



Andrea Kinch,
Miss Black Georgia USA 2010

Sponsorship Kit
Miss Black Georgia USA
November 5 – 6, 2010



Organization Overview

About Us

The **Miss/Ms. Black Georgia USA Scholarship Foundation** is an entity designed to develop, celebrate, and assist with the social, professional, and civic goals of African-American women ages 18 – 45. Miss/Ms. Black Georgia USA believes minority women should be economically empowered, politically astute, spiritually centered, and civic minded.

The **Miss/Ms. Black Georgia USA Scholarship Foundation** seeks to give talented African-American women a platform to impact their community while gaining statewide and national exposure. It is an opportunity for women to obtain a sense of wellbeing, self-confidence, and stature by competing for a prestigious title that will continue to enhance their lives, their families, and their communities.

Mission Statement

To identify, develop, and promote national leadership within the African-American community among women 18 – 45 years of age. This mission is served through intensive contestant development and by operating as the largest state provider of scholarships to African American women in Georgia.

Vision

To produce a quality competition that provides African American woman ages 18 – 27 with opportunities to grow socially, emotionally, physically and professionally while building a strong and effective foundation for future competitions

Directives

- To aid in the social, economic, political, spiritual, cultural, physical, professional, and academic development of Miss Black Georgia USA contestants
- To offer minority women a viable mechanism for attaining celebrity and leadership status within the community and showcase their talents
- To celebrate the many shapes, sizes, colors, and textures of African-American beauty, achievement and womanhood
- To provide support for initiatives on literacy and promoting early reading practices in families
- To support the thousands of young people in foster care, group homes and state custody through community service, mentorship and empowerment activities
- To educate the African American community ways to be eco-friendly
- To promote healthy lifestyle choices for African-American women and youth
- To promote Economic Empowerment for African-American women and youth
- To educate the African-American community about the devastation of AIDS in the US and abroad and promote abstinence and safer-sex practices
- To promote and impact political awareness and voter registration for African-American women of all ages



Competition Overview – Miss Black Georgia USA

The **Miss Black Georgia USA Pageant** seeks to give sophisticated, talented African-American women a platform to impact their community while gaining statewide and national exposure. It is an opportunity for these women to obtain a sense of well being, self-confidence, and stature by competing for a prestigious title that will enhance their lives and allow them to serve as a distinguished role model in the African-American community and beyond.

The **Miss** competition is a representation of women in the entire state of Georgia who meet the following requirements:

- ✓ Be single (never been married)
- ✓ Be born a female
- ✓ Be 18 – 27 years of age at time of competition
- ✓ Be a resident Georgia or attend school in Georgia

The 2011 **Miss Black Georgia USA Pageant** will be held **November 5 – 7, 2010** at **Southern Polytechnic State University Theatre** in **Atlanta, GA**.

Competition

- Panel Interview (20%)
- Talent (25%)
- Evening Gown (15%)
- Sportswear/Fitness (10%)
- On-Stage Q & A (25%)
- Leadership (5%)

Interview – Contestants get a chance to speak with judges to discuss personal achievements, goals, current events and issues that have affected them.

Talent – Contestants are able to display creativity, uniqueness, and personality. Talents should be no more than 2 minutes in length and can include singing, dancing, spoken word, dramatic monologue, or any other talent deemed appropriate by the Executive Director.

Evening Gown – Contestants model a formal gown that is becoming and compliments their style, grace and beauty. Gowns should be tasteful and be a reflection of the sophistication of the contestant.

Sportswear/Fitness – This is about you and the fun, loving, energetic side that makes you YOU! The attire is an expression of that inner you!

On-Stage Q & A – The contestants will also have the opportunity to answer one question from the judges at this time.

Leadership – The contestants are expected to meet certain requirements during the journey for the crown. This category focuses on their ability to show leadership during all aspects of the journey.



Event Demographics

Target Audience

- African-American
- Females
- Families
- Churchgoers
- Community Leaders and Supporters

Age Range

- 18 - 50

Average Income

- \$45,000 +

Estimated Attendance

- 300 - 400

Highlights

- **“The Essence of Egypt”**
We are celebrating our roots and how the beautiful and gracious women of Egypt contributed to the current lady. From the music, style and overall essence of the women of Egypt, the lovely ladies will put a new twist on what made the ladies of Egypt so powerful. The Lady Redefined continues into 2011!
- **Recognition of high school queens**
Area high school homecoming and class queens will make a special presentation at the pageant.
- **Scholarship Award**
Presented to winner to use towards her current educational expenses or past student loans associated with her degree.
- **Literacy Campaign**
The Royal Readers Club, in partnership with several reading programs across Georgia and a select number of youth along with volunteers will attend the competition as a part of a reading initiative to improve literacy skills for Georgia’s youth. In addition, our Road to Reading Tour takes her into elementary and middle schools and daycares to read to children.
- **Hosted by local media personality (TBA)**
- **Statewide media partnership in Albany, Augusta, Columbus, Macon, Savannah and Valdosta**



Why Miss Black Georgia USA?

Align yourself with a high profile, community-oriented organization.

Miss Black Georgia USA provides an opportunity for distinguished women in the African American community to display their talents and accomplishments in a high profile, state-wide capacity while building personal confidence, self-esteem and leadership and becoming active citizens in their community.

Provide support to a meaningful cause.

