

**Miss
California
Org**

PROPOSAL
FOR

Sponsorship



**A MISS AMERICA PRELIMINARY
SCHOLARSHIP COMPETITION**

Greetings!

It gives us great pleasure to invite you to participate as a sponsor of the Miss California Organization! MCO organizes, promotes, and manages our network of Local Competitions throughout the state, as well as our State competition each year.

Our financial support comes completely from the community and our generous sponsors. It is thanks to these sponsors that we are able to operate our program and provide scholarships to young women, for the past 100 years and counting, throughout our Golden State.

Through advertisements in our competition magazine, private and corporate donations, ticket sales, and fundraising events, we are able to award our contestants scholarship money to help them achieve their scholastic ambitions without the stress of tackling student loans alone.

We are currently seeking sponsors to support our mission and would love to explore a potential partnership with YOU!

All funds raised go directly to our scholarship fund, our program cost, and our awards to the Miss California contestants.



Jazmine Avalos
Miss California 2021



About Us

The Miss California Organization is the official state preliminary to Miss America, the nation's largest scholarship program for women. For over a century, we have been dedicated to empowering young women through education, leadership, and community service, providing them with the tools to succeed both on and off the stage.

Our Program

CELEBRATING OVER 100 YEARS

A MONUMENTAL PIECE OF CALIFORNIA'S HISTORY

AWARDED OVER \$200K AT NATIONAL COMPETITION

AWARDED \$85K AT LAST YEAR'S STATE COMPETITION

OUR GOAL

RAISE MORE FUNDS TO CREATE GREATER OPPORTUNITIES FOR THE YOUNG WOMEN SHAPING OUR FUTURE.

OUR REACH

OUR GROWING AUDIENCE IN OUR SOCIAL MEDIA NETWORKS, WITH OVER 45K FOLLOWERS, KEEPS US CONNECTED STATEWIDE

CURRENTLY PARTNERED WITH OVER 25 LOCAL BUSINESSES STATEWIDE

AND HOPING TO WORK WITH YOU!

As a non-profit public benefit, organized exclusively for charitable and educational purposes, our program fosters personal growth, confidence, and advocacy, encouraging participants to champion causes they are passionate about. Most importantly, the scholarships awarded have turned ambitions into reality, allowing young women to pursue higher education and dream bigger than ever before. Many of our titleholders have gone on to become doctors, lawyers, politicians, educators, entrepreneurs, and community leaders—making a lasting impact that extends far beyond the crown.



Kimberly Vernon
Miss California 2024



Our Competition



For over a century, Miss America has been a nationally recognized symbol of excellence and empowerment. Our competition assesses contestants across five key categories, ultimately crowning the most well-rounded and accomplished individual to represent our state at the National competition.

Private
Interview
30%

Talent /
HERStory
20%

Health &
Fitness
20%

Evening
Gown
20%

On Stage
Question
10%

SCHOLARSHIP - STYLE - SERVICE - SUCCESS - SISTERHOOD

Sponsorship Levels

As a valued sponsor, your brand will gain exposure to a diverse audience through our events, marketing materials, and media outreach. We offer a variety of sponsorship levels with benefits such as logo placement, on-stage recognition, social media promotion, and more.

BONUS: Your donation supports educational opportunities for young women in our community while helping shape the next generation of leaders!

Diamond Level

\$10,000+

- Recognition Plaque
- Logo on our website with link to your homepage
- Pre-show advertisement
- 10 VIP tickets to Miss CA week shows
- 4-page spread in competition magazine
- Company logo on parade banner
- Social media advertisement - bi-monthly
- 5 appearances with state titleholders and your business
- Highlighted in monthly email blasts to MCO mailing list
- Two (2) Competition Magazines
- Personalized Autographed Photo of Miss California 2025



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Platinum Level

\$5,000

- Logo on our website with link to your homepage
- Pre-show advertisement
- 5 VIP tickets to Miss CA week shows
- 2-page spread in competition magazine
- Social media advertisement - monthly
- 2 appearances with state titleholders and your business
- Highlighted in monthly email blasts to MCO mailing list
- Two (2) Competition Magazines
- Personalized Autographed Photo of Miss California 2025

