



LITTLE MISS BLUE AND WHITE PAGEANT PROGRAM BOOK SPONSOR AD SALES

Dear Pageant Contestant:

Enclosed is all of the information that you will need in order to look for sponsors to buy advertising space in the pageant program books. Great places to visit when selling advertisement space include auto dealerships, salons/spas, boutiques, doctors, lawyers, dentists, travel agencies, photographers, limo services, jewelers, etc., especially if they are businesses that you regularly patronize. You may reproduce the enclosed letter and use it when approaching potential sponsors. In addition, family members, friends, and organizations are welcome to purchase program ad space to write messages to or include additional pictures of pageant contestants. Advertisement space may be used in many different ways, so feel free to be creative!

Program advertisement costs are as follows:

- Full Page Ads \$75.00 each
- Half Page Ads \$50.00 each
- Business Card Ads \$25.00 each

All program ads sold by contestants should include the contestant's photo and/or name (for example, "Proud Sponsor of Contestant" or "Supports Contestant for the Title of Little Miss Blue and White Pageant"). The attached forms may be reproduced and must be filled out for each company/organization/individual placing an ad. In addition, it is your responsibility to collect payment at the time of the order. Payment must be made by check or money order and made payable to "Little Miss Blue and White Pageant." (If business owners or managers would prefer, they may also mail the check directly to the pageant director. If this is the case, please note this on the bottom of the ad sale form when returning it to the office.) It will be up to the business owner to provide you with a copy-ready advertisement either on CD, disk, or hard copy. Ads must be print-ready and should be submitted in JPEG or PDF format and in 300 dpi resolution. All ads will be printed in black and white. Due to time constraints, we are not able to produce or design ads for contestants. However, if you have any questions on how to format ads, please contact us! Once you have obtained the completed form, payment and copy of the ad, please mail them promptly to the pageant director or submit on meeting dates. All ads and necessary paperwork must be submitted no later than June 5, 2015.

Best of luck and as always, if you have any questions or concerns, please feel free to contact me at email at zpb.rhoxizeta@gmail.com

Sincerely,
Demishia Wright, Pageant Director
Little Miss Blue and White Pageant



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Dear Business Owner/Manager:

On Saturday, June 6, 2015, Zeta Phi Beta Sorority, Inc. Rho Xi Zeta Chapter will be hosting its first annual Little Miss Blue and White Pageant. The theme this year is, "Self Esteem Really Does Matter," and is centered on the premise of self-love and an appreciation of one's uniqueness. The contestants are judged in the following areas of competition: First Impression, Playwear, talent, formal wear, business attire and charisma. Ultimately, the young woman who displays the strongest sense of confidence and inner beauty, along with dedication to a healthy lifestyle, will be crowned Little Miss Blue and White Pageant. In an effort to provide these young women with an experience that they will remember for many years to come, we invite your company to be a visible participant in our upcoming exciting and prestigious event. We are asking businesses to support Pageant program book. Your assistance as a sponsor will not only publicize your company but it also helps the delegate to prepare for the pageant with a minimum of personal expenses. In addition to supporting the pageant and contestant, you will also be reaching limitless potential customers from all around our region in an effort to provide the maximum possible exposure for your business.

We celebrate young, strong, committed women. By investing in the role models of today, we strengthen our collective tomorrows. As a sponsor, you will contribute to a hopeful future by helping one individual develop and refine personal attributes such as self-esteem, public speaking ability, and confidence that will assist throughout life. As a sponsor, your company will receive recognition in a section of our Official Pageant Program Book.

Ad prices for Official Pageant only are as follows:

- Full Page Ads \$75.00 each
- Half Page Ads \$50.00 each
- Business Card Ads \$25.00 each

All business logo ads should be submitted print-ready in PDF format or JPEG format with a 300 dpi resolution and sized according to the above dimensions. We also recommend that you avoid using unusual or rare font types, as they sometimes are not compatible with the printing company's systems.

Deadline to submit is May 15, 2015.

Thank you in advance for supporting the Little Miss Blue and White Pageant

Mail check or money order to address below payable to:

Rho Xi Zeta

Attn: Little Miss Blue and White Pageant

P.O. Box 672046

Marietta, Ga 30006

Program Ad Sales Receipt:

Little Miss Blue and White Pageant Advertisement Sales Slip:

Business/Individual's Name: _____

Address: _____

Phone #: _____

Ad Size: _____ Total Paid: _____

Check# _____

Contestant's Name: _____

Business Management Signature/Date: _____

Contestant Signature/Date: _____

(Pageant Office Copy)

Little Miss Blue and White Pageant World Advertisement Sales Slip

Business/Individual's Name: _____

Address: _____

Phone : _____

Ad Size: _____ Total Paid: _____ Check# _____

Contestant's Name: _____

Business Management Signature/Date: _____

Contestant Signature/Date: _____

(Business Copy) *If you have any questions or concerns, please contact Demishia Wright by

zpb.rhoxizeta@gmail.com