



**9th ANNUAL**

**Miss Texas State Beauty  
Pageant**

[www.misstexasstate.com](http://www.misstexasstate.com)

# Sponsor Packet

The Miss Texas State is an annual beauty pageant now in its ninth year. In the pageant, twenty to twenty-five beautiful ladies will compete in five distinct categories: panel interview, fitness/swimwear, evening wear, photogenic and on-stage impromptu question. There is a final round in which the delegates are narrowed down by our judges to the top three ladies. Finally our judges and balloted audience pick the Miss Texas State Queen and the first and second runner-ups.

In the past, the pageant has been a huge hit with over 45 women competing for only the twenty five spots available for the pageant itself. In the past, the pageant has been held at Gordos filling it to its 350 person occupancy. We already have more girls than we have ever had before signed up for try-outs. We are also spending more money on marketing, and are providing even larger prizes for the winners (including over \$2,000 dollars in scholarships will be awarded). The Miss Texas State has proven itself as an extremely successful annual event, and will only grow larger in the years to come!

In the weeks leading into the Miss Texas State Beauty Pageant, promotional flyers and programs will be handed out on the Texas State campus, and in the San Marcos area. The programs will contain mini-biographies about the delegates, information and articles about the event itself, and corporate sponsorship advertisements. The flyers will contain information about the Miss Texas State Beauty Pageant, its location, time, and sponsor logos.

All of the 5000 flyers will be passed out on and around the Texas State campus the one week prior to the event. T-shirts will be sold both at the event and the weeks following. We will also pass out all 1,500 programs on the Texas State campus.

## Sponsorship Benefits

- Wide spread direct advertisement to the community, with direct advertising to San Marcos's largest clientele, the students
- 1500 color programs (Distributed on the Texas State campus one week prior to the pageant)
- 5000 Full Color Flyers (most will be distributed on the Texas State campus two weeks prior to the pageant)

**[www.misstexasstate.com](http://www.misstexasstate.com)**

- Sign/Banner placement if provided
- Sponsor logo placement on website ([www.misstexasstate.com](http://www.misstexasstate.com))
- Placement on T-shirt
- Free Admission

## What Else?

Our sponsorship options give you quick, easy, and extensive promotion of your company and products. The major market clientele for The Miss Texas State Beauty Pageant is the student population at Texas State, which is also the largest group of people in San Marcos. From experience we know that the flyers and especially programs will generate a large amount of pass-on reading, meaning many more people will read these publications than we print.

Also unlike newspaper ads, people will truly be seeing the advertisements that our sponsors place in the programs. The advertisements are mixed in with the biographies of the delegates; therefore, your ads won't just be crammed in the very last pages in a big cluster of ads.

Lastly, helping us by sponsoring The Miss Texas State Beauty Pageant is a great way to help support Children's Cancer Research of American, which is a research organization that provides leading cancer research for adolescent treatment. It also helps children who are unable to afford care, receive medical treatment.

## SPONSORSHIP OPTIONS

April 17, 2010 @ The Cotton Gin (Maxwell, Texas)

### **Bronze Sponsorship Package - \$ 150**

- Quarter page ad
- 3.5" x 5"
- Name listed on website (no logo)
- Name listed on Thanks Page in program

**Name on T-shirt (no logo) +\$20**

### **Silver Sponsorship Package - \$ 300**

- Half page ad
- 7" x 5"
- Name listed on website (no logo)

**[www.misstexasstate.com](http://www.misstexasstate.com)**

- Name listed on Thanks Page in programs
- Name listed on t-shirt (no logo)

### **Gold Sponsorship Package - \$ 500**

- Full-page ad
- 7" x 9.5"
- Logo and link on website
- Name and Logo on Thanks Page in 1500 programs
- Name and Logo listed on t-shirt

### **Platinum Sponsorship Package - \$ 1,000**

**(Only three available)**

- Full-page ad
- 7" x 9.5"
- Sponsorship logo on 5000 flyers
- Logo and link on website
- Name and Logo on Thanks Page in 1500 programs
- Name and Logo listed on t-shirt
- Additional spot on Banner placed in the Quad
- Banner Placed inside the event. (Sponsor must provide Banner)

***SPONSORSHIP PAYMENTS MUST BE RECEIVED  
BY April 1, 2010***

## **Contacts**

**Chris Steger**

512-743-5466

**Robert Lopez**

254-855-9086

**Eddie Ortiz**

210-685-2793

**csteger@txstate.edu**

If you have any questions or arrangements, please contact the individuals above.

**[www.misstexasstate.com](http://www.misstexasstate.com)**