

# Building A Partnership

National  
Awareness

Inspiration

Acceptance

Glamour

Understanding



Erica Myron, Ms. Wheelchair USA 2021-2022

Corporate Proposal Designed For You!

Ms. Wheelchair USA

Mailing Address: PO Box 124 Cuyahoga Falls, OH 44222

Headquarters: 3440 Bailey Road #1-4 Cuyahoga Falls OH 44221

Office Phone: 330.612.5242 [Lowery@MsWheelchairUSA.org](mailto:Lowery@MsWheelchairUSA.org)



# 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 two nights of on-stage competition, and a full week of activities and events July 10-17, 2022! We are very excited about the work that we do, and look forward to you sharing in this with us!

For the past sixteen 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 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 Sponsor

\$15,000 + 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. As a Title Sponsor, **you** can receive ...

### 2021-2022 EXCLUSIVE: Funding 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 \$15,000 cash, tax deductible donation and access during the national competition week and with 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

\$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. As a Presenting Sponsor, **you** will receive ...

**2021-2022 EXCLUSIVE: Funding Credit in docuseries “A Different Kind of Crown”**

- Product endorsement
- Spokesperson product photo shoot
- Media logo placement
- Live announcements
- MWUSA Workshop
- Corporate seating at event
- Three spots in national telecast
- 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 \$10,000 cash, tax deductible donation and access during the national competition week and to the new 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...

**2021 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...

**2021-2022 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 program magazine, this level provides sponsorship for one of the activities of 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
- Contestant Dinner Sponsor

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



# Working Together

The following are suggestions and timelines as to how **MWUSA** will work with **you** to make the partnership work and be mutually beneficial. 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 2022
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, 2022
Partnership agreement review for continuation	Review sponsorship level and activities involved within partnership agreement	MWUSA You	September 2021 -September 2022
Sponsorship Agreement /Exclusivity - based on level of sponsorship	Timeline and level of sponsorship agreement	MWUSA You	Ongoing



2021-2022

# 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 \$15,000 Presenting Sponsor \$10,000
- Support Sponsor \$5,000 Patron Sponsor \$ 2,500
- Activity Sponsor \$2,000 \_\_\_\_\_ indicate which activity
- Other... \_\_\_\_\_

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

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

Commitment Agreed To By: \_\_\_\_\_

**Sponsorships can be made through the DONATE link at [www.TheDaneFoundation.org](http://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 \_\_\_\_\_

Mail Checks to: Ms. Wheelchair USA PO Box 124 Cuyahoga Falls, OH 44222

Email Commitment to: [Lowery@MsWheelchairUSA.org](mailto:Lowery@MsWheelchairUSA.org)

Questions? Call Lowery at 330-603-1201