



*Miss Liberia in the US Pageant*



**MISS LIBERIA IN THE US  
20<sup>TH</sup> ANNIVERSARY  
OFFICIAL PRODUCT  
SPONSORSHIP  
OPPORTUNITIES**



# INTRODUCTION

## PARTNER WITH A PLATFORM OF BEAUTY, CULTURE & EMPOWERMENT

The Miss Liberia US Pageant is a premier cultural and empowerment platform celebrating leadership, beauty, intelligence, and service within the Liberian diaspora. The pageant is sponsored and organized through the Miss Liberia Global Union, which are the franchise owners of the Miss International Liberia and Miss Global Liberia pageants. .

Our organization provides opportunities for young women to develop personally and professionally while promoting culture, education, community engagement, and global representation. The Miss Liberia US Pageant is seeking product sponsors to support our contestants, titleholders, VIP guests, judges, and event attendees. As we celebrate 20 years of empowering young women, preserving culture, and fostering leadership within the Liberian diaspora, we invite brands to showcase their products and services before a diverse and engaged audience.





# WHY BECOME A PRODUCT SPONSOR?

## THE VALUE OF YOUR SPONSORSHIP

By sponsoring the Miss Liberia US Pageant, your organization will:

### ● INCREASE BRAND VISIBILITY

Gain exposure to a broad audience through event marketing materials, social media campaigns, digital advertisements, event signage, promotional partnerships, and live event recognition. Sponsors are highlighted throughout the pageant, providing continued visibility before, during, and after the event. Your products will be featured among contestants, judges, VIP guests, community leaders, entrepreneurs, influencers, pageant supporters, and members of the Liberian and African Diaspora.

### ● SUPPORT CULTURAL EMPOWERMENT INITIATIVES

Demonstrate your organization's commitment to diversity, inclusion, and cultural preservation by supporting a platform that celebrates Liberian heritage, excellence, and global representation. The pageant promotes cultural education, confidence, scholarship, and community engagement while empowering young women to become ambassadors and leaders within their communities.

### ● REACH DIVERSE COMMUNITY AUDIENCES

Connect directly with multicultural audiences, professionals, families, students, entrepreneurs, nonprofit leaders, and community stakeholders across the Liberian diaspora and beyond. Sponsorship offers unique opportunities to engage with attendees and supporters from various backgrounds who value businesses and organizations that actively invest in community-driven initiatives.

### ● ALIGN WITH LEADERSHIP AND YOUTH DEVELOPMENT EFFORTS

Support programs that encourage leadership development, mentorship, public speaking, education, volunteerism, and professional growth among young women. The Miss Liberia US Pageant provides contestants with opportunities to develop confidence, advocacy skills, and community service initiatives that extend far beyond the stage. Sponsors become valued partners in fostering the next generation of leaders and changemakers.



# PRODUCT SPONSORSHIP LEVELS

## FLEXIBLE SPONSORSHIP LEVELS TAILORED TO YOU

### BRONZE PRODUCT SPONSOR

- Business card-page ad in digital and printed souvenir program
- Social media recognition
- Verbal acknowledgment during the event
- Product inclusion in contestant or VIP gift bags
- Two (2) general admission tickets

### SILVER PRODUCT SPONSOR

- Half-page ad in digital and printed souvenir program
- Featured social media spotlight
- Verbal acknowledgment during the event
- Product inclusion in contestant and/or VIP gift bags
- Product placement at registration and/or VIP area
- Two (2) VIP tickets which include:
  - Reserved premium table seating
  - Priority admission
  - Complimentary champagne service
  - Complimentary Hors d'oeuvres
  - Complimentary souvenir program booklet
  - VIP mini swag bag

### GOLD PRODUCT SPONSOR

- Full-page premium ad placement in digital and printed souvenir program
- Premium logo placement on event materials
- Featured social media spotlight
- Verbal acknowledgment during event
- Product inclusion in contestant and/or VIP gift bags
- Product placement at registration and/or VIP area
- Product sampling opportunities
- Four (4) VIP event tickets
  - Reserved premium table seating
  - Priority admission
  - Complimentary champagne service
  - Complimentary Hors d'oeuvres
  - Complimentary souvenir program booklet
  - VIP mini swag bag

### PLATINUM PRODUCT SPONSOR

- Full-page premium ad placement in digital and printed souvenir program
- Premium logo placement on event materials
- Verbal acknowledgment during event
- Featured sponsor spotlight campaign
- Opportunity for representative remarks during event
- Product inclusion in contestant and/or VIP gift bags
- Product placement at registration and/or VIP area
- Product distribution opportunities
- Vendor table
- VIP Table of 8
  - Reserved premium table seating
  - Priority admission
  - Complimentary champagne service
  - Complimentary Hors d'oeuvres
  - Complimentary souvenir program booklet
  - VIP mini swag bag

**PRODUCT DONATION VALUE: \$250 - \$499**

**PRODUCT DONATION VALUE: \$500 - \$999**

**PRODUCT DONATION VALUE: \$1,000 - \$2,499**

**PRODUCT DONATION VALUE: \$2,500+**



# IDEAL PRODUCT SPONSOR CATEGORIES

## Beauty & Cosmetics

- Makeup
- Skincare
- Haircare
- Fragrances

## Fashion & Accessories

- Jewelry
- Handbags
- Shoes
- Watches
- Eyewear

## Wellness & Self-Care

- Vitamins
- Fitness Products
- Wellness Kits
- Spa Services

## Hospitality & Travel

- Hotel Stays
- Airline Credits
- Resort Packages



## Food & Beverage

- Bottled Water
- Juices
- Snacks
- Restaurant Gift Cards

## Technology

- Tablets
- Headphones
- Smart Watches
- Phone Accessories

## Professional Development

- Coaching Services
- Online Courses
- Business Services
- Professional Memberships



# SPONSORSHIP OPPORTUNITIES FOR PRODUCT PARTNERS

Product sponsors receive exposure through:

- Social Media Campaigns
- Event Marketing Materials
- Digital Advertisements
- Event Signage
- Sponsor Recognition
- Printed Souvenir Program
- Live Event Announcements

Sponsors are highlighted before, during, and after the pageant, creating multiple touchpoints with attendees and supporters.

## **Contestant Welcome Bags:**

Sponsor products provided to all contestants during pageant.

## **VIP Swag Bags:**

Products featured in exclusive VIP gift bags.

## **Judge Appreciation Gifts**

Products presented to the 7 judges.

## **Queen's Prize Package**

Products awarded to the newly crowned Miss Liberia US.



# LET'S BUILD A CUSTOM PARTNERSHIP

We welcome customized sponsorship opportunities and can tailor benefits to align with your marketing objectives, product launch, brand awareness campaign, or community engagement goals.



+1-862-230-9638



[missliberiaus@gmail.com](mailto:missliberiaus@gmail.com)

**Empowering Women. Celebrating Culture. Elevating Brands.**



*Miss Liberia*  
— GLOBAL UNION —