



# *Miss ✨ Tourism*

Scholarship Pageant  
Organization

Sponsorship Information

Miss Tourism Pageant 2027

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This informational guide has been created to provide guidance and insight into the Miss Tourism Pageant system competition. All information is intended for informational purposes only and should not be interpreted as professional, legal, or contractual advice.

While we have made every effort to ensure the accuracy of the information provided, please feel free to contact us if you find anything that needs to be addressed. The Miss Tourism Organization reserves the right to update, modify, or change any rules, guidelines, schedules, or requirements at any time as needed.

Participation in the Miss Tourism Pageant system is voluntary, and all contestants, titleholders, and participants are responsible for their own decisions, actions, and outcomes. The Miss Tourism Organization, its directors, staff, and affiliates assume no liability for any loss, injury, or damages arising from participation in any live event produced by Miss Tourism Pageants.

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# WELCOME!

**Miss Tourism Pageants**

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**White House, TN. 37188**

EMAIL: [INFO@MISSSTOURISMPAGEANTS.COM](mailto:INFO@MISSSTOURISMPAGEANTS.COM)

**WEBSITE:**

[WWW.MISSSTOURISMPAGEANTS.COM](http://WWW.MISSSTOURISMPAGEANTS.COM)

**OFFICE HOURS:**

TUESDAY TO FRIDAY 1PM-9PM

SATURDAY 12-7

EXECUTIVE DIRECTOR: TERI ZEE

**ASSISTANT DIRECTOR: TBA**

**OFFICE MANAGER: TBA**

**CONTESTANT COORDINATOR: TBA**

**Password for the Contestant Section: Contestant27**

2027  
Sponsor  
*Information*

Press Release last page!

## **SPONSORSHIP:**

Each contestant is responsible for a registration fee and a sponsorship fee. Please refer to the Miss Tourism website for detailed payment and installment information.

We highly encourage you to seek sponsors to help cover your expenses. As part of your participation, you will be featured in our official program book, which includes your photograph, name, and up to ten (10) sponsors.

Remember, you can continue raising sponsorships even after your required amount is met. Additional funds can be used toward your wardrobe, family tickets, reimbursement of to yourself for fees, or other pageant preparations. With dedication and effort, it is absolutely possible for your pageant experience to cost you little to nothing. The sponsorship fee may be paid in full or in up to 4 installments of \$200.00.

All fees paid are non-refundable, no exceptions. While some contestants choose to pay the sponsorship fee themselves, we strongly recommend taking advantage of the sponsorship program. Each contestant may feature up to 10 sponsors in the official program book.



## SPONSORSHIP:

Sponsorship is more than just fundraising-it's about connection, communication, and confidence. When you ask someone to invest in your journey, you're inviting them to become part of something meaningful. At Miss Tourism, we believe in empowering young women to pursue their goals with purpose and professionalism. That starts with how you present yourself to the world.

**Why so many get it wrong.** Pageant girls will post all over social media to fill a crown, dress me, or simply sponsor me.

Whether you're seeking funds from a local business or family friend, always lead with integrity, gratitude, and a clear vision of **what you're offering in return**. Show potential sponsors that you are worth the investment. Businesses who are potential Sponsors, **want to know** if sponsoring you will **bring in new customers**, add **value to their bottom line** **bring attention** to their business. Remember, they are **giving** their **hard earned income** to **you**. So, **Why should they?** You being beautiful alone is not going to help their business, but you being able to set up outside their location for an event might. Older girls may be able to speak to the managers about motivating yourself to rise. That is a powerful benefit to the business. Letting them know any press you get you will let the world know Tylers Trinkets is your sponsor and you will ask your friends and fans to stop by their business. You will also post once a month minimum on your social media to help bring awareness to their business. Sponsorship is a connection a business transaction and if you really want a sponsor you will put more effort into other than a crown you are begging to be filled.

## SPONSORSHIP:

### **The first step? Get offline.**

Sponsorship isn't just a link in your bio or a post asking for donations. Businesses aren't going to randomly "fill your crown" just because you're wearing one. And other pageant people are sponsoring their own contestants.

Sponsorships are built through professionalism, respect, and clear communication-face-to-face or through a solid, person to person approach.

