

Program Ads and Sponsorships

The Miss Lane County Scholarship Program is a non-profit organization that distributes thousands of dollars to young women in Lane, Linn and Benton County. Of course, the scholarship money has to come from somewhere! We ask that the contestants raise money through ads and sponsorships in order to support the scholarship fund and even raise money for themselves. How?

As a participant in the Miss Lane County Scholarship Program contestants can earn a significant scholarship regardless of the outcome of the pageant finals. In past years, contestants earned up to \$2000 in scholarship dollars through the Build Your Own Scholarship (BYOS) program. Here is how the program works:

Contestants go to businesses, family and friends and have them purchase an ad that will be featured in our Miss Lane County program book. 100% of the first \$100.00 in sponsorships and ad pages that the contestant acquires go straight into their Miss Oregon scholarship fund. For every dollar acquired after the first \$100, 60% will be returned to the contestant in the form of scholarship dollars, the remaining 40 % goes into the general scholarship fund.

Here is how the dollars can work for you!

<u>Ad Size</u>	<u>Ad Price</u>	<u>\$ for the MLC Scholarship fund</u>	<u>\$ for you!</u>
Business Card	\$50.00	\$20.00	\$30.00
1/8 Page	\$100.00	\$40.00	\$60.00
1/4 Page	\$150.00	\$60.00	\$90.00
1/2 Page	\$200.00	\$80.00	\$120.00
Full Page	\$300.00	\$120.00	\$180.00

As you can see, by getting sponsors for Miss Lane County Program Book you can earn a sizeable scholarship! And the best news is that the sky is the limit! These ads will BUILD YOUR OWN SCHOLARSHIP! Just follow the simple steps on the attached pages and start building your own scholarship award to follow your dreams and finish your education!

HOW TO BUILD YOUR OWN SCHOLARSHIP

1. Get Organized - Make copies of sponsor forms. Fill out properly addressed envelopes to give businesses so mailing back the form is easy. Make a list of any family members / friends / businesses that you would like to contact. Put your name on each Contribution Form you hand out to ensure you get the credit you deserve.
2. Put together a "Presentation" - Think about what you would like to say and what you want people to know about you, Miss Lane County and the BYOS program. Practice it in the mirror, out loud, and to friends and family so that you are comfortable and knowledgeable when you contact community professionals.
3. Make Contact - A phone call may be acceptable if it is to someone whom you know personally. Some contestants in the past have opted to write a letter from themselves describing what they are trying to accomplish through Miss Lane County, their Platform and BYOS. This is a great way for people to make a personal connection with you and your story.
Another great way is to recruit your Hostess or a Parent to go out and solicit businesses in person. When you walk into a business it is important to ask for the Owner/Manager so that you give your presentation to someone who can make a decision about donations.
If possible, get them to fill out the sponsor form, give you their ad and their check and give it back to you right then. If this is not possible, leave the sponsor form, your name and phone number and the pre-addressed envelope, so that returning the sponsorship is EASY for the donor.
4. Keep Track -Make a list of the people/businesses you have contacted with the contact name and phone number so that it is easy to follow up.

5. Follow Up - Use your list to follow up on any individuals / businesses who have not yet returned their sponsor form. Many of these people are very busy and have a lot on their "To-Do" lists. Ask if they have any questions or see if you can provide them with any more information. Sometimes a reminder call is all that is needed to get that sponsorship.

6. Write a THANK YOU - At the end of pageant season you will receive a letter notifying you of who sponsored you, with the amount they donated. It is EXTREMELY IMPORTANT to write a personal note thanking them for their time and contribution. Doing this will help to secure their support in the future.

More BYOS!

Payment for Ads

- Personally collect the ad and payment, fill in the Sponsor Form in duplicates, and sign each copy with the date that you received the payment. Give the sponsor the duplicate and return the original to the Pageant Committee.
 - Mail the ad, payment and Sponsor Form to:

Miss Lane County Scholarship Program
1108 S. 7th Street
Cottage Grove, OR 97424
 - Deliver the ad, payment and Sponsor Form to Zonnie Borg at weekly practices.
Call Zonnie if special collection arrangements need to be made.
- Person or Business prefers mailing it directly to the Pageant Committee or if they can't commit while you are with them. Leave the forms with the business or individual and have them mail the ad, sponsor form and payment directly to Zonnie Borg. Put your name on the Sponsor Form before you leave it with them to make sure that you receive credit for that sponsor. Leave a self-addressed envelope with them and remind them of the deadline.

Tax Deductible Information for Businesses:

Business Sponsors should make their check payable to the Miss Lane County Scholarship Program. Since the sponsorship is an ad in our Souvenir Program Book, it will constitute as advertising for the business. The contribution may be deducted as a business expense. We will mail business sponsors a receipt for tax purposes upon receiving the sponsor form and payment.

Tax Deductible Information for Individuals:

Individual Sponsors may make their check payable to the Miss Lane County Scholarship Program. Individual contributions are also tax deductible, since the Miss Lane County Program is recognized as a subsidiary of the Miss Oregon Scholarship Foundation, which is a 501 c(3) charitable organization. We will mail individual sponsors and donors a receipt upon receiving the sponsor form and payment.

How you get the money

The scholarship dollars earned through this program will go into a personal account for the contestant, which is payable to an accredited educational institution through the Miss Lane County Scholarship Program Committee according to the Miss Oregon Scholarship Foundation rules. All funds will be deposited with the Miss Oregon Foundation and will be under their control for your benefit until you apply for them. A Miss Lane County contestant has one year after she acquires the scholarship to apply for the monies. A Miss Lane County Outstanding Teen contestant has until one year after she graduates high school to apply for the scholarship amount earned.