

Blackbutterfly Enterprises, Inc., presents:



**Miss Teen Being Beautiful Is Being Me Scholarship Pageant
Miss Delaware Being Beautiful Is Being Me**

Contestant Handbook

Revised Jan 2012



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Dear Contestant:

My name is Dee Cephass Executive Director of Being Beautiful is Being Me Female Empowerment Program for Teens and Scholarship Pageant. The BBM Scholarship Pageant was created as an extension of the BBM Female Empowerment Program which allows young women of all backgrounds, shapes, sizes and complexions to reveal to the world the true spirit of BEAUTY. *“Defining Beauty from the Inside Out”* is our motto and as each student of BBM shares in our unique Rites of Passage, they will be adorned with confidence, integrity, respect, and love for themselves and others.

In 2010 BBM partnered with the Essence Pageant Organization and crowned Miss Teen Delaware Essence Jamila Mustafa and Miss Delaware Essence Melanie Haynes who both went on to win National titles as Miss Teen Essence USA and Miss North America Essence respectively. Honored as members of BBM by the City of Wilmington in 2010, both Miss Jamila Mustafa and Miss Melanie Haynes have received multiple honors throughout 2010 and 2011 from the City of Wilmington, Governor Jack Markell and many other groups and organizations.

As we move into this year’s pageant we look forward to traveling “The Road to the Crown” with each of you.

Be Beautiful
Dee Cephass

HOW TO ENTER: ENTRY FEE/ PAYMENTS

****BBM Scholarship Pageant is free for teens contestants ages 13-19 who attend the BBM Female Empowerment Workshops. (Must attend at least one workshop a month to be eligible)***

Each state delegate is required to pay a \$50 pre-registration fee and entry fee to enter the pageant. **The entry fee for the 2012 is \$300 and is non-refundable.** Delegates may pay the entire fee themselves, or may seek sponsors to help defray the cost of competing. Delegates will have the opportunity to provide a list of sponsors to be recognized in the pageant's official program book at no additional charge.

Payment may be made by cash, money order or Pay Pal, no personal checks will be accepted.

Upon acceptance of a delegate's application and pre-registration fee, delegate must make an initial deposit payment of \$150 within 21 days of acceptance. After that, each delegate is required to pay the balance of the entry fee no later than March 15, 2012.

All contestants must forward a headshot no later than March 15, 2012 to:

bbmpageantinfo@gmail.com

(Does not have to be professional but preferred)

Entry Fee Includes:

Entry into Pageant:

- Pageant program book
- Official Being Beautiful Is Being Me t-shirt
- Meals while at the 2012 Pageant
- Sponsor gifts and more

Entry Fee Does Not Include:

- Hotel Accommodations
- Travel Expenses
- Competition Wardrobe
- Personal Expenses

Eligibility Requirements

To be eligible for a state title, a delegate must meet at least one of the following criteria:

- Each delegate must be of good moral character having never committed a public act that is not consistent with the highest standards of moral integrity. She must not have appeared nude in print, film or live, or participated in any lewd or provocative public acts or behaviors.

<i>Teen Contestants</i>	<i>Adult Contestants</i>
<ul style="list-style-type: none">• You Must participate in the Being Beautiful Is Being Me Beauty Pageant.• You must participate in the Being Beautiful Is Being Me Workshops.• You must complete a 500 word essay.• You must maintain a 2.5GPA or shown significant academic improvement while participating in BBM• You must be at least 13 years of age and not older than 18 years of age by the date of the competition.• You must be a full-time student.• You must be single; not married.• You must be a natural born female.• You must reside in the State of Delaware.• You must be a United States citizen and live in the United States• You must submit via email a Recent Snapshot• NOTE: All fees are waived for BBM Workshop Participants only	<ul style="list-style-type: none">• You must be at least 18 years of age and not older than 27 years of age by the date of the national competition for which you compete.• You must be a high school graduate or in your senior year of high school.• You must be single; not married.• You must be a natural born female.• You must be a United States citizen and live in the United States• You must reside in the State of Delaware.• You must be in excellent physical and mental health.• You must pay \$50.00 Non-refundable Application Fee.• You must submit via email a Recent Snapshot.