This year and beyond, Miss Black Georgia USA is committed to assisting with and promoting the needs of literacy in Georgia. Each year we will sponsor events during **National Teen Read Week** and adopt elementary schools to participate in their accelerated reading programs. Miss Black Georgia USA and her court will also dedicate **250** hours of community service to reading programs across the state. Last year, we participate in Book It: A Teen Readers Festival, a free literacy festival for teens.

Market your product or service to a captive target audience.

With an estimated attendance of approximately 400, Miss Black Georgia USA will draw contestant supporters, community leaders, families, and entertainment-seekers in the African American community with an average income of \$45,000. African American women between the ages of 18 and 50 will comprise a large part of our audience – the very individuals who tend to spend the majority on consumer goods that your company offers.

Gain visibility at ongoing promotions throughout the State.

Miss Black Georgia USA has gained interest from contestants in metro Atlanta, Albany, Augusta, Columbus, Savannah, Valdosta, and Macon, with more to come. By utilizing a strategic promotions and publicity plan, Miss Black Georgia USA will appear in television, radio, and print outlets across the state. Our current media partner is the CW network.

Join a list of prominent past supporters.

Miss Black Georgia USA has gained past support from several notable companies including Aaron's, Dr Miracles, Smart Water, FUZE Beverages, On the Go Hosiery, This is It Restaurants, Oglethorpe University, Chick-fil-A, Omni Hotel, Marriott Suites on 14th Street, Joe's Crab Shack, Kroger, Bruster's Ice Cream, Up the Creek, Applebee's, Rollingout Urbanstyle weekly, Copeland's Restaurant, and Warm Spirits.

Help make history.

As a sponsor of the Miss Black Georgia USA Scholarship Pageant, your business or organization can take pride in assisting in the development of what is destined to be the premiere event for African American women in Georgia for years to come. By servicing women ages 13 – 45, Miss/Ms. Black Georgia USA Scholarship Foundation fills a void in the pageantry circuit that has gained great interest and response from the community at large.



Sponsorship Levels

Queen's Court - \$10,000

- Promotional booth at local event, state pageant and inside all gift bags
- Company name and logo on all print and promotional materials, including advertisements, press releases, banners, flyers, invitations, and memorabilia
- Name mention in all advertising (radio, print and television)
- Full page color ad in program booklet (premium placement)
- Individual banner placement with credits at all pageant related events and publicity efforts
- Special promotional page on official pageant website
- Multi-level sponsorship listing in program booklet
- Cover credits of program booklet
- Verbal recognition and on-stage presentation during pageant
- 24 tickets to pageant (including 12 VIP seats) and 12 Invitations with special honors recognition at VIP reception
- Sponsorship of a contestant in the 2011 Miss Black Georgia USA Pageant
- Naming rights for Director's Award or Interview Award

Princess Level - \$7,000

- Company name and logo on all print and promotional materials, including advertisements, press releases, banners, flyers, invitations, and memorabilia
- Promotional booth at local event
- Name mention in all radio and television advertising
- Company name, logo, and website link on official pageant website
- Multi-level sponsorship listing in program booklet
- Full page ad in program booklet
- Verbal recognition during pageant
- 16 tickets to pageant (including 8 VIP seats) and 8 Invitation with special honors recognition at VIP reception
- Sponsorship of a contestant in the 2011 Miss Black Georgia USA Pageant

Duchess Level - \$4,000

- Company name on all print and promotional materials, including advertisements, press releases, banners, flyers, invitations, and memorabilia
- Company name, logo, and website link on official pageant website
- Multi-level sponsorship listing in program booklet
- Half page ad in program booklet
- Verbal recognition during pageant
- 12 tickets to pageant (including 6 VIP seats) and 6 Invitations to VIP reception

Heirs - \$ 1,500

- Company name and logo on official pageant website
- Company name on select print and promotional materials, including advertisements, press releases, T-shirts, and banners
- Multi-level sponsorship listing in program booklet
- Quarter page ad in program booklet
- 10 tickets to pageant (including 4 VIP seats) and 4 Invitations to VIP reception

To secure your sponsorship or discuss your involvement, please contact Carletta S. Hurt, Executive Director at director@missblackga.org or 404.587.8536.



Past Supporters

Aaron's

Dr. Miracle's

Chick-fil-A at Turner Rd

Omni Hotel

Marriott Suites on 14th Street

On the Go Hosiery

Kroger

Bruster's Ice Cream (Stacy Q)

Up the Creek

Applebee's

rollingout urbanstyle weekly

Shawna Malone Designs

Copeland's Restaurant

Oglethorpe University

Dave & Busters

Friends of Sweet Auburn Festival

Bruce Richardson, Jr & Run N' Shoot Athletic Center
(now Metro Fitness)

SuperHumanStrength Graphic Design

Woodruff Arts Center – Celebrate Diversity

Fortune Financial Group



Staff & Advisory Board

Staff:

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Carletta S. Hurt

Executive Assistant & Volunteer Coordinator

Nina Theodore

Pageant Director

Glitz E. Unlimited

Entertainment Manager

Kizzy Samuels

Publicist

The Castle Agency, Robin Castle

Choreographer

Robert Myers

Contestant Coach

Vickee Clark

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MTM Designs

Sponsorship Consultant

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Quality Media Consultants, Inc.

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SEM Link