

Miss California Org

Sponsorship Packages



A MISS AMERICA
STATE PRELIMINARY

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 program book, 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!

Our organization is entirely volunteer! All funds raised go directly to our scholarship fund, our program cost, or 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.

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.

Our Program

CELEBRATING OVER 100 YEARS

A MONUMENTAL PIECE OF
CALIFORNIA'S HISTORY

AWARDED OVER \$200K AT NATIONAL COMPETITION

AWARDED \$70K 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!



Kimberly Vernon
Miss California 2024



Local 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.

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- and in-show advertisement of your name or business
- Advertised as a presenting sponsor to one competition pre-show VIP experience or post-show visitation event (subject to availability)
- 10 tickets to Miss CA week shows
- 4-page spread in program book
- Social media advertisement - monthly
- Appearances with state titleholders at your business
- Two (2) Competition Magazines
- Personalized Autographed Photo of Miss California



All sponsorship benefits are valid for 1 competition season

**Miss
California
Org**

Platinum Level

\$5,000

- Recognition Plaque
- Logo on our website with link to your homepage
- Pre-show advertisement
- 5 tickets to Miss CA week shows
- 2-page spread in program book
- Social media advertisement - monthly
- Appearances with state titleholders at your business
- Two (2) Competition Magazines
- Personalized Autographed Photo of Miss California

Gold Level

\$2,500

- Logo on our website with link to your homepage
- Pre-show advertisement
- 3 tickets to Miss CA week shows
- 1-page spread in program book
- Social media advertisement - quarterly
- One (1) Competition Magazine
- Personalized Autographed Photo of Miss California

Silver Level

\$1,000

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



Keira Bixler
Miss California's Teen 2024

All sponsorship benefits are valid for 1 competition season

**Miss
California
Org**

Competition Magazine

\$550 / \$350

- \$550 - Full page ad in program book
- \$350 - 1/2 page ad in program book

Crown Club Plus

\$250

- Name listed on donors page in program book
- Official Miss America Crown Pin by Holly Hardwick

Crown Club

\$100

- Name listed on donors page in program book

In kind sponsorship

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



Julianne Rocke
Miss California's Teen 2026

All sponsorship benefits are valid for 1 competition season

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Presenting Sponsor

Be an official presenting sponsor to one State competition pre-show VIP experience or post-show visitation event (subject to availability)

- **Branded Step-and-Repeat Photo Opportunity:** Prominent display of your company's step-and-repeat backdrop, furnished by you, providing brand exposure in guest photos and event photography.
- **Promotional Material Distribution:** Showcase your business by providing branded promotional materials, giveaways, or marketing collateral to event attendees.
- **Social Media Promotion:** Receive sponsor recognition through Miss California's social media channels, including event-related posts, tags, and promotional content highlighting your support.
- **Opportunity to Address Event Attendees:** Enjoy dedicated time during the event to introduce your business, share your message, and connect directly with our audience.
- **Signed Program Book:** Receive sponsor acknowledgement and receive one (1) Miss California Program Book autographed by Miss California as a commemorative keepsake.
- **Onstage Recognition:** Your business will receive presenting sponsor acknowledgment and recognition during the pageant event.
- **Personalized Autographed Photo of Miss California:** Receive a personalized photograph signed by Miss California in appreciation of your sponsorship and support.

- Includes 4 tickets to the event you are sponsoring

\$3,000

- Miss or Teen Preliminary pre-show competition
- Miss or Teen Preliminary visitation post-competition

\$6,000

- Teen Finals pre-show competition
- Miss Finals pre-show competition
- Miss Finals night coronation reception