RETURNING DELEGATES of Being Beautiful is Being Me Scholarship Pageant

You can only win the state title once. However, you can re-compete in the state pageant if you do not win.

DEADLINES

The fee deadline for the pageant is **March 15, 2012**. Any and all fees must be paid by this deadline. Fees include, but are not limited to, entry fees, advertisement fees, pre-ordered tickets and/ or program books and any other fees not mentioned here. Final pageant deadline is **April 1, 2012** no exceptions. If fees for any reason must be paid after deadline, fee will increase by \$200.

All required paperwork (with the exception of the interview sheets); program book photo and ad copy must be received by the BBM office by **March 15, 2012** unless otherwise stated or if you are a late entry.

All deadlines will be strictly adhered to. There will be no exceptions to deadlines under any circumstances. Delegate understands that failure to meet deadlines will result in judge's panel being made aware of delinquency. Penalty to delegate's score due to tardiness will be at the sole discretion of judges panel.

REFUND POLICY

Any and all fees paid to Blackbutterfly Enterprises, Inc., in c/o Being Beautiful Is Being Me are non-refundable and non-transferable under any circumstances. This includes any and all fees paid by the delegate or by anyone on behalf of the delegate.

COMMERCIAL TIE-UPS

Delegates may have a commercial tie-up, modeling contract, agency agreement or other similar contract. However, such contract may not permit or authorize the use of the Blackbutterfly Enterprises, Inc., Being Beautiful Is Being Me or DelawareBlack.com name, logo or brand without the explicit consent of the above mentioned agencies.

COMPETITION CATEGORIES

Preliminary Competition Categories:

Swimsuit 33.3%
Evening Gown 33.3%
Panel Interview 33.33%

Competition Categories for Top 10 contestants:

Swimsuit 50%
Evening Gown 50%

Final Competition for Top 4
Final Question and Overall Impression

Miss Congeniality

This award is given to one delegate in the entire pageant who the other delegates feel exhibits the true spirit of pageant competition. This is the delegate who the other delegates vote on as the most congenial, pleasant, helpful and with the most positive attitude throughout the pageant.

JUDGES AND SCORING procedures:

- State judges' panel will be comprised of at least five qualified judges.
This judge's panel will evaluate all delegates in all divisions in all competitive areas.
- Blackbutterfly Enterprises, Inc. has the sole authority and discretion to select the judges' panel.
- Blackbutterfly Enterprises, Inc. will strive to select a judges' panel that is well qualified and professionally and culturally diverse.
- Judges' names will not be released to delegates prior to the start of the 2012 pageant.
- Judges are educated and informed of the Pageant judging procedures, expectations and processes prior to and upon arrival at the 2012 pageant.
- Delegates are not permitted to converse with, approach or otherwise interact with any judges during the entire course of the 2012 pageant. Delegates violating this will risk disqualification. Judges are also instructed not to converse with, approach or otherwise interact with delegates during the entire course of the 2012 pageant, other than during scheduled competitive events.
- All decisions of the judges are final.

Scoring Procedures:

- All tabulating at the 2012 pageant will be conducted by a state licensed, Certified Public Accountant selected by Blackbutterfly Enterprises, Inc.
- Scoring point values vary based on the total weight of each competitive area.
- Scoring point values for each competitive area are as follows:
 - All scoring point values are per competitive area, with a maximum potential total score for any delegate being 10 points total per judge.
 - The delegate in each division with the highest combined score will be named the state queen in that division.
- Judges will be asked to rank the top five delegates in the division. The ranking and score will be; 1st place = 5 points, 2nd place = 3 points, 3rd place = 1 point.

HOTEL

Delegates may stay at a hotel if they wish, and are responsible for their own hotel expenses. An exception to this requirement will be made for delegates who live within a radius to the host hotel that it is reasonable to drive to and from the host hotel and venue.

TRAVEL

Delegates are responsible for their own travel arrangements.