It is harder for the person to say no when you are standing in front of the person you are asking to support you.

Before you approach a business, it's important to understand what they're really looking for:

**Visibility.** Sponsors want their generosity to be seen-by customers, the community, and potential clients.

**Relevance.** The recognition they receive should make sense for their audience and goals.

**Results.** Sponsors are more likely to support you again if you can show the impact of their sponsorship-photos, reach, and outcomes matter.

**Communication.** Keeping your sponsors informed, thanked, and included in your journey goes a long way. (and we know this is something very few if any do)

## SPONSORSHIP:

**Pro Tip: Focus** on how you can help their business., what you can do to help them grow, be seen by a new audience. That's where your value is. Think outside the pageant box.

Which local businesses do the people around me already support?

- Think about your community, your family, your friends, who do they shop with, eat with, and trust
- Sponsors care most when their generosity is seen by the audience they serve.
- What unique, meaningful benefits can I offer?
- Skip the generic “logo on my flyer” pitch. And ask yourself--**Can you promote their business** at appearances? Tag them in well-done social content? Mention them during interviews? **Think bigger and more personal.**
- Where does this business already advertise—and how can I align with that?
- Do they have signs in schools? Sponsor youth sports teams? Are they active on social media? Use that information to make your offer more relevant and targeted.
- What numbers or influence do I bring to the table? Whether it's social media reach, local involvement, if someone is to sponsor you how can you help them.
- How to Ask for Sponsorship: When out in public and people see you in your crown and sash be prepared “I will be competing in the Miss Tourism Pageant in July and I am needing sponsors. Be prepared with simple data to show how their investment in you pays off.

## SPONSORSHIP:

**Realistically-** What can you do for a business should they sponsor you. Send a family member in days before you show up all glam and ready to work your magic. The goal in sending someone else in is grab intel- This covert operation take a little skill you need to know-

1. Does the business hold in store events?
2. Does the business hold local manager/employee meetings?
3. What does is the business atmosphere, energy?
4. The most important question of all. Does this business align with your morals and who you are as a person?

Once you have this information, it's time to get to work. Develop a plan that is not about what the business can do for you, it is now a lucrative endeavor they won't want to miss in how YOU can help them.

**I understand you hold in store events-** I am in need of sponsorship and here's how I can help you in your next in store event- I can greet customers as they enter in crown and sash that could be advertised a month in advance so people bring their little girls to get a photo. Not only will this bring in customers but people will tell their friends and they come too. I can give them your company advertisement as they enter and be the sweet energizer as they enter.

I understand you hold a monthly employee meeting. I need a sponsor and I could come to your meeting and do a 15 to 30 minute talk about self motivation. Everyone needs that.

## **SPONSORSHIP:**

Or what its like to get up when everything seems to push you down, or your attitude is your problem. Give the manager a value proposition. That you not just there for money. And honestly finding a district manager who may be able to pull funds from several stores. Please make sure you are able to speak on whatever you said you could. This could be especially beneficial, if the energy and feeling your liaison got when they went in to get the intel, was less than inviting. It could be of value as a sort of secret shopper.

Lastly, let the business person know their business is exactly the one for you since it aligns with your morals and character and you want to be a huge help to them during the year.

What you have done especially if got a district manager too is put yourself in a position for future store openings, other events during the year. It is networking. Never feel that if they don't sponsor you it was a waste. It may have opened a door for future appearances, photo ops, social posts and maybe even a TV commercial like our NC girls got by doing this same thing.

## SPONSORSHIP:

Please be sure to thank them whether or not they sponsor you. **They may** reach out **later** and offer you a sponsor **they collected for you** like what **happened** to one of titleholders. If they do not sponsor you, send them a thank you card and this is extremely important- **in the mail** hand written!!

**If they did sponsor you-** Put sponsors where their audience is: Consider placing thank-you ads in places the business already advertises. It's a win for both of you—and shows you understand their goals.

**Email exposure:** If you're sending out a **newsletter or appearance updates**, offer to feature just one sponsor per message. That kind of spotlight matters more than being one of many.

**Website visibility:** Offer to include their logo and message on your contestant or promo page. Let them know how many views the site is expected to get during the lead-up to Nationals.