\$8,000

- Miss California Golden State Gala

Catherine Liang
Miss California 2022



**Miss
California
Org**

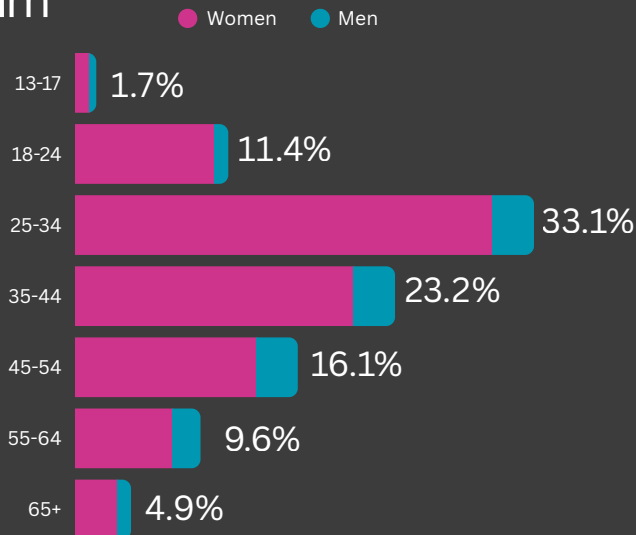
Social Media Package

\$800

- 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
- 1 Instagram and 1 Facebook post shared on organization's social media account

All sponsorship benefits are valid for 1 competition season

Instagram Reach



13k followers • 100k+ average views in a 30 day period



Rachel Axt
Miss California 2025

All content

30 days ▾

Views

129,408

Viewers

22,104

Follower views

33,308

Non-follower views

89,075

**Miss
California
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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.

Payment Options

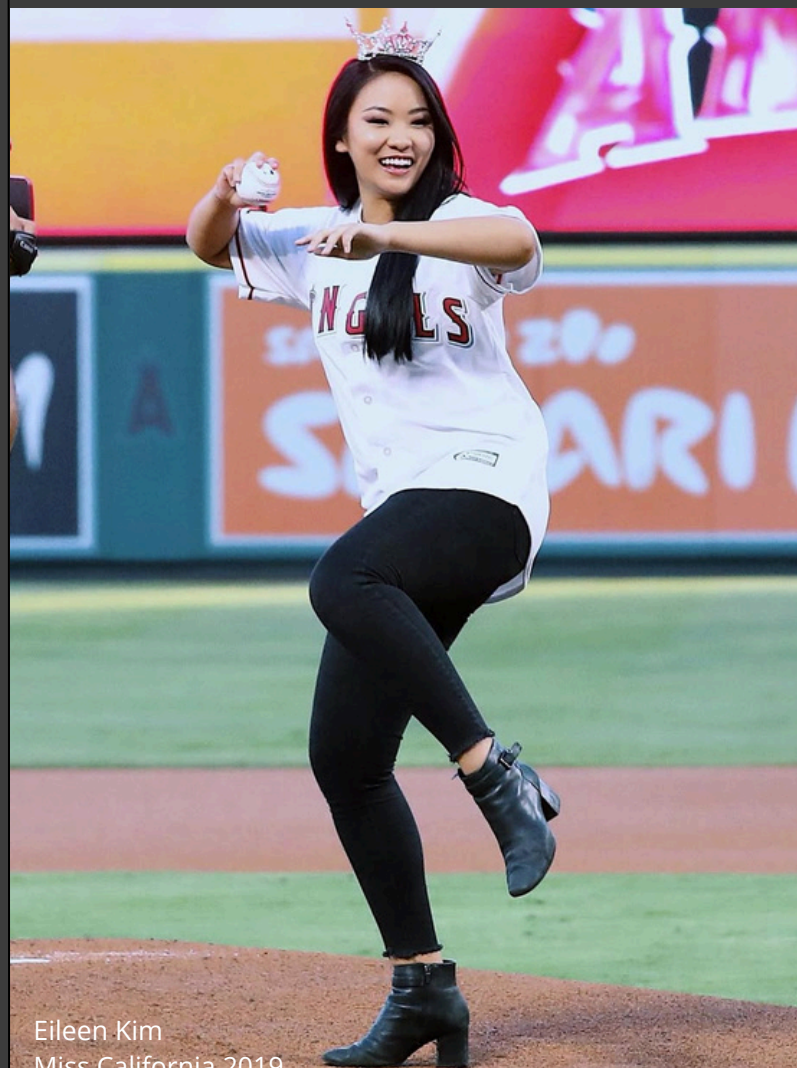
CHECK

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.



Eileen Kim
Miss California 2019

Let's Connect

WEBSITE:

MISSCALIFORNIA.ORG

INSTAGRAM:

@MISSCAORG / @MISSAMERICACA /
@MISSAMERICASTEENCA

FACEBOOK / TIKTOK:

@MISSCAORG

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!

**Miss
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MacKenzie Freed
Miss California 2018