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## SPONSORSHIP

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### BENEFITS OF SPONSORSHIP

Sponsorship and becoming a brand ambassador is the fastest growing form of marketing in the United States! Sponsorship provides a means of broadening your competitive edge by improving your company's image, prestige, and credibility by supporting events that your target market finds attractive. It is a great way of increasing brand awareness, which helps to generate consumer preference, foster brand loyalty, create positive PR, and raise awareness of your organization as a whole.

To MAXIMIZE your sponsorship, we ask to disburse your contribution to include offering goods or services to winners (required), runners-up, and offer special discounts, samples, or small gifts to all contestants and judges. The more consumers who use your business's products or services, the more loyal customers you will obtain!

### DEMOGRAPHIC

(51) Married women ages 28-55

### WHY MARKET YOUR BUSINESS IN PAGEANTRY

- 2.5 million women compete in a beauty pageant each year in the United States
- Business sponsors reap favorable publicity (leading to increased product visibility and market share) generated from their association with the **Mrs. USA Universal®** pageant
- The **Mrs. USA Universal®** state titleholders will serve as your advertising ambassadors
- Generous marketing packages in exchange
- Target audience- pageant contestants are the consumers that utilize your business's goods and services
- Pageantry continues to grow in popularity in pop culture

# SPONSORSHIP TIERS

## SAPPHIRE - \$5000.00 Donation of Goods or Services

- Exclusive rights to be the one and only official sponsor in your line of business
- Brand Placement on website
  - Home page
  - Sponsor page (Logo with link to website)
- Brand placement on red carpet backdrop (step and repeat) at the **Mrs. USA Universal®** pageant
- Brand placement on video monitors at live event
- Social Media marketing on Facebook, Twitter, Instagram, and other media outlets
- 2 Page spread color advertisement in the annual **Mrs. USA Universal®** pageant magazine. You are required to provide us with the 2-page, 8.5x11, 300 dpi ad-ready page no later than April 1<sup>st</sup>, 2022.
- VIP seating for 4 to the Pageant
- Company commercial/promotional video will be played during our live event. It can be no longer than 45 seconds.

## RUBY- \$2500.00 Donation of Goods or Services

- Brand Placement on website
  - Home page
  - Sponsor page (Logo with website link)
- Brand placement on video monitors at live event
- Social Media marketing on Facebook, Twitter, and other media outlets
- Full page color advertisement in the annual **Mrs. USA Universal®** pageant magazine. You are required to provide us with an 8.5x11, 300 dpi ad-ready page no later than April 1<sup>st</sup>, 2022.
- VIP seating for 2 to the **Mrs. USA Universal®** pageant.

## EMERALD- \$ 1000.00 Donation of Goods or Services

- Brand Placement on website
  - Sponsor page (Logo with website link)
- Social Media marketing on Facebook, Twitter, and other media outlets
- Full page color advertisement in the annual **Mrs. USA Universal®** pageant magazine. You are required to provide us with an 8.5x11, 300 dpi ad-ready page no later than April 1<sup>st</sup>, 2022.
- VIP seating for 2 to the **Mrs. USA Universal®** pageant.

## SPONSORSHIP CONT..

### OPAL- Any donation less than \$1000.00

Mention in our annual pageant magazine and during the LIVE show

## SPONSORSHIP CONTRACTUAL OBLIGATIONS

- As an official sponsor of the **Mrs. USA Universal®** pageant, I agree to provide the goods or services as prizes listed on my sponsorship agreement.
- I understand that prizes are deemed as cash value gift certificates for goods or services or physical goods. Coupons, or gift with purchase will not be accepted, with exception of promotional offers that are extended to all registered delegates and or judges
- I agree to provide documentation to the director to confirm the value of said prizes.
- I agree that all prizes or gift certificates must be given to the director no later than two weeks from signing this contract.
- I agree to provide a credit card on file and that if I am in breach of contract that my card will be charged the value of the sponsorship package. Example: including but not limited to, refusal to honor redemption of certificates issued.
- I will submit my flyer or logo to the director, and will only be allowed to advertise the services I am sponsoring
- I understand that if my business or company is found to be unfavorable and at risk of tarnishing the reputation of the organization, the director reserves the right to terminate agreed sponsorship.
- I agree to all the terms and conditions set forth by the state director, failure to comply may result in termination of agreed sponsorship.
- I understand that this contract expires the day after the **Mrs. USA Universal®** 2022 pageant.
- Both parties represent and warrant that the product(s) and/or service(s) offered for barter can legally be sold by them and their assigned agents or dealers and have full power to make this agreement. They also represent and warrant that the product(s) and/or service(s) do not infringe upon any statutory copyright or upon any common law rights, proprietary rights, or any other rights whatsoever.
- Sponsor shall indemnify, defend and hold harmless the **Mrs. USA Universal®** national pageant, its officers, trustees, agents assigns, and employees, from and against any and all claims, demands, suits, losses, liabilities, and costs, including attorneys' fees, arising out of any alleged breach of the foregoing warranties or any alleged violation of the contract.