


Miss
JUNETEENTH
SCHOLARSHIP FOUNDATION **VIRGINIA**



20

23

SPONSORSHIP

PACKAGE

EDUCATE | ELEVATE | EMPOWER

DEFINING "THE WHY"

THE MJVA SCHOLARSHIP FOUNDATION

MJVA-Miss Juneteenth Virginia

MISSION & VISION STATEMENT

MISS JUNETEENTH -VA CHARITY BALL

MISS JUNETEENTH -VA SCHOLARSHIP PAGEANT

PROPOSED EVENT TIMELINES

SPONSORSHIP TIER LEVELS

SPONSORSHIP REGISTRATION

CONTACT US

DEFINING THE "WHY."

- Understanding The Impact of Virginia, Emancipation, and Juneteenth.

• INCLUSION • DIVERSITY • EQUALITY

The Miss Juneteenth-VA Legacy Pageant implements a dedicated 12-week program that streamlines historical lessons, educational projects, mentorship workshops, and community building. By igniting this initiative, urban youth have an outlet to thrive and a source for the following:

- Gain clarity on Virginia's History and its relationship with African Americans, including its direct connection to Emancipation that led to JUNETEENTH.
- Eliminate or greatly reduce disproportionate opportunities for higher education, financial literacy, & entrepreneurship gateways.
- Discover hidden strengths in Virginia's historical past to reinforce positive life lessons based on courage, self-pride, tenacity, and perseverance.

*The Heartbeat of
the Nation*



EDUCATE | ELEVATE | EMPOWER



COMMUNITY IMPACT

Thank you for your thoughtful consideration of support for the Miss Juneteenth- Virginia State Pageant. The Miss Juneteenth -Va Scholarship Foundation is a nonprofit 501 (c)(3) educational and community improvement organization. Juneteenth solidifies a permanent fixture within our nation's history, signifying emancipation from slavery. Virginia holds a dynamic role in this timeline as it marks the beginning of slavery in 1619, and cultivated emancipation at the turn of the Civil War in 1861; which later transpired into the Juneteenth Holiday that we know today.

The Miss Juneteenth pageant, in partnership with the National Miss Juneteenth Scholarship Program, aims to highlight cultural awareness and grant scholarship opportunities. Elevating and Empowering Black America's youth to "unleash their greatness", "champion excellence", and enable gateways of opportunities for educational pathways, professional development, and personal growth.

Educate•Elevate•Empower

AMPLIFY INCLUSION

MISSION:

"To Inspire, Promote, and Empower urban communities across the Commonwealth of Virginia via the Miss Juneteenth -VA Scholarship Foundation and Mentorship Program. The platform serves as the fundamental pillar that amplifies Black Excellence via Cultural Awareness, Financial Literacy, The Arts, Economic Empowerment, and Mentorship for African American youth."

VISION:

"Reach Beyond the Dream to Manifest Destiny for Virginia's Urban Youth."



To become a primary resource for Juneteenth commemoration and a pillar of Black Excellence by streamlining programs & activities that focus on cultivating and creating robust platforms that are community focused, culturally driven, and nationally recognized.

Objective: To raise funding for the upcoming Miss Juneteenth State Scholarship Pageant.

Event Information & Benefits

- Supports Core Values of Diversity, Inclusion, & Equality.
- Build Bridges with Urban Communities.
- Increases Brand Awareness & Strengthens Brand Image.
- Opportunity to interact with current & future customers
- Inclusion in Social Media Coverage & Promotions
- Provides Positive Association with Black Communities Across the Commonwealth of Virginia.
- Gain Positive Media coverage: (Media & Press are slated and expected to attend.)

Target Audience / Demographics

- Age Group: 35-44 | 45-54
- Gender : Male & Female
- Geographical Location: Virginia
- Household Income: \$50K+
- Has Children

***Estimated Attendance:
200-300**



*HOSTED BY MISS BLACK USA, MYJA GARY



VENDING SET UP

Allotted time for Sponsor Information booth Set-Up.

*If Required



COCKTAIL HOUR

Doors open for cocktail hour.
Cash Bar | Hors d'oeuvres



OPENING CEREMONY

Charity Ball Doors Open |
Official Ceremony Begins



DINNER

Dinner Served | Entertainment |
Introduction of 2023 Inaugural Contestants



KEYNOTE SPEAKER/ CONTESTANT INTROS.

Keynote Speaker Introduction
& Presentation.



SILENT AUCTION | DANCE

Music provided by DJ Woods

Objective: To cultivate and inspire growth through scholarship opportunities at both the State AND National levels. Combining Virginia's dynamic history and its role in Juneteenth strengthens and promotes positive self-esteem, raises self-confidence, and educates, elevates, and empowers tomorrow's leaders - Today.

Event Information & Benefits

- Supports Core Values of Diversity, Inclusion, & Equality.
- Alignment with the company's purpose and priorities.
- Statewide Collaboration Efforts:
 - First of its kind in the Commonwealth of Virginia.
 - Streamline processes that empower urban youth in attaining their professional and personal goals.
 - High Visibility through and during the National competition.
- Increases Brand Awareness & Strengthens Brand Image.
- Media Exposure: (Media & Press are slated and expected to attend.)