Gold Level

\$2,500

- Logo on our website with link to your homepage
- Pre-show advertisement
- 3 VIP tickets to Miss CA week shows
- 2-page spread in competition magazine
- Social media advertisement - quarterly
- 1 appearances with state titleholders and your business
- Highlighted in monthly email blasts to MCO mailing list
- One (1) Competition Magazines
- Personalized Autographed Photo of Miss California 2025



Keira Bixler
Miss California's Teen 2024

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Silver Level

\$1,000

- Official sponsor of one (1) preliminary award announced on stage (can sponsor multiple, limited spots available)
- Name listed in competition magazine

Competition Magazine

\$550 / \$350

- \$550 - Full page ad in competition magazine
- \$350 - 1/2 page ad in competition magazine

Crown Club

\$100

- Name listed on donors page in competition magazine

All sponsorship benefits are valid for length of titleholder reign.



Isabella Mills
Miss California's Teen 2019

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Social Media Package

\$800

Business Package

- Logo recognition displayed prior to the Miss California event each night of competition
- Featured on Miss California website sponsor page
- Inclusion in one official Miss California email sent to our subscriber list

Social Media Recognition Includes

All shared on organization's Facebook, Instagram, and TikTok

- 10 professionally designed social media posts - Branded graphics or photo-based layouts, written captions with calls to action
- 5 Instagram Stories - Announcement, engagement, or behind-the-scenes style
- 1 original Reel or TikTok - Edited and formatted for reach and discovery

All sponsorship benefits are valid for length of titleholder reign.



Rachel Axt
Miss California 2025

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Additional Opportunities

PRESENTER'S CLUB

- Join this exclusive club for a donation of \$2,500 or more and you will be an official On-stage Presenter each night as the preliminary winners are announced and receive their award. You will be on stage with Miss California each night. Limited spots available.

1924 CLUB - \$1,500

Includes 2 tickets + premier seating to the following Miss CA Week Events:

- Miss & Teen Preliminary Competitions
- Miss & Teen Finals Competition
- Post show visitation
- Miss California Gala
- Coronation Reception

BONUS:

- Commemorative Pin
- One (1) Signed Competition Magazine
- Program book + on stage recognition
- Personalized Autographed Photo of Miss California 2025
- Includes small donation to scholarship fund

IN KIND SPONSORSHIP

- Recognition based on donation value (e.g., services, products, venue)

All sponsorship benefits are valid for length of titleholder reign.



