

## **2021 Sponsorship Opportunities**

### **I. Little Miss Woodstock Contestant Sponsor: Cost: \$250 (Member) \$300 (Non-Member)**

- Does not include contestant application fee \$25 (contestant to pay this fee). A sponsor can choose to cover this fee.
- Includes logo and company name recognition as Little Miss Woodstock sponsor with a headshot of your contestant in a 2-page color spread of Woodstock Independent Total Market Edition to 16,000 residents (\$200 value)
- 1/4 page advertisement in the full-color program booklet (250-400 printed)\*\* (\$30 value)
- Contestant represents your business at important community functions including parades, chamber mixers, photo ops, and other media coverage, wearing the sash with sponsor's corporate name.
- Two complimentary tickets to the Pageant (\$40 value)
- Highlighted company recognition for sponsorship on Chamber website for the duration of sponsorship with periods of premium positioning prior to and after pageant (9- month max)
- Monthly Social Media recognition on Chamber Facebook, Instagram, and Twitter accounts
- Recognition on Contestant Marketing Posters (200 printed)

### **II. Miss Woodstock Contestant Sponsor: Cost: \$350 (Member) \$400 (Non-Member)**

- Does not include contestant application fee \$50 (contestant to pay this fee). A sponsor can choose to cover this fee.
- Includes logo and company name recognition as Miss Woodstock sponsor with headshot of your contestant in a 2-page color spread of Woodstock Independent Total Market Edition to 16,000 residents (\$200 value)
- 1/3 page advertisement in the full-color program booklet (250-400 printed)\*\* (\$40 value)
- Contestant represents your business at important community functions including parades, chamber mixers, photo ops, and other media coverage, wearing the sash with sponsor's corporate name.
- Two complimentary tickets to the Pageant (\$40 value)
- Highlighted company recognition for sponsorship on Chamber website for the duration of sponsorship with periods of premium positioning prior to and after pageant (9-month max)
- Monthly Social Media recognition on Chamber Facebook, Instagram, and Twitter accounts
- Recognition on Contestant Marketing Posters (200 printed)
- 2 Minute Company Commercial, collaboratively scripted between contestant and sponsor. Presented live on stage at the Miss Woodstock Pageant (in front of 200-400 attendees) by the contestant as part of her judged requirements. The commercial will also be recorded by the Woodstock Chamber of Commerce prior to the event for use on the Chamber website, Chamber YouTube channel launching this fall and in social media campaigns on Facebook and Twitter. This commercial can also be used by the Sponsor, crediting the Woodstock Chamber of Commerce, Miss Woodstock Pageant and the contestant appropriately.

### **III. Miss Woodstock Scholarship Award Sponsor: Cost: \$1000**

- Full Page Inside Cover Color Ad in the color program booklet. \*\* (200-400 printed) (\$120 value)
- Full Media acknowledgment in all coverage (posters, newsprint, website, social media).
- On-screen sponsorship acknowledgment pre-pageant while guests enter the venue

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- On stage live acknowledgment during pageant by event emcee and/or Chamber Executive
- Photo opportunities with the winner afterward for the press.
- Two complimentary tickets to the Pageant.

### IV. 1<sup>st</sup> Runner-Up Scholarship Award Sponsor: **Cost: \$500**

- 1/3-page ad in the color program booklet.\*\* (200-400 printed) (\$40 value)
- Full media acknowledgment in all coverage (posters, newsprint, website, social media).
- On-screen advertisement pre-pageant while guests enter the venue
- On stage live acknowledgment during pageant by event emcee and/or Chamber Executive
- Two complimentary tickets to the Pageant.

### V. 2<sup>nd</sup> Runner-Up Scholarship Sponsor: **Cost: \$250**

- 1/6 page ad in the color program booklet.\*\* (200-400 printed) (\$20 value)
- Full media acknowledgment in all coverage (posters, newsprint, website, social media).
- On-screen advertisement pre-pageant while guests enter the venue
- On stage live acknowledgment during pageant by event emcee and/or Chamber Executive
- Two complimentary tickets to the Pageant.

### VI. Little Miss Scholarship Award Sponsor: **Cost: \$250**

- 1/6 page ad in the color program booklet.\*\* (200-400 printed) (\$20 value)
- Full media acknowledgment in all coverage (posters, newsprint, website, social media).
- On-screen advertisement pre-pageant while guests enter the venue
- On stage live acknowledgment during pageant by event emcee and/or Chamber Executive
- Two complimentary tickets to the Pageant.

### VII. Little Miss Scholarship Award Sponsor: **Cost: \$100**

- 1/6 page ad in the color program booklet.\*\* (200-400 printed) (\$20 value)
- On-screen advertisement pre-pageant while guests enter the venue

### VIII. Award Sponsorships (Congeniality, Photogenic, Talent, Community Choice) **\$100 Value**

- 1/6 page ad in the color program booklet.\*\* (200-400 printed) (\$20 value)
- On-screen advertisement pre-pageant while guests enter the venue

### IX. Official Vendor of the Pageant Sponsorships **Donation**

(Includes Hair & Makeup, Florist, Photographer, Videographer, car Dealer, Pizza and Active Wear)

- 1/3-page ad in the color program booklet.\*\* (200-400 printed) (\$40 value)
- Full media acknowledgment in all coverage (posters, newsprint, website, social media).
- On-screen advertisement pre-pageant while guests enter the venue
- On stage live acknowledgment during pageant by event emcee and/or Chamber Executive
- Two complimentary tickets to the Pageant.

### X. Other Sponsorship Opportunities: **Donation Amount TBD**

(Includes Queens Tiaras, Queens Reception and Judges Dinner)

- 1/4 page ad in the color program booklet.\*\* (200-400 printed) (\$20 value)
- Full media acknowledgment in all coverage (posters, newsprint, website, social media).
- On-screen advertisement pre-pageant while guests enter the venue
- On stage live acknowledgment during pageant by event emcee and/or Chamber Executive
- Two complimentary tickets to the Pageant.

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### **XI. Advertisement in the Miss Woodstock Program Booklet\*\***

**Cost: \$25 to \$200**

- 1/6 page full-color ad \$25
- 1/4 page full-color ad \$30
- 1/3 page full-color ad \$40
- 1/2 page full-color ad \$60
- 2/3 page full-color ad \$80
- Full color inside page ad \$120
- Full color back of booklet ad \$200

\*\*Advertisements for the program booklet may be provided digitally ready-made, or our team can create one if you provide a digital copy of your logo (.jpeg, .png or .eps) and one line of text, at no extra cost. Additional design and artwork can also be provided at an additional cost of \$35 per hour. Please contact Cindi Carrigan, Carrigan Design, (815) 703-8099 for an exact quote.