

Building A Partnership

National
Awareness

Inspiration

Acceptance

Glamour

Understanding



Sara Gaver, Ms. Wheelchair USA 2022-2023

Corporate Proposal Designed For You!

Ms. Wheelchair USA

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Partnership Proposal

In today's society there are many needs to be met...many people deserving of our help and understanding. We appreciate the opportunity to work with you as we reach out to individuals with physical and developmental disabilities through our amazing Ms. Wheelchair USA program! This year's national competition will include three nights of on-stage competition, and a full week of activities and events at the end of July 2023! We are very excited about the work that we do, and look forward to you sharing in this with us!

For the past seventeen years, The Dane Foundation has been able to provide for the unique needs of thousands of individuals with disabilities and their families throughout the US. As a 501c3 organization, we count on the support of community partners to help us make the difference to those we serve. As a presenting organization for Ms. Wheelchair USA, your partnership will be recognized by both The Dane Foundation and Ms. Wheelchair USA through our mandate to provide awareness and understanding of people with disabilities.

This **Partnership Proposal** has been designed especially for you to forge a relationship through Ms. Wheelchair USA! This proposal outlines specific activities and opportunities within the Ms. Wheelchair USA week, but can be changed to meet your interests and budget options. The 2022-2023 partners have an EXCLUSIVE opportunity to be part of a Hollywood docu-series being filmed at this year's pageant! We look forward to joining with you this year and thank you for your consideration!

Title Sponsorships \$20,000 and above + product

As a Title Sponsor, **you** will receive more than \$250,000 in advertising and nationwide promotions through broadcast and social media, materials, spokesperson appearances, and opportunities throughout the contest year. Packages are designed specific to the amount donated.

As a Title Sponsor, **you** can receive ...

2022-2023 EXCLUSIVE: Funding/Production Credit in docuseries "A Different Kind of Crown."

Naming rights*	"Official" product status	Exclusivity of product
Product endorsement	Media/Click through	Customized VIP Event
Communication e-event	Live announcements	MWUSA Workshop
Corporate seating at event	Info-video in telecast	Six spots in national telecast
Naming one national award	Live award presentation	Signage at host hotel
Signage at theatre	Spokesperson video shoot	Spokesperson photo shoot

Corporate placement in national magazine
 MWUSA as a professional spokesperson for appearances & events TBD

Inclusion in event media and promotional materials

Premiere display location at host hotel, theatre and all applicable
 MWUSA activities and appearances during national competition week.



*"MWUSA presented by The Dane Foundation and You"

Sponsor provisions at this level include a cash, tax deductible donation (based on the amount donated) and access during the national competition week and the new MWUSA for appearances and corporate presentations. Sponsor requested travel & accommodations for appearances to be provided in addition to donation. As a partner we will ask you to provide reciprocal media, social media, and web inclusion of MWUSA program related spokesperson appearances.

Presenting Sponsor \$15,000 - \$10,000 +product

As a Presenting Sponsor, **you** will receive more than \$125,000 in advertising and nationwide promotions through broadcast and social media, materials, spokesperson appearances, and opportunities throughout the contest year. A specific package will be designed based on the amount donated and the partner's specific needs. As a Presenting Sponsor, **you** will receive ...

2022-23 EXCLUSIVE: Funding Credit in docuseries "A Different Kind of Crown"

- | | |
|----------------------------|----------------------------------|
| Product endorsement | Spokesperson product photo shoot |
| Media logo placement | Live announcements |
| Corporate seating at event | Three spots in national telecast |
| | MWUSA Workshop |
| | Naming one national award |

- Inclusion in event media and promotional materials
- Placement on MWUSA web with click through opportunity
- MWUSA as a professional spokesperson for appearance & at events TBD
- Premiere display location at host hotel, theatre during national week & resource fair

Sponsor provisions at this level include a cash, tax deductible donation and access during the national competition week and to MWUSA for appearances and corporate presentations. Sponsor asked travel & accommodations for appearances to be provided, in addition to donation. Partner to provide reciprocal media social media, and web inclusion of MWUSA program related spokesperson appearances, etc.

Supporting Sponsor \$5,000 Donation

As a Supporting Sponsor, you will receive more than \$65,000 in promotion nationwide. You will receive the following for your tax deductible donation to Ms. Wheelchair USA...

2022-23 EXCLUSIVE: Funding Credit in docuseries "A Different Kind of Crown"

- | | |
|---|------------------------------------|
| Full page in national magazine | Corporate seating at event |
| Two spots in national telecast (:30 sec) | Naming of one national competition |
| Inclusion in event media and promotional materials | |
| Opportunity to host one activity during competition week | |
| Logo placement on MWUSA web with click through opportunity | |
| Premiere display location at host hotel, theatre during national week & resource fair | |

Patron Sponsor \$2,500 Donation

As a Patron Sponsor, you will receive more than \$32,000 in promotion nationwide. You will also receive the following for your tax deductible donation to Ms. Wheelchair USA...

