash Ceremony)



DECEMBER 2

SPONSOR and PARTNERS VISIT

(Department of Agriculture-BPI and Department of Tourism)



DECEMBER 3

PHOTOSHOOT

(Rules And Regulations, Glam Shoot and Evening Gown Shoot)



DECEMBER 4

BRAND SPONSOR VISIT

(ALL Brand sponsorship visit and tour in MANILA)

★ DECEMBER 5

GOING TO LAS CASAS BATAAN/QUEZON CITY
(National Costume Photoshoot and Dinner)

★ DECEMBER 6

PRELIMINARY COMPETITION
(National Costume Competition in Las Casas)

★ DECEMBER 7

GOING BACK TO MANILA HOTEL
(Rehearsal of all Candidates in SMX Convention Center)

★ DECEMBER 8

CORONATION NIGHT
(SMX Convention Center in Pasay City, Philippines)

SCHEDULE



DECEMBER 9

CHARITY PROGRAM with All the Winners and Candidates
(Gods Angel Litte Miracle Foundation)



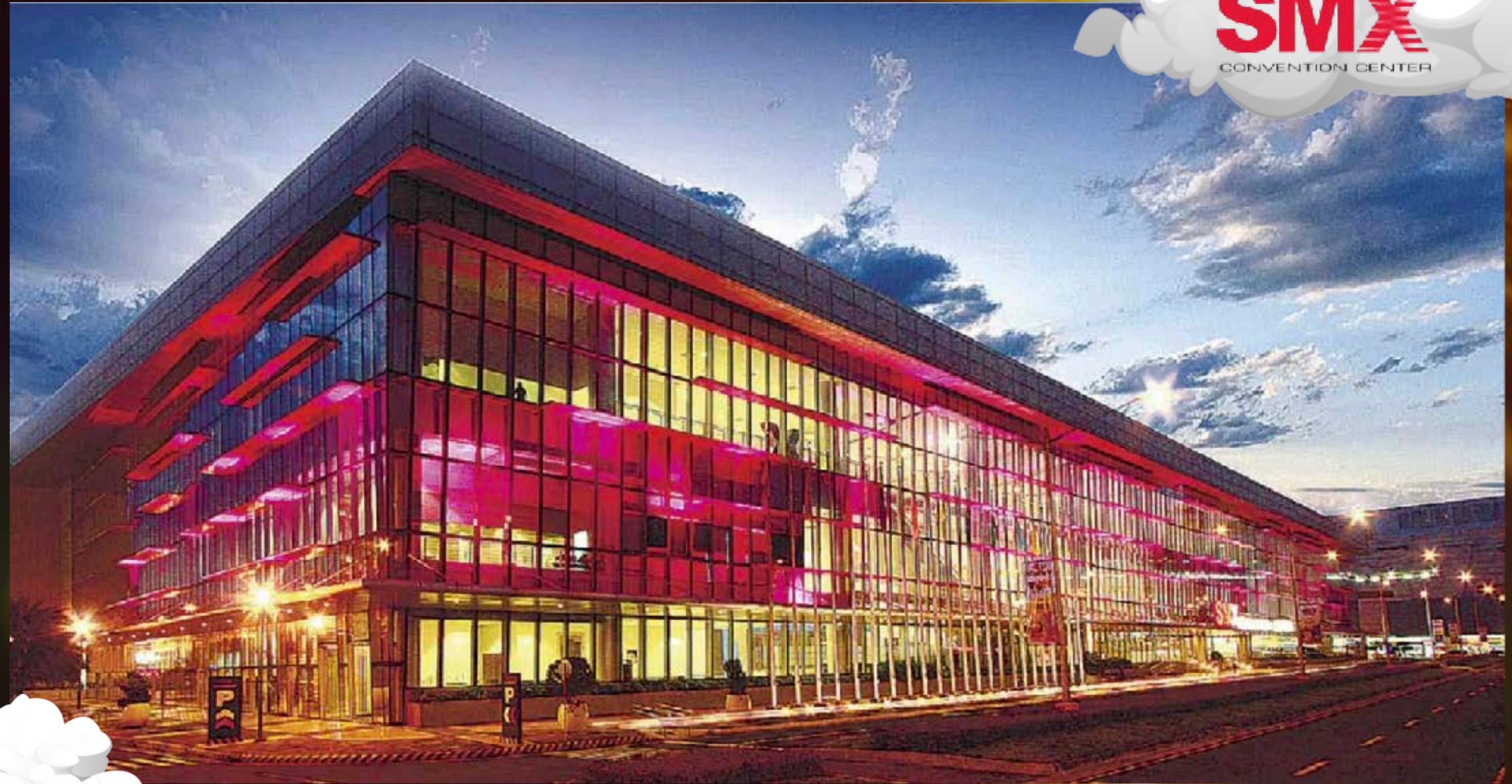
DECEMBER 10

DEPARTURE
(Check out from the Hotel in Manila Philippines)

VENUE

SMX Convention Center

SMX
CONVENTION CENTER

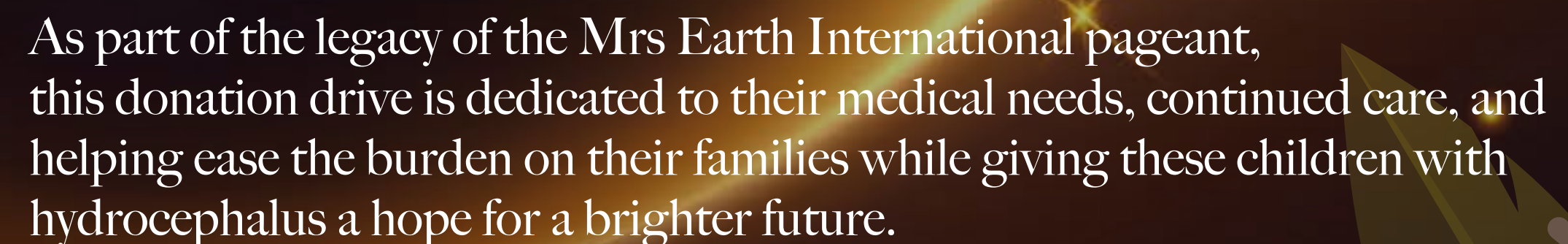


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SMX Convention Center
Pasay City, Philippines



PARTICIPATING BRANDS

Protect

Silka

bambini
BABY COLOGNE



Sunkist

HELLO
Glow!
Because Your Skin Matters


Las Casas Filipinas de Acuzar



VS HOTEL
CONVENTION CENTER




Nifty


Hoegaarden

EDWIN LISA
BROWS & AESTHETICS



MRS. EARTH
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THANK YOU!

SUPPORT A GLOBAL MOVEMENT WHERE BEAUTY MEETS
PURPOSE AND SUSTAINABILITY

CONTACT US TODAY TO BECOME A SPONSOR OR PARTNER

+63 966 461 2174

OR EMAIL US AT

OFFICIAL@LAREINASFILIPINAS.COM