



2016



2016



Miss Oklahoma

 SCHOLARSHIP PAGEANT, INC.



2016

Salute Page Ads

Pageant Director Information

Attention All Local Pageant Directors

CONGRATULATORY ADS

2016 Program Book

We would like to take this opportunity to thank you for the time and effort you put forth to send a representative to the 2016 Miss Oklahoma Scholarship Pageant.

No doubt you have built up considerable support and momentum in your community for your representative. To further support her, we would like to suggest you consider the purchase of congratulatory space in the 2016 Miss Oklahoma Pageant Program Book.

A page such as this can be a tremendous morale booster for your contestant. It gives her a lift to know that she is being remembered by her friends back home. It also gives the members of the Pageant audience, as well as the Judges Panel, a chance to become more familiar with her during pageant week.

In all states which use congratulatory ads, the response of the local franchises in utilizing congratulatory space to support their titleholder is record-breaking. The majority of franchise holders in these states agree that maximum exposure for their contestants through this congratulatory space is a real bargain.

We are pleased to report that prices for this space are well below those offered for commercial advertising for comparable space. One copy of the local pageant order blank is enclosed. **ONLY ONE FULL PAGE AD MAY BE PURCHASED** for the low price of \$250.00 for a Black and White ad page or \$650.00 for a Color ad page. No rebate will be given at this rate and this ad will not count toward the contestant's rebate schedule of other ads purchased, but will count toward her grand total number of ad pages sold. Remember, you and your contestant may sell as many ad pages as desired at the regular rate.

We are extending this same local pageant Salute Page offer to our Miss Oklahoma's Outstanding Teen contestants as well.

All payments must be received **NO LATER THAN Saturday, April 2, 2016**. Artwork is due no later than April 16, 2016. It is NOT mandatory for the local pageant to purchase a congratulatory ad. It is your option!

It is imperative that your order be received on Saturday, April 2, 2016. **NO ORDERS WILL BE ACCEPTED AFTER THIS DATE**. Of course, you select the photo, or photos, and copy of your choice to feature in the space. We ask that you upload your ad to a Dropbox folder and send the link to that folder to adsales@missoklahoma.org. You may create a free Dropbox account by going to www.dropbox.com and click sign up for free. If Dropbox is not an option, files may be submitted on CD, DVD, or flash drive.

Please bring payment (make check payable to Miss Oklahoma Pageant) to Contestants' Day, April 2, 2015. **If you have any questions, please contact adsales@missoklahoma.org.**

SALUTE PAGES Q&A

1. What is a Salute Page Ad?

A Salute Page ad is an advertisement page in our official program book dedicated to you, the contestant. This ad reflects what the contestant is all about. Personality, platform, education, talent, the possibilities are endless. The Salute Page ad is a wonderful way for home town businesses, friends, family and relatives to show their support for you and your endeavor to become Miss Oklahoma 2016!

2. How do I sell these ads?

You should sell these ads with the idea that it is a WIN-WIN opportunity. People from all over the state will see these ads promoting the contestant. The contestant in turn will receive a rebate from the ads sold. The exposure from a marketing perspective is priceless.

3. How many ads should I expect to sell?

Each title holder should be able to sell a minimum of 4 ads. The rebates do not begin until 5 pages are sold. In the past, some titleholders have sold over 35 pages! Check out our enclosed rebate and prize packages for our Top Sales Winners. Plus *sell 15 or more ads and be entered for a chance to win exciting prizes*. Don't miss out on any of these opportunities!

4. Who do I contact?

Anyone can be a prospect. Family, teachers, business owners, chamber representatives, employers, friends, college representatives, sororities, or community leaders.

5. What is my first step in selling a Salute Page Ad?

- Contact a sponsor.
- Explain why you are selling the ad.
- Make a presentation about the Miss America Program and the benefits gained from participating in the program.
- Conclude your presentation and ask the sponsor if they will participate with you by purchasing an ad.

6. What is the cost?

A full page Color ad is \$750.00.

A full page Black/White ad is \$350.00.

