



MS. SENIOR FLORIDA
2017 PAGEANT

SPONSORSHIP LEVELS



DEAR PROSPECTIVE SPONSOR:

August 6, 2017, the **MS. SENIOR FLORIDA PAGEANT**, a non-profit 501(c)(3) organization will be held in South Florida. This is a search for a contestant to represent the State of Florida and compete for the national title of **MS. SENIOR AMERICA**, in Atlantic City October 2017.

MS. SENIOR FLORIDA PAGEANT has moved from Vero Beach to Miami Dade County, the capitol of diversity and flare. This Pageant draws contestants and an audience from across the State with an anticipated crowd well over 1,000. The Pageant inspires and entertains all age groups. Attendees come from all walks of life, are both male and female and the Pageant is family friendly.

August 21 is National Senior Citizen Day and the goal of the Ms. Senior Florida Pageant is to motivate and celebrate life, inner beauty, charm and wisdom of women who have reached the AGE OF ELEGANCE. Contestants must be 60+ years of age and must express her lifestyle through evening gown presentation, talent, philosophy of life and an interview with judges.

In addition to contributing their knowledge and experience to Florida's local communities, the population of Florida's age 60+ is well over 4 million, with 2,313,656 of the female gender. The trend is well established, the population of Florida has increasingly grown more seniors, and with the aging of the Baby Boomers, this trend will continue. It's obvious – investing in seniors is not only the right thing to do, investing in seniors makes good cents \$\$\$

Enclosed are levels of sponsorship for your consideration. Please join us in our efforts to express our belief that seniors are the foundation of America and our most valuable treasure. We're excited about this opportunity for that special WOMAN OF EXCELLENCE to bring the crown home to Florida.

MS. SENIOR FLORIDA PAGEANT

Sunday, August 6th, 2017

3:00 P.M.

Julius Littman Performing Arts Theatre

17011 NE 19th Avenue

North Miami Beach, Florida 33162

MS SENIOR FLORIDA

SPONSOR FACT SHEET

- Sponsorship valid through August 2018
- Ms. Senior Florida available for events, open houses, health fairs and speaking engagements
- Julius Littman Performing Arts Theatre seats 1000. Previous years the Pageant was attended to capacity
- Logo presented in ads in various media publications throughout Florida
- Logo appears on Pageant official website
- Extensive publicity and ads from Media Sponsors.
- Exclusive sponsorships available for your industry
- Celebrity Judge available from your company
- The Pageant is a motivational and inspirational event for the entire family

ROSE TYDUS, Ms. Senior Florida 2016 – Rose enjoys working with youth and young adults. Her youthful appearance and attitude sets the stage for young as well as mature audiences. She is a singer, dancer, poet, songwriter and Bible teacher. Utilizing all her talents she is a motivational speaker on positive lifestyle issues, health & nutrition and her true passion – her faith as a Christian. (Lives in Opa-locka, Florida/Miami Dade County)

JUDITH DeSANTIS, Ms. Senior Florida 2015 – Judith’s passion is bringing joy and good memories to seniors and the disabled through her vocal performances at many diverse venues. As a caregiver to her mother for 14 years, Judith has a heart for the problems of aging seniors and the challenges it brings their families. A mother and grandmother, Judith loves to travel with her husband of 45 years and to fly on his Angel Flight missions as his mission assistant. (Lives in Palm City/Martin County)

JULIANNE TALLEY, Ms. Senior Florida 2014 – Julianne speaks on weight loss, health, nutrition and fitness. She lost over 100 pounds ten years ago, and has kept the weight off. Her daughter and son-in-law own Max Fitness Center. Julianne is a vocalist and pianist. (Lives in Vero Beach)

BETSY HORN, Ms. Senior Florida 2013 – Betsy speaks on nutrition and health and has studied all over the world. She wrote a book, “How a Little Bit of Cancer Made Me Well,” now on Amazon and in book stores. Betsy is an ovarian cancer survivor. (Lives in Vero Beach)

GOLD LEVEL SPONSORSHIP

MS. SENIOR FLORIDA PAGEANT 2017

GOLD SPONSORSHIP PACKAGE – As the Gold Sponsor for the year 2017 Ms. Senior Florida Pageant, your company will benefit from the many direct and indirect opportunities and relationships that have been established. Gold Sponsorship continues throughout the Pageant Year. For your Gold Sponsorship, you will receive:

- Use of the phrase GOLD SPONSOR for the year April 2017 – August 2018
- **STATEWIDE notoriety for initiating a worthy event in South Florida honoring and showcasing Senior women in recognition of National Senior Citizen Day, August 21**
- **Your company LOGO used on all ads and publicity created by the Pageant Committee**
- **Your LOGO displayed on stage at the venue Pageant night**
- Use of the Ms. Senior Florida Pageant Mailing List
- **Access to Ms. Senior Florida for print, TV or radio advertising**
- **Access to Ms. Senior Florida as spokesperson for special promotional events**
- Ms. Senior Florida Pageant Applications and Flyers placed at any of your locations
- Preferred Gold Sponsor seating at the Ms. Senior Florida 2017 event
- **40 Guest tickets to Pageant**
- Table in lobby for product or literature distribution privileges at all Pageant events
- **Weblink on Ms. Senior Florida Pageant website**
- **Company representative as a Judge**
- **Company spokesperson on stage Pageant Night**
- **Opportunity to present company video presentation at Pageant**
- **Your company name mentioned on radio commercials that feature the Pageant**
- **Full Page ad in Ms. Senior Florida Souvenir/Program Book (Back Cover – first come/first served)**

YOUR INVESTMENT - \$10,000.00

Make Check Payable To: Ms. Senior Florida Pageant, Inc.

Mail To: P. O. Box 54-0492, Miami, Florida 33054

Signed _____ Date _____
Presenting Sponsor

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Ms. Senior Florida Pageant

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE 501 (c)(3)

DIAMOND LEVEL SPONSORSHIP

MS. SENIOR FLORIDA PAGEANT 2017

DIAMOND LEVEL SPONSORSHIP PACKAGE – As the Diamond Sponsor the 2017 Ms. Senior Florida Pageant your company will benefit from the many direct and indirect opportunities and relationships that have been established. Diamond Sponsorship continues throughout the year. For your Diamond Sponsorship, you company will receive:

- Use of phrase **DIAMOND SPONSORSHIP** for the year 2017
- **Your LOGO used on all ads and publicity created by the Pageant Committee**
- **Your LOGO displayed at the venue Pageant night**
- Use of the Ms. Senior Florida Logo for all marketing needs
- Access of Ms. Senior Florida Pageant Mailing List
- **Access of Ms. Senior Florida for print, TV or radio advertising in the state of Florida**
- **Access of Ms. Senior Florida as spokesperson for special promotional events in the state**
- Ms. Senior Florida Pageant applications and flyers may be placed at any of your locations
- Preferred Diamond Level Sponsor seating at the Ms. Senior Florida Pageant 2017
- **Twenty Guest Tickets** for the Final Pageant event
- Table in lobby for product or literature distribution privileges final Pageant night
- **Guest Speaker on stage Pageant night**
- Product or literature distribution privileges at all Pageant events as coordinated by the Pageant Committee
- Your company name mentioned on radio commercials that feature the Pageant
- **Full page ad in Ms. Senior Florida Souvenir/Program Book**

YOUR INVESTMENT - \$5,000.00

Make Check Payable To: Ms. Senior Florida Pageant, Inc.

Mail To: P. O. Box 54-0492, Miami, Florida 33054

Signed _____ Date _____

Diamond Level Sponsor

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____

Ms. Senior Florida Pageant

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE – 501(c)(3)

RUBY LEVEL SPONSORSHIP

MS. SENIOR FLORIDA PAGEANT 2017

RUBY LEVEL SPONSORSHIP PACKAGE – As the Ruby Sponsor for the year 2017 Ms. Senior Florida Pageant your company will benefit from the many direct and indirect opportunities and relationships that have been established. Ruby Sponsorship continues throughout the year. For our Ruby Sponsorship, you will receive:

- Use of the phrase **RUBY SPONSOR** for the year 2017
- **Your LOGO used on all ads and publicity created by the Pageant Committee**
- **Your company banner displayed at the State Pageant**
- Use of the Ms. Senior Florida Logo for any marketing needs
- **Access of Ms. Senior Florida for print, TV or radio advertising in the state of Florida**
- **Access of Ms. Senior Florida as spokesperson for special promotional events in the state of Florida**
- Ms. Senior Florida Pageant applications and flyers placed at any of your locations throughout the state of Florida
- Preferred Ruby Level Sponsor seating at the Ms. Senior Florida Pageant 2017
- **8 Guest Tickets** to all Pageant events
- Table in lobby for product or literature distribution privileges Final Pageant night
- **Product or literature distribution privileges at all Pageant events as coordinated by the Pageant Committee**
- **Your company name on all radio commercials that feature the Pageant**
- **Half page ad in Ms. Senior Florida Souvenir/Program Book**

YOUR INVESTMENT - \$2,500.00

Make Check Payable To: Ms. Senior Florida Pageant, Inc.

Mail To: P. O. Box 54-0492, Miami, Florida 33054

Signed _____ Date _____
Ruby Level Sponsor

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Ms. Senior Florida Pageant

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE 501(c)(3)

EMERALD LEVEL SPONSORSHIP

MS. SENIOR FLORIDA PAGEANT 2017

EMERALD LEVEL SPONSORSHIP PACKAGE – As an Emerald Sponsor for the year 2017 Ms. Senior Florida Pageant your company will benefit from the any direct and indirect opportunities and relationships that have been established. Sponsorship continues throughout the year. For your Emerald Sponsorship, you will receive:

- **Your company banner displayed at the State Pageant**
- Use of Ms. Senior Florida Logo for your advertising and Marketing needs as organized by the Pageant Committee
- Credit announcements mentioned throughout Pageant week at various functions associated with the promotions
- Access of Ms. Senior Florida Pageant Mailing List
- Access of Ms. Senior Florida for print, TV or radio advertising as organized by the Pageant Committee
- Access of Ms. Senior Florida for spokesperson as organized by the Pageant Committee and special promotional events
- **Your company name on all Pageant advertising**
- Ms. Senior Pageant applications and flyers may be placed at your locations in state of Florida
- Preferred sponsor seating at the Ms. Senior Florida Pageant
- **Five guest tickets** to all Pageant events
- **Product or literature distribution privileges at all Pageant events as coordinated by the Pageant Committee**
- Use of the phrase **Emerald Sponsor** of the Ms. Senior Florida Pageant
- **Quarter page ad in the Ms. Senior Florida Pageant Souvenir/Program Book**

YOUR INVESTMENT - \$1,000.00

Make Check Payable To: Ms. Senior Florida Pageant, Inc.

Mail To: P.O. Box 54-0492, Miami, Florida 33054

Signed _____ Date _____
Emerald Level Sponsor

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Ms. Senior Florida Pageant

ALL CONTRIBUTIONS ARE TAX DEDUCTBLE – 501(c)(3)

PEARL LEVEL SPONSORSHIP

MS. SENIOR FLORIDA PAGEANT 2017

PEARL SPONSORSHIP PACKAGE – As a Pearl Sponsor for the year 2017 Ms. Senior Florida Pageant your company will benefit from the many direct and indirect opportunities and relationships that have been established. Sponsorship continues through the year. For your Pearl Sponsorship, you will receive:

- Use of Ms. Senior Florida logo for your advertising and marketing needs as organized by the Pageant Committee
- Credit announcements mentioned throughout Pageant week and from the stage Pageant night
- Access to Ms. Senior Florida Pageant Mailing List
- Your name listed in Pageant Booklet as Pearl Sponsor
- Ms. Senior Florida Pageant applications and flyers can be placed at your locations for pick up by contestants and public if you so desire
- Preferred sponsor seating at the Ms. Senior Florida Pageant
- Two guest tickets to the final Pageant event
- Use of the phrase “Sponsor of the Ms. Senior Florida Pageant 2017”

YOUR INVESTMENT - \$500.00

Make Check Payable To: Ms. Senior Florida Pageant, Inc.

Mail To: P. O. Box 54-0492, Miami, Florida 33054

Signed _____ Date _____
Pearl Sponsor

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Ms. Senior Florida Pageant

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE 501(c) (3)