PHOTOGRAPHS

All delegates must provide a photo for the official program book. We will need a head shot. It must be emailed to: bbmpageantinfo@gmail.com

ATTIRE

Delegates are responsible for their own competition and rehearsal/ special event attire before, during and after the pageant.

1. Comfortable Clothes for two Rehearsals
2. Interview Attire: Dress or Business Suit
3. Opening number dress: Dark Jeans and Black Pump (BBM T-Shirt will be provided)
4. Swimwear one piece or two piece --- TEENS are required to wear a one-piece NO EXCEPTIONS. Miss contestants may wear either a one-piece or two-piece. *Note NO STRINGS are permitted on any swimwear NO EXCEPTIONS.
5. Full Length Evening Gown (Must be full length, long)
*(*Note- Evening Gowns will be provided through The Formal Dress Project for all BBM Teens who participate in the BBM Workshop at no cost.)*

CONFLICT OF INTEREST

Immediate family members of Blackbutterfly Enterprises, Inc. staff members or others affiliated with Blackbutterfly Enterprises, Inc. in an official capacity are not permitted to compete in any Being Beautiful Is Being Me pageant while such a relationship exists.

TENTATIVE PAGEANT SCHEDULE

Friday, April 20, 2012
Christina Cultural Arts Center
705 North Market Street
Wilmington, DE
8pm -10pm
Contestants are to arrive no later than 4pm

PRIZE PACKAGE

Refer to the website

SUB-SPONSOR INFORMATION

Any individual or business who wishes to support a contestant by paying any portion of the sub-sponsorship fee qualifies to be a sub-sponsor. Remember, a sub-sponsor also should have the right and may be obligated to use his contestant's picture for business publicity purposes.

Purpose of Sub-Sponsorship/Ad Fees

Due to the cost involved in producing this pageant we would not be able to hold this event without the assistance of sub-sponsors. Sub-sponsorship fees cover the pageant's organizational expenses, such as the auditorium rental, advertising, printing costs, lighting and sound equipment, trophies, hired help, and the costs of meals for our contestants during the pageant weekend.

How to obtain Sub-Sponsorship Fees

Securing sponsors is easy! If you plan on approaching a business to sub-sponsor you, the most important advice we can give you is to dress well, be polite, be confident, have fun, and always smile! You will be a winner regardless of the outcome.

How to Accept Payment from a Sub-Sponsor

The sub-sponsor may pay you directly or may use pay pal via our website www.blackbutterflyenterprises.weebly.com, again we do not accept personal checks.

SOUVENIR BOOKLET ADVERTISEMENT

Contestants can sell advertisements in the pageant souvenir booklet. Contestants will find that it is relatively easy.

Advertisements may be purchased by families, friends, or businesses. For a business, this cost is tax deductible. Please give a receipt to every person or business purchasing an advertisement.

Many contestants take advantage of this opportunity to have agents see their various photos. We encourage you to make the most of this chance, but you must promote yourself.

Make sure each advertisement, regardless of its size, is drawn out on an 8-1/2x11 piece of paper or on the order forms included with this information. Include on the order form the ad copy, your name, the size of advertisement and any other information you wish us to know about the printing of this advertisement. For best results send an electronic copy so the ad has a sharper image on print.

Below is a price list for the various sizes of advertisements:

Size Price:

Full Page (8-1/2x11)	\$135
Half Page (5x7-1/2)	\$80
Quarter Page (5x3-1/2)	\$50
Business Card (3 1/2x2)	\$35

Advertisement copy and fee money must be in our office **March 15, 2012** before your said pageant schedule date.

Please make all check or money orders payable to: Blackbutterfly Enterprises, Inc. (please ensure your name is in the Memo line)

Advertisers also have the option to pay us directly through our website via pay pal.

NOTE: The selling of advertisement is optional and has no effect on the pageant's main areas of competition.

If you or any of your advertisers have any questions, please do not hesitate to call our office. See attachment for Advertising Sales Letter Form. You will use the same receipt book for sub-sponsorship and advertising sales.

