

Pageant Promotion Selling Structure

The Pageant Promotion Selling Structure is set up as a way for contestants to support the pageant and rodeo while raising reimbursement dollars for their pageant expenses. If the contestant raises enough money through drawing tickets, rodeo ticket sales and/or Sponsor Ad sales the expenses to compete in the pageant can be minimized.

1. Rodeo tickets, drawing tickets and sponsor ads count toward total ticket money raised.

Rodeo Tickets: Advanced prices are \$8.00 for Adults (13+) and \$5.00 for children (6-12) 5 and under get in free. Rodeo tickets will be mailed if you request them.

Specify how many Adult and Children tickets you want to start with on your application.

Drawing Tickets: 1 for \$1.00 or 7 for \$5.00.

Drawing tickets can be printed off our website. Print 7 pages and staple each set of drawing tickets, then cut out. Each set should give you eight packets of 7 tickets each.

Sponsor Ads: Business Card Size \$35.00, Half Page \$60.00, Full Page \$100.00

The Sponsor Ad Books are 8.5" x 11" folded in half. View a PDF of previous years' book on the website. Use the Sponsor Ad Sheet to document your ads and send info to Amanda to build the book.

2. Each Miss and Princess contestant is required to raise a minimum of **\$250.00** to receive full Pageant Promotion Points. Little Miss Contestants have a minimum of **\$200.00**. Families with more than one contestant entered are allowed to subtract **\$100.00** from the 2nd, 3rd ect. contestant entered to calculate the total for full Pageant Promotion Points.
3. The Payback Program allows contestants to raise additional money to cover their costs and help the pageant. Of each dollar the contestant raises above \$250.00, **half** will be set aside to cover pageant costs and the other **half** (up to \$599.00) will be reimbursed to the contestant for gas, stall, room fees and other costs associated with pageant preparation and travel.

(Example: 2 sisters compete in the Princess and Little Miss Categories. As a family they raise \$2200.00 so both contestants have met their point minimum at \$450.00, the Payback Program starts after \$500.00 so the total the girls will receive back is \$850.00 because there are two contestants and each can receive up to \$599.00 reimbursement. $\$2200 - \$500 = \$1700/2 = \850 . If one contestant raised \$2200.00 the maximum they could receive through the Payback Program is \$599.00)

4. Business Sponsorships should be deducted as Advertising so checks are made directly to **CPRA Royalty Pageant** and are tax deductible to the business.
5. For PERSONAL donations to be TAX DEDUCTIBLE, they must be made out to **OCFW or Optimist Club Foundation of Wichita** (major pageant sponsor and Non Profit organization)

Pageant Promotion Selling Tips

It is important to understand the need for contestants to actively participate in promoting and selling the CPRA Pageant and Rodeo Association *before* they take on the responsibility of CPRA public relations women for a year.

A few ideas on how to reach the minimum ticket/ad sales and how to go above and beyond to raise your goal amount have been provided below. Good luck, and enjoy the experience!

- Sell tickets to friends and family.
- Get others that you know to help you by selling tickets to their family and friends.
- Accept donations from people who want to help but cannot attend the rodeo or don't want to enter the drawing.
- Talk to businesses that you shop at regularly. Ask them to place an ad in the Pageant Sponsor Ad Coloring Book.
- Dress professionally when asking businesses to place an ad with you.
- Speak at local clubs such as Optimist, Lions Club, 4-H, FFA or Knights of Columbus. Give a brief speech about the pageant and what you hope to gain from the experience. You could even practice your pageant speech in front of them. Ask members to buy drawing tickets, rodeo tickets or ask the club to sponsor you and place an advertisement.
- Use your drawing item that you will bring to the pageant when sell drawing tickets.
- Print off the Drawing Prizes album on the CPRA Pageant facebook page once it is posted to show some of the items that will be given away.