Catherine Liang
Miss California 2022

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Payment Options

CHECK

PAYABLE TO: MISS CALIFORNIA ORG
MAIL TO: 1240 N. RICHMOND AVE -
HANFORD, CA 93230

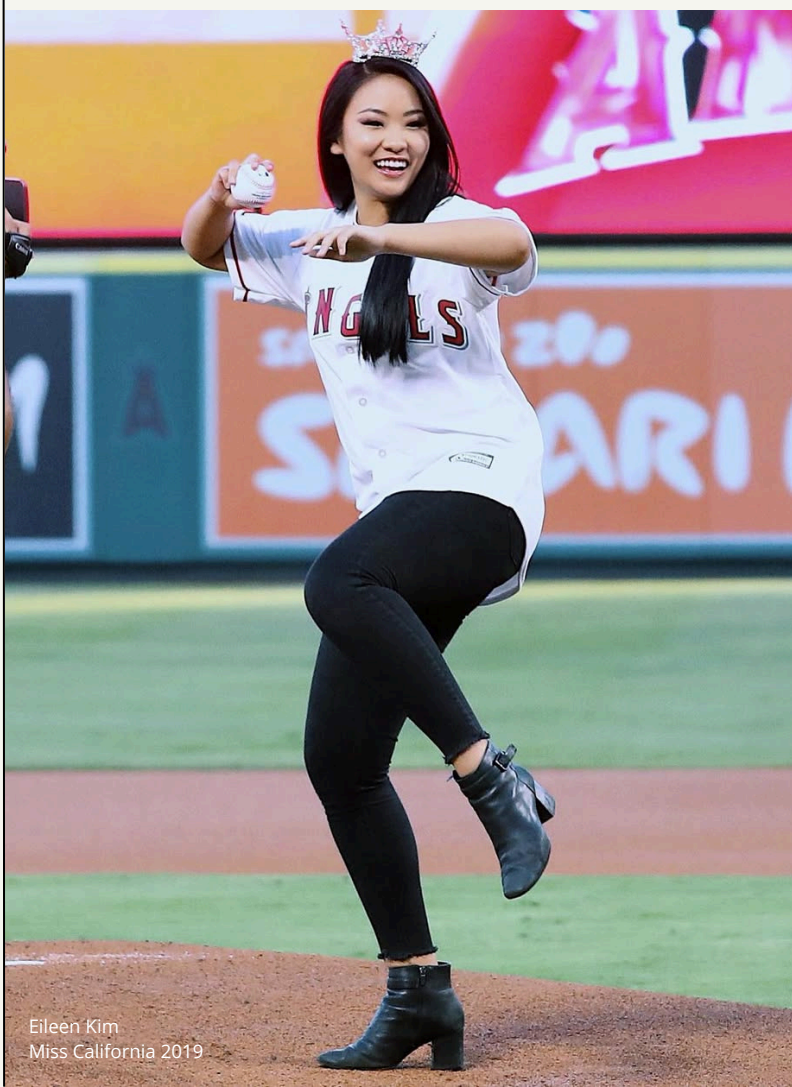
CREDIT/DEBIT CARD

[MISSCALIFORNIA.ORG/DONATE](https://misscalifornia.org/donate)

THE MISS CALIFORNIA ORGANIZATION IS A 501(C)(4) ORGANIZATION, DONATIONS MAY NOT BE TAX DEDUCTIBLE. SCHOLARSHIP ASSOCIATES, INC. IS A 501(C)(3) AND DONATIONS ARE TAX DEDUCTIBLE. CONSULT YOUR TAX PROFESSIONAL ON WHAT IS BEST FOR YOU AND YOUR BUSINESS.

Next Steps:

- 1. REVIEW AND SELECT YOUR SPONSORSHIP LEVEL:**
CHOOSE THE LEVEL THAT BEST ALIGNS WITH YOUR BRAND'S GOALS AND DESIRED VISIBILITY. CUSTOM PACKAGES ARE ALSO AVAILABLE. LET'S CHAT!
- 2. SIGN SPONSORSHIP AGREEMENT:**
WE'LL SEND AN OFFICIAL AGREEMENT TO FORMALIZE THE PARTNERSHIP, ENSURING ALL DETAILS ARE OUTLINED.
- 3. SUBMIT PAYMENT & ASSETS:**
ONCE THE AGREEMENT IS SIGNED, SUBMIT YOUR SPONSORSHIP CONTRIBUTION ALONG WITH ANY REQUIRED ASSETS (LOGO, ADS, PROMOTIONAL MATERIALS, ETC.).
- 4. ACTIVATION & PROMOTION:**
WE'LL BEGIN INTEGRATING YOUR BRAND INTO OUR PROMOTIONAL MATERIALS, EVENTS, AND MARKETING EFFORTS.



Eileen Kim
Miss California 2019

Let's Connect

WEBSITE:

MISSCALIFORNIA.ORG

INSTAGRAM:

@MISSCAORG / @MISSAMERICACA /
@MISSAMERICASTEENCA

FACEBOOK:

MISS CALIFORNIA ORGANIZATION

EMAIL:

STATEDIRECTOR@MISSCALIFORNIA.ORG



**A MISS AMERICA PRELIMINARY
SCHOLARSHIP COMPETITION**



WE ARE EXCITED ABOUT THE OPPORTUNITY TO PARTNER WITH YOU AND TRULY APPRECIATE YOUR GENEROUS SUPPORT OF THE MISS CALIFORNIA ORGANIZATION.

YOUR CONTRIBUTIONS PLAY A VITAL ROLE IN UPLIFTING AND EMPOWERING OUR TITLEHOLDERS, AND WE ARE GRATEFUL FOR YOUR COMMITMENT TO OUR SHARED MISSION. WE LOOK FORWARD TO WORKING TOGETHER AND MAKING THIS SEASON A MEANINGFUL AND SUCCESSFUL ONE!

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MacKenzie Freed
Miss California 2018