

**SPONSOR  
DECK**



**UNITED  
UNIVERSE**  
PRODUCTIONS



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# OVERVIEW

## THE WORLD'S 1ST INTERNATIONAL COMPETITION OF IT'S KIND!

FROM OUR DIVISIONS AND SCORING TO OUR MISSION AND VISION, UNITED UNIVERSE PRODUCTIONS AND UNITED UNIVERSE PAGEANTS IS BRINGING A NEW STYLE AND ERA OF COMPETITION.

United Universe Productions is a leading pageant production company that hosts high-end pageants on a local, national, and international level.

With a reputation for producing captivating and well-organized events, United Universe Productions is in high demand among contestants, audiences, and sponsors alike.

### VISION

Be an Educational and Mentorship Platform.

Pouring into our community to allow everyone to learn how to fully thrive in life. It's all about being a positive impact, creating lifelong bonds, and establishing a Growth Lifestyle.

### DIVISIONS

We have division for EVERYONE all in one organization! Including Littles, Youth, Teens, Women, Men, Transgender, Plus Men, Plus Women, Elite, Couples and even a virtual division for those physically unable to attend due to a medical condition.

### NEW STYLE AND ERA

A place where all can be supported, educated, connected, challenged and gain real world skills to leverage in life. Bringing divisions together that have never competed collectively under ONE organization. Through education, we focus on the elements that bring us together to bridge the gaps that have separated us.

We all have commonalities. We are all the human race.

# MISSION & PILLARS

## BELIEVE ✨ BELONG ✨ BECOME

### MISSION

To create a platform for delegates to Believe, Belong, and Become their best self!

**BELIEVE:** Everyone is uniquely valuable and can make a positive impact in the world.

**BELONG:** Creating a community where demographic boundaries are crossed, and lifetime bonds are formed.

**BECOME:** Developing a growth mindset as a way of life, leading to the path of one's dreams.

## OUR PILLARS

**EXPERIENCE:** Create an experience that is truly focused on our Directors, Delegates and Community.

**INTEGRITY:** Implement checks and balances to ensure a fair\* and unbiased competition.

**LEADING EDGE:** Divisions for men, women, transgender, couples and people with disabilities. Everyone has a place at UUP.

**LEVERAGE:** Delegate can leverage their title and reign to get one step closer to living their dreams.

**IMPACT:** We value philanthropy on every level and strive to make a positive impact in the world that bring about a UNITED UNIVERSE.

# EVENT DETAILS

LOCAL, REGIONAL & STATE COMPETITIONS  
TBD BASED ON DIRECTORS IN LOCATION

## NATIONAL COMPETITION

FEBRUARY 2024  
DETROIT, MI

## INTERNATIONAL COMPETITION

FEBRUARY 2025  
DETROIT, MI

OUR 2025 NATIONAL COMPETITION WILL BE HELD THE WEEK PRIOR TO THE INTERNATIONAL  
COMPETITION IN THE SAME LOCATION.

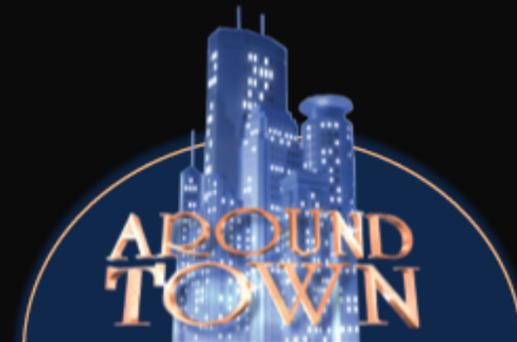
# PRESS & MEDIA

UNITED UNIVERSE PRODUCTIONS CURRENT PRESS AND MEDIA EXPOSURE

**FOX 2**  
DETROIT

*Pageant*   
PLANET

MORE LISTED ALL THE TIME...