2022-23 EXCLUSIVE: Funding Credit in docuseries "A Different Kind of Crown"

- | | |
|---|------------------------------------|
| Full page in national magazine | Corporate seating at event |
| Two spots in national telecast (:30 sec) | Naming of one national competition |
| Inclusion in event media and promotional materials | Logo on MWUSA web |
| Premiere display location at host hotel, theatre during national week & resource fair | |



Activity Sponsors

\$2,000

In addition to one full page in the national digital program magazine, donations at this level provides sponsorship for one of the activities during Ms. Wheelchair USA week. These include the following:

\$2000 Level

Interview Competition Sponsor
Ms. Congeniality
MWUSA Gives Back Event
Photogenic Award
Preliminary Night Show Sponsor
Telecast Sponsor
Video Shout Out Sponsor
Social Media Award Sponsor

Evening Wear Competition Sponsor
The Press Room Award
MWUSA Welcome Party
Creativity Award
Contestant Headquarters
Production Sponsor
Contestant Meal Sponsor

Also at this level...

Judges Hospitality Suite
Crown & Banner Sponsor

Contestant Hospitality Suite
Contestant Shirt Sponsor



Sara Gaver, MWUSA 2022
Jeremy Parsons, PeopleTV

Working Together

The following are suggestions and timelines for creating a mutually beneficial partnership between **You and MWUSA**. This timeline is applicable to the main levels of sponsorship, but will be adapted for timelines of activity and corporate program sponsors.

Action	Description	Participants	Timeline
Planning & Scheduling Meetings	Phone conferencing to discuss details and activities as well as scheduling preparations for MWUSA week, media planning, and spokesperson appearances, etc.	MWUSA You	ASAP
Reports / Updates on Partnership	Report of activities, planning, and schedules provided to partners	MWUSA You	Monthly
Advertising, Social Media, Promotional, Web, and E-event Scheduling and reciprocal material provisions	Scheduling and detailing of all of the included materials and media to be outlined, artwork, images, and logos provided, E-event activities to be discussed and detailed	MWUSA You	Begin with partnership with timeline to follow
Payment of cash sponsorship / donation	Payment of cash sponsorship to be used for marketing and promotional promises and support of MWUSA national event 2021	MWUSA You	7 days from or agreement or as arranged
Planning & Development Meeting	Planning & development meeting to include the MWUSA staff to develop a national plan for promotion and growth as well as lay the foundation for needed opportunities of both partners to be outlined with information and timelines	MWUSA. You	Today- September 2023
Provision of product donation and use by MWUSA and spokesperson	Product availability for contestants and new MWUSA use at appearances, etc.	MWUSA You	July 6, 2023
Partnership agreement review for continuation	Review sponsorship level and activities involved within partnership agreement	MWUSA You	September 2023
Sponsorship Agreement /Exclusivity - based on level of sponsorship	Timeline and level of sponsorship agreement	MWUSA You	Ongoing



2023

Ms. Wheelchair USA & You Partnership Commitment Form

This form should accompany each sponsor/supporter payment/donation

Depending on the support level of your year-long commitment, You will receive naming rights, exclusivity, and other sponsorship opportunities as outlined in the Partnership Proposal. You will receive promotional offerings including media, events, Internet presence, and logo click-through as well as participation and commercial presence in the live television broadcast of Ms Wheelchair USA. At every opportunity, beneficial for both the organizations, staff, and volunteers will be recognized and thanked for supporting individuals with disabilities in our community.

Company / Individual Name _____

Contact Name (s) _____

Phone Number _____ Email _____

Address _____

City _____ State _____ Zip _____

Level of Event Support As Outlined In Exclusive Partnership Proposal (circle one or more levels)

- Title Sponsor (above \$16,000) \$ _____ Presenting Sponsor \$10,000-\$15,000
- Support Sponsor \$5,000 Patron Sponsor \$ 2,500
- Activity Sponsor \$2,000 _____ indicate which activity
- Other... _____

Premiere Corporate Program (digital) Magazine \$500 Video Shout Out - \$125 each (Big Screen)

Corporate Magazine Page (digital) \$250 .30 second TV Ad - \$500 each

Commitment Agreed To By: _____

Sponsorship payments can be made through the DONATE link at www.TheDaneFoundation.org

Text the number 44321 and type MWUSA in the message to pay via text online

Make checks payable to *The Dane Foundation* A \$35 fee will be charged for all NSF checks.

CIRCLE TYPE OF CARD VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Credit Card # _____ Exp Date _____

Security Code _____ Zip Code for Billing _____

Name if Different than on the card _____