*Estimated Attendance:
300-500



• Miss Juneteenth Scholarship Pageant Aug. 5, 2023



VIP/SPONSOR ARRIVAL

Arrival of VIP and Official Guest.



PAGEANT BEGINS

The Inaugural 2023 Miss Juneteenth Competition Commences.



INTERMISSION



EVENING GOWN/ Q&A COMPETITION

Pageant Resumes



CROWNING OF 1ST MISS JUNETENTH -VA

Crowning Ceremony | Closing Remarks



POST-EVENT RECEPTION

Congratulatory Reception for Sponsors, Special Guests, & All Pageant Contestants.

SPONSORSHIP LEVELS



PRESENTING SPONSOR
\$5K



CROWN JEWEL
\$2.5K



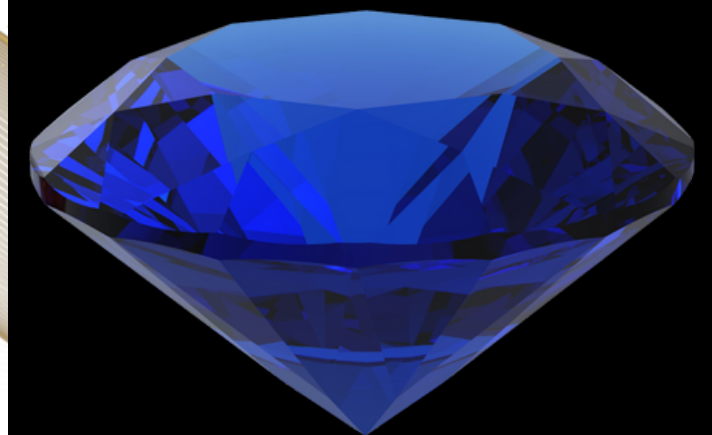
FREEDOM
\$1K



LIBERTY
\$750



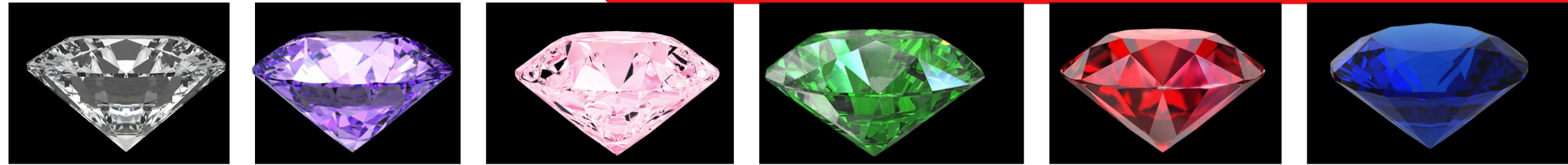
VISIONARY
\$500



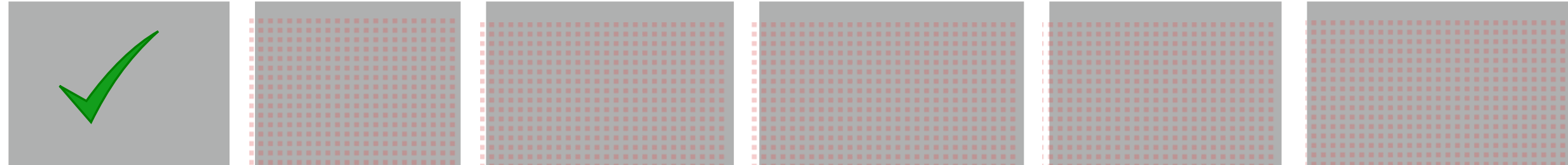
COMMUNITY
\$300

SPONSORSHIP PACKAGE DETAIL

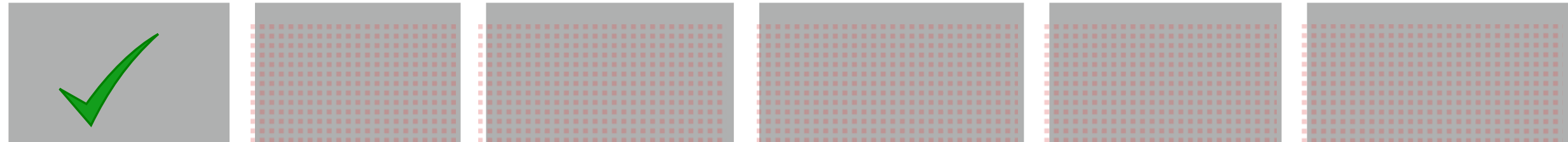
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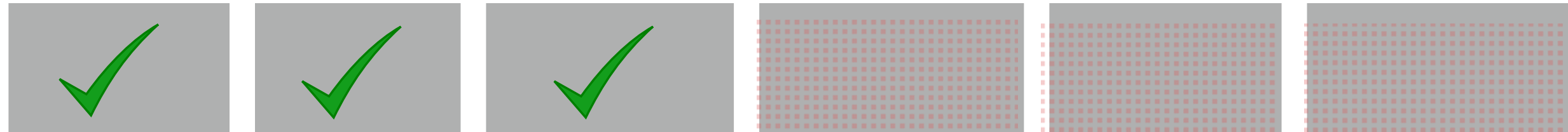
Naming rights for the event and Sponsor listed with event title on all promotional materials, including press releases and social media branded content.