# CELEBRITY PARTICIPATION

OUR NATIONAL AND INTERNATIONAL EVENTS HAVE PERFORMANCES, JUDGES, EMCEES AND APPEARANCES BY CELEBRITIES SUCH AS



# MARKETING

UNITED UNIVERSE PRODUCTIONS HAS AN IMPACT AND OUTREACH PLAN TO MARKET THE EVENTS, DELEGATES AND SPONSORS ALIKE.

## **SOCIAL MEDIA**

Leveraging the social media profiles of our company, Directors, Delegates, and staff on multiple platforms such as Instagram, Facebook, TikTok, Twitter, and more. Our reach is well over 100,000 and growing every day! Creative campaigns with our Directors and Delegates to increase visibility, engagement and likeness for your brand is a fun way to include our Sponsors.

## **PR & MEDIA**

We have scheduled outreach with local news, radio, newspaper, magazine and online influence outlets. This allows a unique opportunity for product placement and brand plugs.

## **COMMUNITY INVOLVEMENT**

Our Delegates have personal platforms and work with local, national and international charities. This opens up more areas for collaboration for our sponsors to get involved in philanthropy. The power of giving back and building communities is endless.

## **NOTEWORTHY**

There are so many people involved in each production such as entertainment, judges, emcees, production staff, volunteers and more. Every single one of those individuals is asked to share out information on their social platforms to assist in the promotion of our events.

# BENEFITS OF SPONSORSHIP

Brand exposure and recognition through on-stage signage, event programs, and marketing materials.



Sampling opportunities and product placement at the event.



VIP treatment, including premium seating and backstage access.



Networking opportunities with influential individuals and media representatives.



Access to contestant and audience data for post-event marketing and research purposes.

Sponsorship of a United Universe Productions event offers a unique opportunity to reach a large, diverse, and engaged audience of contestants and spectators.



Our pageants provide a platform for sponsors to showcase their products and services to a captive audience, and to build brand awareness and loyalty.



Our events are attended by influential individuals, including celebrities, industry leaders, and media representatives, providing an ideal environment for sponsors to network and make valuable connections.

# TYPES OF SPONSORSHIP

UNITED UNIVERSE PRODUCTIONS OFFERS A RANGE OF SPONSORSHIP OPPORTUNITIES TO SUIT DIFFERENT MARKETING OBJECTIVES AND BUDGET CONSTRAINTS. THESE INCLUDE:

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**PRESENTING SPONSOR** - Prime branding and exposure throughout the event

**OFFICIAL SPONSOR** - Prominent brand placement and recognition

**CATEGORY SPONSOR** - Focused branding within a specific category of the pageant

**PRODUCT SPONSOR** - Exclusive product placement and sampling opportunities

**SCHOLARSHIP SPONSOR** - Supporting one or multiple categories with awards of cash, service, product or support for the delegates.

# PRESENTING SPONSOR

## PRIME BRANDING AND EXPOSURE THROUGHOUT THE EVENT

- ONE PRESENTING SPONSOR AVAILABLE PER EVENT
- MATERIALS WILL REFER TO THE EVENT AS "PRESENTED BY YOUR COMPANY"
- COLLABORATIVE VIDEO SHOOTS TO SHOWCASE SPONSOR DURING PAGEANT LIVESTREAM
- 30 SECOND COMMERCIAL SPOT PLACEMENTS DURING PAGEANT LIVESTREAM
- LOGO INCLUDED IN PROMO SPOTS FOR PAGEANT LIVESTREAM
- SPONSOR BILLBOARDS IN VENUE
- PROGRAM BOOK COVER PLACEMENT OF LOGO
- BACK COVER FULL PAGE ADVERTISEMENT
- 10 VIP TICKETS TO ATTEND PAGEANTS (ALL DIVISIONS AND EVENTS)
- STEP & REPEAT WITH YOUR LOGO DISPLAYED AT THE PAGEANT EVENT
- PHOTOS OF CONTESTANTS AND TITLEHOLDERS IN FRONT OF STEP & REPEAT AND BRANDED MATERIAL
- SOCIAL MEDIA CAMPAIGN (POSTS & TAGS BY CONTESTANTS AND TITLEHOLDERS)
- USE OF PHOTOS AND LIVESTREAM FOOTAGE FOR SPONSOR PROMOTIONS
- PHOTOSHOOT WITH TITLEHOLDERS
- PRIORITY PLACEMENT IN PRESS RELEASES AND MEDIA ALERTS
- INCLUSION IN VIP AND CONTESTANT GIFT BAGS
- APPEARANCES AND COLLABORATIONS THROUGHOUT YEAR (UP TO 4 ACCORDING TO APPROVAL AND SCHEDULING)
- SKIRTED TABLE DISPLAY AT SPONSOR ROW
- SKIRTED TABLE DISPLAY AT CONVENTION DURING EVENT
- AD AND LINK ON WEBSITE
- VIDEO PROMOTION ON WEBSITE AND SOCIAL MEDIA



