



Hi, I'm Holly!



Miss Gateway St. Louis Collaboration

SPONSOR GUIDE



INTRODUCTION

Hey, hi, hello! I'm Holly and it's truly a pleasure to connect with you. Whether I found you via email, through social media, or by recommendations from family and friends, I resonate with some aspect of your brand or business and want to use my platform in the Miss America Organization to promote your work, alongside my efforts to increase scholarship dollars for young women nationwide.

I'm an Enneagram 3 (so the over-planning, prepared type!), so this document is a bit extensive. TLDR: Skip to pages 5 and 6 for pricing options and data. I take very seriously the opportunity to be able to partner and collaborate with you and hope this document provides insight into my vision for our work together. As the daughter of a farmer and entrepreneur, and the product of a 3 stoplight rural Missouri town, I know that every dollar counts - an investment in me is worthwhile and will be a positive return of investment.

The Miss America Organization is the nation's leading provider in scholarship assistance for young women and I am a product of the organization. Since I was 7 I've aspired to become Miss America and since I was 13, I've actively participated in the organization and its teen counterpart, Miss America's Outstanding Teen. The photo above is from my very first year competing - and through the photos enclosed you'll witness the transformation I experienced. To promote your brand and work together would be a dream, and to empower women statewide together will create lasting impact.

Let's get to it,

Holly Enowski



ABOUT THE COLLABORATION

The Miss America Organization's mission is to prepare great women for the world, and to prepare the world for great women. The 501(c)(3) nonprofit organization empowers women through career resources and educational scholarships, of which I've personally received over \$12k in scholarship dollars that allowed me to graduate from the University of Missouri debt-free.



I am committed to...

Showcasing your business/brand/organization in the best way possible across the state of Missouri. I do not want this to be a one-off transaction, but a lasting partnership that can become elevated if I am selected as Miss Missouri or Miss America.

Have a sale? An in-person event? Need an emcee or performer? Let me know! This is as much about deriving value for the Miss America Organization and my role there, as it is for extending the reach of your business/organization.



Not only are you supporting the Miss Missouri Organization when you partner with me, you are also supporting a young woman who has aspirations to serve the state of Missouri. I advocate for ending hunger and for equalizing opportunity for all, championing entrepreneurship and local business.





My Story

Competing in the Miss America Organization has been a dream I've long aspired to, but for far too often thought was unreachable, intangible, and not for girls "like me." My primary goal as Miss Gateway St. Louis is to inspire and encourage young women across the Midwest to see their potential, regardless of a 5 digit zip code. Whether from a small town or a big urban city, you value and your dreams are possible. Not only that - you can take steps every single day to be #HungryForChange and change the world around you.

My social impact initiative is entitled Hungry For Change and I recently launched my own 501(c)(3) nonprofit, Hungry For Change Collective, which will offer a classroom and Girl Scout curriculum, an ambassador program, and a Hunger Heroes recognition for counties across Missouri, among other times. With Hungry For Change, I empower each person I encounter to see their responsibility in ending global hunger and to actively be hungry for change in their realms and walks of life.

This year is my fourth title in MAO and I've been honored to receive the Talent Preliminary Award and the Onstage Interview Preliminary Award at the state competition, in addition to placing 2nd runner-up in the 2019 program. Most important to me was receiving the Miss America Community Service Award last year.



NUMBER CRUNCHING

Instagram

87% FEMALE

Girls love my content and the bulk of my followers identify as female.

18-34 YEARS OLD

70% of my audience falls in the 18-24 and 25-34 bracket, with the next highest population being 35-44 years of age.

95% U.S. LOCATIONS

Top cities include Eldon, Columbia, St. Louis, Kansas City, Springfield, Jefferson City, and New York

Facebook

DEMOGRAPHICS

15% MO | COLUMBIA

30% MO | ELDON / LOZ / JC

10% MO | KANSAS CITY

10% MO | ST. LOUIS

Follower Counts:

- Personal Instagram: 3.5k
- Titleholder Instagram: 1.8k
- Titleholder Facebook: 1k

Website:

3k visitors per month



REPEAT SPONSORS

I have sponsors who come back year after year because they see the tangible benefits and value that come from partnering with me. I'm willing to put in the work to make this collaboration/sponsorship beneficial for you and will support you long after your initial investment.



Packages Offered

These are the three main sponsorship packages that each include at least a one-half page spread in the official Miss Missouri program book, distributed to 1,500+ people during the week of Miss Missouri 2021. The advertisement will also be featured prominently on my website, social media, and in additional promotional outlets.