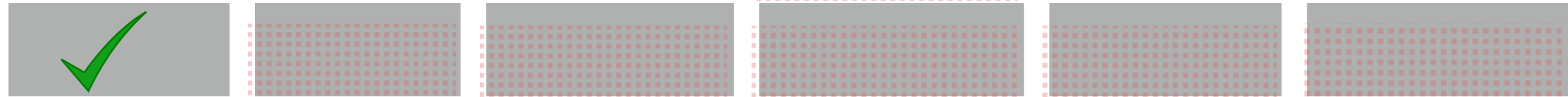
Mainstage 15' banner at both events (Miss Juneteenth VA Charity Ball & Scholarship Pageant)



Inclusion on Step-And-Repeat Signage for Miss Juneteenth VA Charity Ball & Pageant



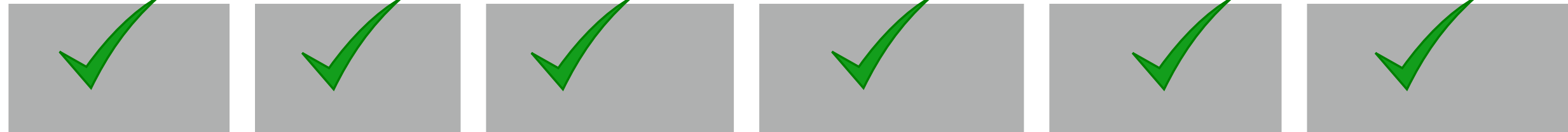
Opportunity to crown the Inaugural Miss Juneteenth Queen.








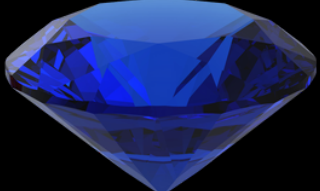














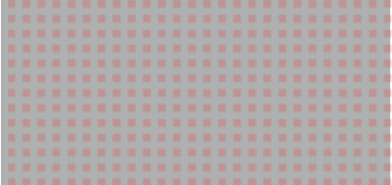









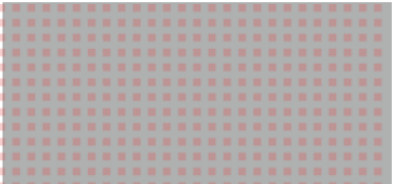

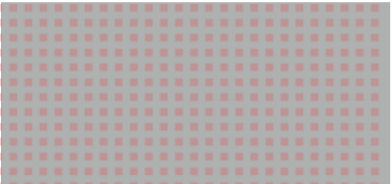
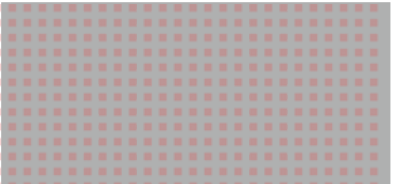








Dedicated Advertising Sponsor Space | Premium Vendor Space at select fundraising events.



Premier logo placement on the host website, inclusion on event signage, and hyperlink to sponsor's site.



SPONSORSHIP PACKAGE DETAIL

Description						
Digital Logo Monitor Displayed at the Miss Juneteenth VIRGINIA Charity Ball & State Pageant						
VIP Ticket(s) to the Miss Juneteenth VIRGINIA Charity Ball & State Pageant/Post Reception *Quantity Annotated	 VIP Table For 8+ Pageant Tickets	 VIP Table For 6 + 6 Pageant Tickets	 VIP Table For 4 + 4 Pageant Tickets	 (2 Tickets per event)	 (1 Ticket per event)	 (1 Event Ticket)
Includes one (1) Full Page Ad in Souvenir Book						
Includes one (1) Half Page Ad in Souvenir Book						
Includes one (1) Business Card Ad in Souvenir Book						
MC Mentions During the Miss Juneteenth Virginia Charity Ball & Pageant						

READY TO SECURE A SPONSORSHIP PACKAGE?

Option 1: Scan, Register, & Submit Sponsorship Online

Option 2: Email Registration Form to Organization Staff to
Receive Sponsorship Invoice.

Option 3: Contact sponsorships@MissJuneteenthVA.org



SCAN TO REGISTER TODAY



CONTACT INFORMATION

Your support transforms the Impossible to "Possible."

IMPOSSIBLE



sponsorships@MissJuneteenthVA.org



www.MissJuneteenthVA.org



1-833-493-7700. Ext. 803



Nonprofit EIN Designation #: 86-2626009

**#Be a
Bridge**





Miss
JUNETEENTH
SCHOLARSHIP FOUNDATION **VIRGINIA**

Thank You For Your Support.



The Heartbeat of the Nation

www.MissJuneteenthVA.Org