

VANBROS and Associates Inc.

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SPONSORSHIP 101

HOW TO PAY YOUR FEES:

Each contestant is responsible for paying a \$495 entry fee, and selling one ad page valued at \$800 (split into 2 payments of \$400), for a total of \$1,295.

The contestant, their parents, other family members, or close family friends typically pays the \$495 entry fee prior to seeking outside sponsors.

You can pay your entry fee by check, money order, debit/credit card, or on our website through Paypal (there is an additional 3.5% handling fee for online Paypal payments). **Checks are made payable to Vanbros and Associates Inc.**

After you turn in your Entry Forms enclosed in the Acceptance Packet you received along with the \$495 Registration Fee, at that time you will become an official contestant in the pageant.

We like to have your entry forms and entry fee into the office within 10-14 days from the date we sent you the Acceptance Packet to hold your spot. If you need a short extension, contact us and we can work with you!

Once you have paid the \$495, at that time is when you will become an official contestant. Once you are an official contestant, you may then seek sponsors for your \$800 ad page.

The ad page fee can be paid in a full payment of \$800. Otherwise, the \$800 ad fee will be split into two payments of \$400, due every 30 days after we receive your registration fee and registration forms. If needed, we may be able to split your ad fee into 3 or 4 payments. All fees must be paid in full prior to the pageant in order to participate. No payments can be accepted after the pageant.

(Please note: 30-day and 60-day payment terms are time permitting – dependent upon how late you sign up, your payment time may be less).

Another great way to raise money is to sell additional ad pages in the program book. Each additional ad page you purchase will cost you \$400. You can sell the ad for any amount you choose so anything over the \$400 owed to the pageant office is yours to keep. The bottom line is, if you're organized and tenacious, the pageant could cost you nothing!

After we receive your entry forms and entry fee, we will email and mail an Official Contestant Title Confirmation Packet to you right away. The packet will list your official title, provide a password to access other online paperwork that will be due later and the online Contestant Handbook that answers every question you could possibly have, Wardrobe Information, a Due Date Checklist and your Invoices for your required ad page fee.

WHO ARE SPONSORS?

Sponsors can be area businesses, business associations, civic groups, your employer, your parent's employers, church members, neighbors, family, and friends.

Some of the best sponsors are businesses that you and/or your family have done business with over the years, such as: your bank, credit union, family doctor, chiropractor, dentist, orthodontist, accountant, lawyer, insurance agent, real estate agent, financial advisor, photographers, modeling agency, dance studio, fitness center, tanning salon, nail and hair salons, med spa clinic, restaurants, grocery store, coffee shops, ice cream shops, cupcake shops, pizza shops, car dealers, locally owned boutiques, shoe stores, shopping centers and malls, movie theaters, hotels, resorts, amusement parks, country clubs, specialty shops, dry cleaners, jewelry stores, area commercial businesses, advertising agencies, radio stations, television stations business associations, the Chamber of Commerce, The Lions Club, The Rotary Club, VFW, any civic organization. That's just the beginning...be creative!

Many times your parent's employers and business associates will sponsor you. Also if you have a job, be sure to ask your own employer. Many girls are sponsored by their employers, whether it is a part time or full time job!

STEP ONE: Sit down with your family and write a list of all the prospective business sponsors in your community. Write a list of all your family, friends and neighbors as well as they can be individual sponsors.

STEP TWO: Get organized with your list, make copies of the VANBROS Business Sponsor Letter from the Handbook, compose and make copies of your Personal Letter and start calling, seeing, mailing or emailing your prospective sponsors!!

You are only limited to your imagination and effort!!!

PLEASE NOTE: You are NOT required to seek outside sponsors! You or your parents or other family member may pay the full entry and ad page fees. Those contestants list their sponsors as "Family", "Family and Friends" or list their own name on their required full page ad in the program book. We have many contestants who do this and it is completely acceptable.

You can also set up your own fundraising page on www.gofundme.com. We have had many contestants who have had great success with this!!!! You can promote this on Facebook, Twitter and Instagram repeatedly for increased exposure. We have also created a "Sponsor Me" Form that you can promote on social media to help you raise your required ad page fee!

Social media is a great way to get your message out! Instagram and Facebook are great ways to get the info out to others on how they can sponsor you by posting a link to the "Sponsor Me" Form or your Go Fund Me page.

Use the Press Release in the Contestant Handbook to send to your local newspaper so that they can put an article in the newspaper that you will be a contestant in the pageant. That way you can list your fundraising page and contact information for potential sponsors!

BENEFITS TO SPONSORS:

If you list a business sponsor on your required ad page in the program book, they will be able to deduct their sponsorship from their advertising budget, and write it off as an advertising tax-deduction. You should provide them with one of the "business receipts" provided in the Contestant Handbook so they will have proof of their payment for tax purposes.

HOW TO APPROACH SPONSORS:

Keep in mind your sponsors will not come to you. You **MUST** go to them! Try to stay away from peak business hours, and always ask to speak with the decision maker; the owner or manager. Be prompt for any appointment you make. Remember to be yourself, show enthusiasm, dressed and groomed to look like you have already won! After all, your sponsor may be talking to the future MISS TEEN USA®, MISS USA®, or even MISS UNIVERSE®.

Before you set out on your sponsorship adventure, read and understand all of the pageant literature that has been provided. This will help you do a better job of selling yourself and the program and **ALWAYS** be gracious.

It is best to meet sponsors in person, by human nature it is a little harder for people to tell you "no" when you are standing right in front of them in person (especially if you have a big smile on your face and looking your very best!).

With that being said, also be aware that many businesses have "No Soliciting" policies and may not appreciate the interruption to their business without an appointment! You will want to be respectful of that notice.

You should make copies of the "VANBROS Business Sponsorship Letter" provided in the Contestant Handbook to present to potential sponsors. I also highly suggest that you also compose and present your own "Personal Letter" that introduces you by name, your contact information, your Title for the pageant and a brief explanation of your purpose for contacting them. You can also use this opportunity to explain to prospective sponsors that the amount they choose to sponsor you for is entirely up to them but many times it helps to list "suggested" amounts to donate. For example, listing \$25, \$50, \$100, \$250, \$500, \$1,000 is helpful to let sponsors know that no amount is too small. Be sure to include your fundraising web page info in your personal letter as well where they can make a sponsorship payment online directly to you.

Once you are equipped with the right tools and looking your best....you can drop off your information to prospective sponsors, and ask for their business card to follow up with them by phone if they are busy.

ALL fees paid are non-refundable, NO EXCEPTIONS!

YOU CAN DO THIS!

The majority of the contestants in our state pageants pay their entry fees in this manner year, after year! It doesn't matter if you live in a small town or a large city; there are sponsors out there, you just need to get organized and go ask! Don't let financial issues stop you from achieving your dream!