



HER  
*Excellency*  
INTERNATIONAL

The *excellence* in OUR women | Official International Competition

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Sponsor Proposal | HER EXCELLENCY INTERNATIONAL, LLC  
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## The Excellence in OUR Women

Her Excellency International is the only international competition to accept all women between the ages of 17-28. Our contestants are committed to **advocating for global citizenship and equity in the global community**. Our competition enables women who may have been traditionally excluded from competitions due to marital status, family status, gender identification, or even height. Her Excellency International is focused on the EXCELLENCE all women exude. Our queens, who will be bestow the title, Her Excellency International, will serve as ambassadors for global citizenship all across the globe.

Sponsors are needed to curate a memorable event that makes a lasting impact. Both financial and in-kind donations will help to give our contestants a unique and rewarding experience. In exchange, we will use our platforms to market your products and services.

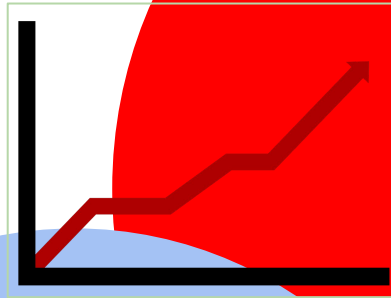
### Pageant Expenses:

- Marketing and Advertising
  - Venue
  - Transportation
  - Production Costs
- Contestant and Queen Prizes
  - Talent and Staff
  - Digital Media



**CANDACE SUMPTER**  
**HER EXCELLENCY INTERNATIONAL 2020**  
**(Appointed)**

Pageantry is an \$8 billion industry. Our contestants, coming from different countries around the world, will need the products and services you offer to fulfill their pageant dreams. Sponsoring our organization will help to market your products and services to our contestants, their connections, and our growing audience.



## EXCLUSIVITY

Diamond level sponsors are offered categorical exclusivity. In exchange for your generous contribution, your company/organization will be marketed to our constituents as the exclusive sponsor of your chosen business category.

## ADVERTISING

Advertisements on International website, sponsored ads on social media and mentions in social media posts with company logo and links to company website. Advertise your company to our contestants and growing audience.



## REPRESENTATION


Your business logo on our web ads and printed media ensures our clients are introduced to your services. We use partnered vendors as recommendations to contestants and for our own pageant-related needs.

## PARTNERSHIP

Direct marketing to contestants and growing audience both online and at physical events. Partners are our suggested vendors for contestants and pageant-related needs. We will continue to suggest use of partnered services through all pageant endeavors.



 <b>Diamond Level Sponsor</b> (\$5,000+ contribution)	<b>Sapphire Level Sponsor</b> (\$5,000-\$2500 contribution)	<b>Ruby Level Sponsor</b> (\$1000-\$2500 contribution)	<b>Emerald Level Sponsor</b> (\$500-\$1000 contribution)	<b>Generosity Sponsor</b> (\$1-\$500 donation or in-kind contribution)
Fixed ad on pageant homepage with link to organization website	Fixed ad on pageant homepage with link to organization website	Fixed ad on pageant sponsor with link to organization website	Fixed ad on pageant sponsor with link to organization website	Fixed ad on pageant sponsor with link to organization website
Paid promotions on pageant Instagram and Facebook Feed and Stories; LinkedIn article and opportunity for YouTube video	Paid promotions on pageant Instagram and Facebook Feed and Stories; Opportunity for YouTube video	1 Paid promotion on pageant Instagram Feed. Advertisement on pageant Facebook	Advertisements on pageant Facebook and Instagram Feeds	Advertisements on pageant Facebook and Instagram stories
Logo on tickets, pageant website, pageant t-shirts, and all printed pageant media	Logo on tickets, pageant website, pageant t-shirts, and all printed pageant media	Company name listed on tickets and printed pageant media	Company name listed in pageant program	Company name listed in pageant program
Full 2-page ad in digital program book available for free upload on pageant website after pageant	Full page ad in digital program book available for free upload on pageant website after pageant	Half page ad in digital program book available for free upload on pageant website after pageant	Quarter page ad in digital program book available for free upload on pageant website after pageant	Company name, logo and website or email printed in program book
Invitation to VIP Sponsor Appreciation Event	Invitation to VIP Sponsor Appreciation Event	Invitation to VIP Sponsor Appreciation Event	Invitation to VIP Sponsor Appreciation Event	Invitation to VIP Sponsor Appreciation Event

 <b>Diamond Level Sponsor</b> \$5,000+ contribution	<b>Sapphire Level Sponsor</b> (\$5,000-\$2500 contribution)	<b>Ruby Level Sponsor</b> (\$1000-\$2500 contribution)	<b>Emerald Level Sponsor</b> (\$500-\$1000 contribution)	<b>Generosity Sponsor</b> (\$1-\$500 donation or in-kind contribution)
On-Site Sales and promotion Rights; Opportunity for in-kind contributions	On-Site promotion Rights; Opportunity for in-kind contributions	On-Site promotion Rights; Opportunity for in-kind contributions	On-Site promotion Rights; Opportunity for in-kind contributions	On-Site promotion Rights; Opportunity for in-kind contributions
Event tickets and Rights to Video and Image/Photography at Event	Event tickets and Rights to Image/Photography at Event	Event tickets	Event tickets	Event ticket
On-site mentions, presentation by sponsor, and digital advertisement during pageant	On-site mentions, presentation by sponsor, and digital advertisement during pageant	On-site mentions during pageant	Digital advertisement during pageant	
Opportunity for Data Collection on social media, email, and on-site	Opportunity for Data Collection on social media and email	Opportunity for data collection on social media		
On-site booth at pageant events	On-site booth at pageant events			
Opportunity for appearances by queen	Opportunity for appearance by queen			
Access to constituent database	Access to contestant database			
Exclusivity as categorical sponsor				