SASH

\$200

*can be combination of product & monetary

- 1/2 page spread in the Miss Missouri official program book, distributed to 1,500+ people
- Up to 3 social media posts in one calendar year
- Available for any in-person or virtual events, meet and greets, or autograph signings
- Promotion during send-off party

Best Value

CROWN

\$350

*can be combination of product & monetary

- 1-page spread in the Miss Missouri official program book, distributed to 1,500+ people
- Up to 5 social media posts in one calendar year
- Available for any in-person or virtual events, meet and greets, or autograph signings
- Promotion during send-off party
- Logo listed on front page of website

PLATINUM

\$600

*can be combination of product & monetary

- All of Crown package plus..
 - Up to 12 social media posts (both personal and titleholder) and blog review
 - Opportunity to be primary sponsor during competition week
 - Choice of: \$150 tax deductible donation to Miss America Foundation or \$150 toward a Show-Me Little Sister or a 2nd advertising page

An advertising page is not the right fit for every business/organization - I would love to craft a partnership package that provides additional benefits and services, should you be interested in foregoing advertising. The advertisement can be a write-off on taxes as an advertising expense.



Additional Opportunities

MISS MO PROGRAM BOOK ADVERTISING

1/4 PAGE	1/2 PAGE	1 FULL PAGE
\$75	\$150	\$300

OTHER OPPORTUNITIES:

IN-KIND
DONATION

FUNDRAISER HOST
OR PARTNER

PRODUCT
DONATION OR
DISCOUNTS

PRIMARY EVENT
SPONSOR

Tax
Deduct
ible

DONATION TO
MISS AMERICA
FOUNDATION

GIFT CARD OR
ITEM FOR SILENT
AUCTION

OTHER
PARTNERSHIP OR
COLLABORATION

Tax
Deduct
ible

DONATION TO
HUNGRY FOR
CHANGE COLLECTIVE

SOCIAL MEDIA
GIVEAWAY
OR CONTEST

& MORE! One benefit of partnership and collaboration with me is that these options are just the start of the conversation, not the end all be all. This is meant to get your juices flowing and to serve as a model for what has worked in the past for other businesses, as we formulate a curated, customized sponsorship opportunity that best fits your needs.



WHAT'S IN IT FOR YOU:



Grow your audience

Each package and opportunity to work with me includes significant social media and/or online promotion. I have an active and engaged community on 2 social media pages: my personal and titleholder accounts. Depending on the nature of our collaboration, I can write a blog post about it, do an Instagram live or video series, interview someone on my podcast, and an email feature.



Be associated with a national brand

The Miss America Organization has rich national relevancy and is one of the top 25 most recognized American brands. The Miss America Organization is seen at the local, state, and national level, with women actively serving communities and promoting their social impact initiative. You will be actively promoted in the state of Missouri, but an association with this national brand is meaningful and impactful.



Support scholarships that stay in Missouri

All scholarship dollars stay in Missouri and are directly given to young women who participate at the local and state level of the program. Program book advertising directly benefits the Miss Missouri Organization, while a national campaign supports the Miss America Foundation as the nation's leading provider of scholarships for young women.



Promote female empowerment and service

The Miss Missouri Organization and the Miss America Organization is based on the four 'points' of style, service, scholarship, and success. Each candidate is expected to dedicate time to their community and to empower others. I regularly contribute over 400 hours each year through volunteer activities.



NEXT STEPS...

This document is a lot, but woo! You made it to the end. I'm so grateful for the time you've spent learning about me and my mission.



Let me know your initial thoughts, big ideas, and/or tentative sponsorship budget.

I want to be respectful of the financial contribution you're able to give, so please let me know, based on what you've seen here, an amount that you are comfortable sponsoring or donating. In light of COVID-19, any donation is so impactful - no matter how small.



Schedule a time to chat.

You can schedule a time to meet with me at <https://calendly.com/hollyenowski/> under "Sponsor/Brand Partnership Call" at a time that is most convenient for you. Based on what feedback you give at step one, I'll mock a sponsorship proposal (depending on the nature of what you select) that we can talk through and ideate on.



Pay designated amount & get rolling!

If you select an advertising page, I'll send back and forth a mock of the advertisement until it's something you love. The timeline will be worked on in our sponsorship plan and your funds will be immediately distributed to the designated beneficiary.



Stay connected.

I'll continue to promote you and ask that you share my content that features you, blogs that feature you, etc. in return. I want to be an advocate for your business/brand in the long term!





Contact Me

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Facebook: Holly Enowski - MAO

Pinterest: Holly Enowski

MISS GATEWAY ST. LOUIS