Souvenir Book Pictures/Ads

Advertisement Specifications:

Full page 8.375x10.875, to bleed it off the page the size would be 8.625x11.125
Half Page (horizontal) 7.625x5
Half Page (vertical) 3.75x10.125
Quarter Page 3.75x5

Please e-mail your pictures and list of sub-sponsor for the program book.

Please e-mail two photos, black and white or color; one head shot and one full-length of any size on electronic copy only with your full name in the subject line to: **info@delawareblack.com**

2012 Miss Being Beautiful Is Being Me Delegate Checklist

χ ____Application

χ ____\$50 Application fee (*Applies to Miss Category only*)

χ ____One Headshot (*professional preferred but not required*)

χ ____\$150 Deposit due with 21 days of application

χ ____Entry Balance Due by March 15, 2015

χ ____Ads for State Souvenir Program Booklet – \$125 per full page, \$65 per half page, and \$35 per quarter page

Contests Name _____



Being Beautiful Is Being Me Scholarship Pageant Official Entry Contract Form

Personal Information:

First Name: _____

Middle Name: _____

Last Name: _____

Parent or Guardian _____

Age: _____

Email: _____

Date of Birth: Month: _____ Day _____ Year _____

Address: _____ Apt. No.: _____

City/State/Zip _____

Home Phone () _____ Work Phone: () _____

Cell Phone () _____

What state title do you want? Miss Teen () Miss ()

What T-Shirt Size do you wear? Small / Medium / Large / Extra-Large

Gown Size _____

Release of Liability Form

Contestant's Name _____

In consideration of participating in the:

____ Miss TEEN Being Beautiful Is Being Me

____ Miss Being Beautiful Is Being Me

And its related events and activities, I agree that:

1. As a result of my participation in the events and activities of the pageant, there are inherent risks of injury, bodily harm and/or other physical or mental damages that may result.

2. I knowingly assume those risks and agree to hereby fully and forever remise, release, acquit and forever discharge Blackbutterfly Enterprises, Inc, Being Beautiful Is Being Me, DelawareBlack.com and their agents, attorneys, representatives, predecessors, successors, heirs and assigns from and against all claims, causes of action, demands, contracts, damages, accounts, debts, liens or suits of any kind, known or unknown, arising directly or indirectly from my participation in the pageant.

I have read this release of liability and assumption of risk agreement, fully understand its terms and sign it voluntarily.

Signature of Contestant Date

Parent or Guardian Date

Contestants Name



Health Form

Contestant Name: _____

Contestant Address: _____

Contestant Telephone Number: _____

Name of Emergency Contact: _____

Address of Emergency Contact: _____

Telephone Number of Emergency Contact: _____

Relationship: _____

Contestant Primary Health Care Provider: _____

Telephone Number of PHCP: _____

Contestant Insurance Carrier (If Applicable): _____

Policy Number: _____

Please List all known Allergies: _____

Each Contestant will be asked to participate in both a fitness competition and an opening/closing dance routine. Therefore, please List all Physical Limitations: _____

Rules and Regulations Form (to be completed at state pageant)

1. During rehearsals and mandatory time in the dressing rooms, contestants must not leave the area for any reason unless accompanied by or given permission by an official pageant chaperone.
2. Courtesy and proper language is required when dealing with other Contestants and the pageant staff.
3. Contestants must be on time to all scheduled events; this includes, but is not limited to, reporting to the dressing rooms at the required times.
4. None of the Contestants (outside of competition), their parents, friends, relatives, etc., is allowed to engage any of the Judges or Auditor(s) in conversation at any time prior to the absolute conclusion of the pageant.
5. There will be absolutely NO smoking in public, and NO drinking of alcoholic beverages by the Contestants at any time during the pageant weekend unless at designated times.
6. I understand that as a representative of Blackbutterfly Enterprises, Inc/Being Beautiful Is Being Me my appearance must be well maintained. (I.E. hair must be done and well kept, nails well groomed and maintained while on appearances, clothing must be presentable, neat, and appropriate)

I AGREE:

In consideration for my participation in the Miss Teen/ Miss Being Beautiful Is Being Me Scholarship Pageant, I hereby acknowledge and agree to each of the following:

A. Miss Teen/Miss:

To submit the required \$300 fee by March 15, 2012 or \$500 after April 1, 2012; I understand that any fees already submitted to as Blackbutterfly Enterprises, Inc/Being Beautiful Is Being Me are non-refundable with NO exceptions. I also understand that the application fee will be applied to the entry fee. *(Does not apply to Miss Teen delegates)*

B. To cooperate with the staff assigned to me during the pageant.

C. To be prompt at all rehearsal calls and Pageant related appearances or events.

D. That I will not incur or cause to be incurred, authorize or otherwise create any indebtedness in the name of or on behalf of this Pageant and/ as Blackbutterfly Enterprises, Inc/Being Beautiful Is Being Me.

E. That if I am selected as the state titleholder, my receipt of the prizes and awards may be expressly conditioned upon my presence at the next state pageant in 2013.

F. I am solely responsible for all cost and expense related to my participation in this pageant and, if selected, as the state titleholder for Being Beautiful Is Being Me.

G. That if selected to represent Being Beautiful Is Being Me or its affiliates; I will make myself available for participation for all events, including all activities and reciprocal events surrounding the pageant.

H. I hereby acknowledge and agree that any pageant that I participate in, on behalf of as Blackbutterfly Enterprises, Inc/Being Beautiful Is Being Me shall, from the inception of its creation, be entirely the property of as Blackbutterfly Enterprises, Inc/Being Beautiful Is Being Me in perpetuity, throughout the universe, free of any claim whatsoever by me or by any persons deriving any rights or interests from me as Blackbutterfly Enterprises, Inc/Being Beautiful Is Being Me shall have the sole and exclusive right in perpetuity and throughout the universe to:

1. Manufacture, advertise, sell, license, exploit or otherwise dispose of any and all recordings embodying my performance and participation in the pageant ("Recordings") upon such terms, and under such trademarks, service marks, or trade names as Blackbutterfly Enterprises, Inc/Being Beautiful Is Being Me shall elect, or, in its sole discretion, to refrain there from on any device or by means of any medium whether now known or hereinafter invented; and

2. Present, display or distribute the recordings publicly and to permit the public performance thereof by any method and by medium now or hereafter known; and

3. Use and publish and allow others to use and publish the recordings, photographs, and biographical material solely prepared in preparation for the pageant and in connection with the promotion, exploitation and sale of derivatives of the recordings and the pageant. Blackbutterfly Enterprises, Inc. shall have a right of reasonable approval of all photographs, likenesses or biographical material provided by me to be used in the pageant or for the productions of the recordings.

I. If selected to represent Delaware at the Being Beautiful Is Being Me Scholarship Pageant I will execute and deliver the Contestant/Representative Agreement attached to this application by reference. I acknowledge that I have read the rules related to the application process and understand what I have read. I further acknowledge that I meet all of the requirements of the Being Beautiful Is Being Me

Scholarship Pageant. I _____ understand that falsification of this application is grounds for immediate disqualification and forfeiture of any and all fees paid.

NOTICE: Failure to adhere to these rules can result in the immediate disqualification of the Contestant and her removal from the Pageant. Please read these rules thoroughly prior to signing below.

Signature of Applicant / DATE

How did you hear about the competition? _____

#1 Mail your signed contract and your \$50.00 pre-registration fee to:

Blackbutterfly Enterprises, Inc.
C/o BBM Scholarship Pageant
3 Germay Dr. Suite 15
Wilmington DE 19803

***You may also submit your \$50.00 application fee on-line go to:
www.blackbutterflyenterprises.weebly.com and select the BBM Pageant
Registration Page**

#2.Email: bbmpageantinfo@gmail.com your head photograph

#3. Submit your \$150.00 deposit within 21 days to confirm your spot as a State Finalist

#4. Review your delegate checklist

#5. Read your email frequently

Interview Sheet

Please complete the questions on the interview sheet; the judges will use this sheet to get to know you better during the panel interview on Saturday. The judges will have this interview sheet and the program book with them. **Please bring 8 copies of this sheet to state pageant check-in.**

Name _____ Title _____

Category: Teen Miss

Highest grade completed: _____

High School/College/University: _____

Major: _____

Special Talents and Training: _____

List any Honors and Awards: _____

Tell us about your Achievements (you may attach a page if necessary)

1.) In today's society, women play prominent roles in business, politics, education, sports, entertainment, and the arts. What do you intend to achieve if crowned? Why and How?