If you sell one ad page to multiple sponsors, have each sponsor write their check to your local pageant or designated person. Your local pageant or designated person will deposit all of your sponsor checks then write one check or money order to the Miss Oklahoma Pageant for all of your ads. Yes, cash is accepted. ***The Miss Oklahoma Pageant prefers one check for all ads but will accept one check per ad page.** The final payment should be placed in the Final Tally Envelope.

Contestants should check with their local director on proper procedure for collecting payments. Please contact the Miss Oklahoma office if you have questions on the procedure for payments. kay@missoklahoma.org or 918-461-9595.

7. How many people will view this ad?

Tens of thousands of people will see the ad, not only in Oklahoma, but in Kansas, Texas, Arkansas, Missouri, and throughout the entire country!

8. What are the steps for completing each ad?

- Complete order form for each ad.
- Printout a copy of each ad. Color ads should be printed in color.
- List order you want ads to appear in program on the Final Tally Envelope.
- Enclose payment for all ads in Final Tally Envelope. Make checks payable to Miss Oklahoma Pageant.

9. Do the ads all have to arrive together?

Yes, all ads must be turned in together. Order deadline is April 2, 2016; Art deadline is April 16, 2016.

**NOTE: The deadline for order form and check is APRIL 2, 2016
Art deadline is April 16, 2016**

10. How soon can I expect my rebate check?

Rebate checks will be mailed after May 9, 2016 as long as all monies have been collected and cleared the bank.

DON'T MISS OUT!

Big Rewards in Appreciation for Your Efforts

As you are aware we need your help to assist and encourage your local titleholder to sell Salute Pages. To show our appreciation for all of your outstanding efforts for this cause we are offering the following exciting prizes!

- A) 30 pages sold – a \$250 REDUCTION OF YOUR 2016-2017 LICENSE FEE
- B) 35 pages sold – an airfare voucher (up to \$300.00) for one to the upcoming Miss America Competition

Just a Reminder ...

For your contestant's hard work in selling ad pages, we will pay a commission back to her, to help with wardrobe expenses, etc. The rebate schedule will be as follows:

\$50.00 per page starting after FIVE pages are sold. (The special reduced local page does not count in with the rebate schedule.) EXAMPLE: 4 pages returns \$0.00/5 pages returns \$250.00/12 pages returns \$600.00, etc.

Please help and encourage your contestant with her ad sales. The more ads sold the more it benefits the Miss Oklahoma Pageant, you, and your local program!

Win Exciting Prize Packages for the 2016 Miss Oklahoma Pageant Including Hotel Rooms & Tickets

In appreciation of the splendid job our contestants will do with ad sales, the Miss Oklahoma Pageant is providing the top three titleholders these great incentive prizes. To qualify for these prizes you must sell 20 or more Salute Pages.

1st PRIZE WINNER:

- 4 Sets of Gold Tickets for titleholder's family at the 2016 Miss Oklahoma Pageant.
- One (1) Room, Doubletree by Hilton – Warren Place for four consecutive nights during the 2016 Miss Oklahoma Pageant, for titleholder's parents.
- 2 Sets of Gold Tickets for Local Director at the 2016 Miss Oklahoma Pageant.

2nd PRIZE WINNER:

- One (1) Room, Doubletree by Hilton – Warren Place for three consecutive nights during the 2016 Miss Oklahoma Pageant, for titleholder's parents.
- 2 Sets of Gold Tickets for titleholder's family at the 2016 Miss Oklahoma Pageant.
- 2 Sets of Gold Tickets for Local Director at the 2016 Miss Oklahoma Pageant.

3rd PRIZE WINNER:

- 2 Sets of Silver Tickets for titleholder's family at the 2016 Miss Oklahoma Pageant.
- 2 Sets of Silver Tickets for Local Director at the 2016 Miss Oklahoma Pageant.

If there is a tie, we will have a drawing to see who the lucky winner will be.
Announcement of the winners will be made after the ad sales deadline. Good luck!

Sell 15 or more ad pages and be entered for a chance to win some additional great prizes including tickets to the 2016 Miss Oklahoma and MOOTeen Pageants.

**For Program Book Salute Pages Information, please contact:
adsales@missoklahoma.org**