**Social media perks:** Go beyond a thank-you post. Rotate sponsor logos in your Instagram bio, highlights, or Facebook event cover. Tag them in behind-the-scenes content or shout-outs during appearances.

## **SPONSORSHIP:**

**Virtual visibility:** Competing online or doing Zoom interviews? Add their logo to your virtual background or presentation slide. Shout them out during live events and drop their info in the comments.

**Radio and local promo:** Some stations offer discounted nonprofit rates. You will have to do a little research and find which ones offer a “psa” and what you have to do to get one. THEN Offer sponsors a 30-second spot and work with a local station to include them in your event promotion.

Being a Tourism Titleholder teaches so many things and we always try to update our information for our titleholders. Making them the most photographed, newsworthy and sweetest of all pageants everywhere. We strive to help our titleholders. But you have to do the reading to learn.

Remember, this is how easy it is. You can obtain full sponsorship from 8 people giving you \$100 or 16 people giving you \$50 each, or 32 people giving you \$25 each, or 100 people giving you \$8.00 each, ,

**SPONSORSHIP:**

Sponsors should give the titleholder or Parent/Guardian the sponsorship directly. Checks should be made out to the Titleholder or Parent/Guardian only. Contestants make as many copies of the sponsorship receipt you may need. Be prepared for YES's



SPONSORSHIP RECEIPT

Dear Sponsor: The Miss Tourism Pageant Organization would like to extend to you sincere thanks for your support of this very special young lady. It is important that we continue to encourage women of all ages and backgrounds to strive for success. This is an opportunity for this contestant to be involved with an organization that emphasizes a tradition of spotlighting positive role models for today's young women. Your support of this contestant makes this possible. Thank you!

Received from:

\_\_\_\_\_  
(Name of Sponsor)

Amount \$ \_\_\_\_\_

Representing:

\_\_\_\_\_  
(Name of Contestant)

Payments can be made on the Miss Tourism pageant website or by check made payable directly to: Titleholder or Parent/Guardian-

Miss Tourism is not currently a 501c3 charitable Organization but, sponsorship may be tax deductible, under advertizing or marketing.



## **PAGEANT NEWS RELEASE**

The more people you have involved in your journey of competing, the easier it will be to acquire your sponsorship fees. Sending a News Release is an excellent way to be recognized. Please use the news release below as a guide to help you develop a personalized release of your own. Be sure to add relevant and exciting information about YOU.

After you've typed your release, find a favorite photograph of yourself and visit your local newspapers or email your information, asking the newspaper to please print the release. For safety purposes, please do not include your personal contact information on the release form. Our advice is to include Pageant Headquarters web address and email or a parent's cell phone number.

## PAGEANT NEWS RELEASE

(Delegates Name)\_\_\_\_\_

from\_\_\_\_\_, daughter of \_\_\_\_\_ has been selected to participate in the Worlds Miss Tourism Pageant, being held July 2027 Each delegate will compete on stage in Introduction/Community impact, cocktail dress, evening gown, and personal interview. Your titleholder will represent your state at our World Pageant during her reign. Among her many prizes will be Cash, Jewelry, trips, photo shoots and more, She would love support for this new endeavor where she will compete for the prestigious title of Worlds Miss Tourism (Princess, Pre-Teen, Jr. Teen, Teen, Miss, Prestige or Elite) (*Choose Your group and remove the others*) 2028 and an extraordinary prize package and the opportunity to fulfill a personal goal. --Input your hobbies, achievements here)

(Delegates Name)\_\_\_\_\_ is employed by\_\_\_\_\_ (or is a student in (grade only)\_\_\_\_\_. She has been sponsored by:\_\_\_\_\_

\_\_\_\_\_, \_\_\_\_\_ and invites everyone to send their well wishes and support to (input the Official Miss Tourism social media group, instagram for the most social comments on either page will get into the top 10) \_\_\_\_\_ and cheer her on to become the next Worlds Miss Tourism\_\_\_\_\_ (input your age group)

All Articles printed must include the Miss Tourism Web address @misstourismpageants.com with a sentence If you might be interested in this opportunity for next year visit...

Write an article using the above information and send with your photo to your local newspapers, or city magazine. Once printed send to our office.