2.) Are you currently attending school or involved in any educational studies? If so, what are you studying? Where? What are your eventual goals?

3.) Are you currently employed? If so, what is your occupation?

4.) Name one personal accomplishment that makes you especially proud.

5.) What have you learned about yourself during the past year?

6.) What person do you most admire and why?

7.) Describe what you think the role of women will be in the 21st century.

8.) What charity/charities have you supported with your time and/or resources in the past?

9.) What expression/slogan/motto best describes your view of life?

10.) If you were to obtain the Miss Teen Being Beautiful Is Being Me or Miss Being Beautiful Is Being Me title, what cause have you selected to be your platform and why?

SUBSPONSOR CONFIRMATION LIST

Please list your sponsors in the order in which you want your sponsors listed in the pageant program book. Please print neatly and return it once you have obtained all of your sponsors. **This form is due March 15, 2012.**

Contestant's Name/Title:

Phone Number:

Address:

City:

State:

Zip:

Sponsor(s):

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

When complete, mail or email this form with all sponsorship support to:

Blackbutterfly Enterprises, Inc.
C/o BBM Scholarship Pageant
3 Germay Dr. Suite 15
Wilmington DE 19803
bbmpageantinfo@gmail.com

ADVERTISEMENT INSERTION FORM

This is due March 15, 2012

Advertiser:

Address:

Contact Person:

Phone:

Email:

This constitutes an agreement to run the following advertising in the Extravaganza Weekend Souvenir Booklet at the following prices listed below (check appropriate size):

Size:	Price:
Full Page (8-1/2 X 11)	\$125
Half Page (5 X 7-1/2)	\$80
Quarter Page (5 X 3-1/2)	\$50
Business Card (3 1/2 X 2)	\$35

For the best quality all advertising must be on soft copy and e-mailed to: bbmpageantinfo@gmail.com with the contestants name, contestant number, and state in the e-mail.

Here are the advertisement specifications:

Full page 8.375x10.875, to bleed it off the page the size would be 8.625x11.125
Half Page (horizontal) 7.625x5
Half page (vertical) 3.75x10.125
Quarter page ad - 3.75x5

An e-mail will be sent confirming the ad and payment. You must have it print ready there is an additional cost to design the ad for you.

Advertiser's Signature

Date

Contestant Referral Incentive (Applies to Miss Category only)

Any contestant (a contestant refers to a woman that has applied and been accepted as a “contestant” and has received an official confirmation letter from BBM) that refers another “contestant” to the pageant will get \$25 off their entry fee. There is no limit to this incentive.

Contestant Referral Incentive Form

Referring Contestant: Fill out this form so that we can credit your pageant entry fee by \$25, your bonus for referring a friend.

Contestant's Name _____

Contestant's State _____

Contestant's Email _____

New Contestant's Name _____

New Contestant's Phone Number _____

New Contestant's State _____

New Contestant's Address, city, state, zip _____

New Contestant's Email _____

Receipt

Blackbutterfly Enterprises, Inc.



DATE ____ / ____ / ____

RECEIVED FROM _____

AMOUNT _____

FOR PAYMENT OF _____

CASH MONEY ORDER
CERTIFIED CHECK# _____

AMOUNT DUE _____

AMOUNT PAID _____

BALANCE _____

SIGNATURE _____

Make all payment to the order of Blackbutterfly Enterprises, Inc.



