

HOW DO I OBTAIN SPONSORS?

Sponsor involvement is most easily obtained via personal relationships and business contacts. Basically, if a sponsor believes in you and your “mission”—he will sponsor you! Often, one sponsor may pay the total amount. However, if this isn’t the case, graciously accept their sponsorship because every little bit helps. Follow with a thank you note. It is your job to keep them interested and informed.

It is difficult to obtain a sponsor over the phone. A personal interview will work best. You have to “sell yourself”, just as you would in a job interview or the judge’s interview at the pageant. This is great preparation for the pageant interview! Look nice when you call on potential sponsors—dress up and look the part of a beauty pageant contestant. Tell the sponsor about yourself, why you want to participate, and why they should sponsor you.

Be sure to pick the right time of day (not during peak business hours), to talk to the decision-maker, be original, friendly, prompt, and have the right answers. Read all of your information and have a full understanding of the pageant. You never know what a potential sponsor may ask. Answer questions sincerely and intelligently. Show them ad pages from last year’s program book.

Very important: If the sponsor asks when you need the money, the answer is “now”. You may think that you have a commitment only to have the sponsor back out at the last minute, leaving you no time to find a replacement.

Most importantly...Never give up! Many have been discouraged for one reason or another but continued to seek sponsorship, and it paid off. You even want to obtain a few more sponsors than needed to meet your obligations to the pageant in order to help with you wardrobe, etc. You may have as many sponsors as you need. If you have a number of sponsors, you may want to purchase a program ad page where you can list them and give them recognition.

What does the sponsor get? Sponsorship is a form of advertising and/or promotion for a business or organization. You may offer modeling or promotional services in return for sponsorship, which aids you in participating in the pageant. All arrangements are strictly between you and the sponsor. There is no form from the pageant for the sponsor to complete.

Whom do I start with? Some delegates are sponsored by companies where they or their family members work. Personal connection is one of the easiest ways to generate sponsorship and support. Remember that you can be sponsored by your family, employers, your school, civic/social organizations, friends, or yourself. You may have the best success with businesses you and your family patronize.

Suggested businesses to contact: grocery store, doctor, dentist, cleaners, gas station, beauty salon, boutique, photo studio, hotel, resort, bank, your church, PR firm, dance studio, shopping center, sports team, advertising firm, auto dealer, amusement park, chamber of commerce, cosmetics shop, modeling agency, health studio, restaurant, sorority, fraternity, construction company, real estate office, insurance firm, accounting firm, law firm, Jaycees, Elks Club, Kiwanis Club, Lions Club, Rotary Club, other civic clubs and organizations. The list is endless—be creative!

Why everyone benefits: The sponsor should get more than his money’s worth in services and promotion from the contestant, and at the same time he is doing her a favor and performing a public service. Moreover, any donation provided by a business or organization is considered a form of advertising and/or promotion and may be considered tax deductible. The entrant, on the other hand, receives the necessary financial backing and is able to take part in this worthwhile and spectacular event. And who knows—you could be the next one to win the state and national title!