

# AMERICAS MOST BEAUTIFUL

## SAMPLE SPONSORSHIP LETTER

DEAR (ENTER NAME OF BUSINESS),

I AM SO PROUD TO ANNOUNCE THAT I HAVE BEEN CROWNED AMERICAS MOST BEAUTIFUL "TITLE" WHEN PEOPLE WHO ARE UNFAMILIAR WITH OUR PROGRAM HEAR ABOUT AMERICA'S MOST BEAUTIFUL PAGEANTS , GENERALLY THEY INSTANTLY THINK OF A TYPICAL "BEAUTY PAGEANT". WE ARE SO MUCH MORE THAN THAT, WITH MANY LAYERS OF DEPTH THAT MANY PEOPLE NEVER KNOW OR EXPERIENCE. ALTHOUGH THERE IS AN ON-STAGE COMPETITION AT EVERY LEVEL—AND WE PROUDLY ENJOY THAT ASPECT OF IT VERY MUCH—MANY OTHER THINGS ARE GOING ON BEHIND SCENES, YEAR ROUND.

AMERICAS MOST BEAUTIFUL PAGEANTS HAVE LONG VALUED, FEMALE EMPOWERMENT, MARKETING SKILLS, SOCIAL MEDIA ETIQUETTE AND COMMUNITY SERVICE,I HAVE SEEN YOUNG WOMEN WITH ZERO BACKGROUND IN VOLUNTEER WORK BECOME COMMUNITY ACTIVISTS THROUGH THEIR INVOLVEMENT WITHIN PAGEANTS.

WE ARE NATIONALLY FOCUSED ON EMPOWERING EACH CONTESTANT AND THEIR OWN CAUSES. AS "TITLE" I WOULD LIKE TO:

(INCLUDE SEVERAL SENTENCES EXPLAINING YOUR PLATFORM, WHY YOU CHOSE IT, WHAT YOU HAVE ACCOMPLISHED, AND WHAT YOUR PLANS ARE) WITH YOUR SPONSORSHIP, I CAN HELP MAKE THESE DREAMS A REALITY. TOGETHER, WE CAN CHANGE THE WORLD BY (INCLUDE A CATCHY PHRASE FROM YOUR PLATFORM.)

(DEPENDING ON IF YOURE ASKING FOR A CASH SPONSORSHIP OR ITEMS, YOU ASK FOR THEM SPECIFICALLY HERE. BE DIRECT. THEN EXPLAIN HOW THIS WILL HELP THEM TOO. YOU WANT THEM TO UNDERSTAND IT'S A MUTUALLY BENEFICIAL PARTNERSHIP TO SPONSOR. IDEAS: AD PAGE SPACE, SOCIAL MEDIA PROMOTION, SEND THEM PHOTOS FOR THEIR WEBSITES OR PAGES, OFFER TO PUT THEIR BUSINESS LOGO ON YOUR WEBSITE OR TO ATTEND SPECIAL EVENTS THEY HAVE FOR FREE.

SINCERELY

(NAME AND TITLE)