Blackbutterfly Enterprises, Inc.
Being Beautiful Is Being Me Scholarship Pageant
www.blackbutterflyenterprises.weebly.com
bbmpageantinfo@gmail.com
302-981-4724

Sub-Sponsorship Letter from the Director

Dear Potential Sponsor:

My name is Dee Cephas, Executive Director of the Being Beautiful Is Being Me Scholarship Pageant part of the 2012 State Farm Delaware Black Expo Extravaganza Weekend. There will be ladies coming from across the state Delaware to compete for the title of Miss Teen Being Beautiful Is Being Me and Being Beautiful Is Being in Wilmington Delaware on April 20, 2012.

The BBM Scholarship Pageant was created as an extension of the BBM Female Empowerment Program which allows young women of all backgrounds, shapes, sizes and complexions to reveal to the world the true spirit of BEAUTY. *"Defining Beauty from the Inside Out"* is our motto and as each student of BBM shares in our unique Rites of Passage, they will be adorned with confidence, integrity, respect, and love for themselves and others.

Every contestant will need to obtain her sponsorship and/or advertisement. Contestants may have either a single sponsor or several sponsors to make up the total. In return, her sub-sponsor(s) will receive advertising in the program book next to her name or be able to purchase an advertisement page in the program book. The master of ceremonies will also announce her sponsor(s) over the public announcement system to an audience of over 200 people each time she appears on stage.

The purpose of sponsorship fees is to help pay for expenses involved in producing a pageant. These expenses include items such as auditorium rental, printing, hired help, among others.

There are many benefits to sponsoring a contestant. For a business, the fee is tax-deductible, because you will receive advertising. You may choose to have her make a promotional appearance at your business in the event she places or wins the pageant. The most important benefit is that your support enables a contestant to compete in this worthwhile event.

Should you decide to sponsor a contestant, please make your tax-deductible check or money order to: Blackbutterfly Enterprises, Inc. c/o of Being Beautiful Is Me. Thank you for your support. If you have any questions, please contact pageant coordinator Miss Melanie Haynes 302-981-4724.

Kindest regards,

Dee Cephas
Executive Director



Sponsorship Letter

Blackbutterfly Enterprises, Inc.
Being Beautiful Is Being Me Scholarship Pageant
www.blackbutterflyenterprises.weebly.com
bbmpageantinfo@gmail.com
302-981-4724

Dear Potential Sponsor:

Hello, I am _____. I have been selected to participate in the Miss Teen/Miss Being Beautiful Is Being Me Scholarship Pageant, where prizes and awards will be presented. I need sub-sponsors such as you to help me so that I can accept this honor. The sub-sponsor fee is \$300. If you cannot sponsor the entire amount, any part would be appreciated. In return for your sponsorship, you will receive promotion throughout this pageant. Your company name will appear in our program and will be announced as I appear on stage. I will be happy to assist you in any way with promotional work, such as ribbon cutting, autograph signings, drawings, etc. I will do my best to represent you as my sub-sponsor in this pageant. I want to thank you for allowing me the time to talk with you.

Kindest regards,

Blackbutterfly Enterprises, Inc.
Being Beautiful Is Being Me Scholarship Pageant
www.blackbutterflyenterprises.weebly.com
bbmpageantinfo@gmail.com
302-981-4724

Advertisement Letter

Dear Sir/Madam:

My name is _____. I am currently competing in the Miss Teen/Miss Being Beautiful Is Being Me Scholarship Pageant. This pageant will take place on April 20, 2012 in Wilmington, Delaware at the Christina Cultural Arts Center and is part of the 2012 State Farm Delaware Black Expo Extravaganza Weekend.

In this pageant I am competing for ad sales. Thinking about this, I tried to think of who would be most interested in advertising in a program book that many active pageant contestants and their families and friends would view. I decided that you might be interested in this chance to reach a vibrant audience. You could use the add space to advertise your business.

Ad deadlines are October 15, 2009. The price for a full page is \$125; a half-page is \$65; a quarter-page is \$35.

Please help me by buying an ad and at the same time promote your business. For more information you may visit the pageant website at or www.blackbutteflyenterprises.weebly.com or contact the Executive Director Ms Dee Cephas at 302-981-4724.

Thank you,