# OFFICIAL SPONSOR

## PROMINENT BRAND PLACEMENT AND RECOGNITION

- COMPANY NAME/LOGO ON EVENT PROGRAM (FULL PAGE)
- AD AND LINK ON WEBSITE
- VIDEO PROMOTION ON WEBSITE AND SOCIAL MEDIA
- PROMOTIONAL APPEARANCE DURING THE TERM REIGN FOR TITLEHOLDERS (UP TO 2)
  - SUBJECT TO SCHEDULING AND APPROVAL OF THE PAGEANT DIRECTOR
  - ABLE TO WORK WITH AS MANY TITLEHOLDERS AS POSSIBLE
- 6 VIP TICKETS TO THE EVENT
- SKIRTED TABLE DISPLAY AT SPONSOR ROW
- SKIRTED TABLE DISPLAY AT CONVENTION DURING EVENT
- LOGO EXPOSURE AND SIGNAGE AT THE EVENT
- INCLUSION IN PRESS RELEASES AND MEDIA ALERTS
- PHOTOS OPPORTUNITY AT THE PAGEANT
- ABILITY TO PICK EXCLUSIVITY FOR DELEGATE EVENTS THROUGHOUT EVENT (WHEN AVAILABLE)
- INCLUSION IN VIP AND CONTESTANT GIFT BAGS
- 15 SECOND COMMERCIAL SPOT PLACEMENTS DURING PAGEANT LIVESTREAM
- PHOTOSHOOT WITH TITLEHOLDERS
- SOCIAL MEDIA CAMPAIGN (POSTS & TAGS BY CONTESTANTS AND TITLEHOLDERS)



# CATEGORY SPONSOR

## FOCUSED BRANDING WITHIN A SPECIFIC CATEGORY OF THE PAGEANT

- CATEGORY EXCLUSIVITY (ABLE TO PICK CATEGORY TO ALIGN WITH YOUR COMPANY)
- COMPANY NAME/LOGO ON EVENT PROGRAM NEXT TO CATEGORY DESCRIPTION
- THUMBNAIL AD AND LINK ON WEBSITE
- HALF PAGE AD IN PROGRAM BOOK
- ONE PROMOTIONAL APPEARANCE WITH TITLEHOLDERS
  - SUBJECT TO SCHEDULING AND APPROVAL OF THE PAGEANT DIRECTOR
  - ABLE TO WORK WITH AS MANY TITLEHOLDERS AS POSSIBLE
- 4 VIP TICKETS TO THE EVENT.
- FEATURED PARTICIPANT (PRODUCT DEMO OR FITTING) AT ORIENTATION MEETING WITH DELEGATES
- LIMITED LOGO EXPOSURE AND SIGNAGE AT THE EVENT
- LOGO PLACEMENT AND STATEMENT ON LIVESTREAM DURING CATEGORY COMPETITION
- SKIRTED TABLE DISPLAY AT SPONSOR ROW
- SKIRTED TABLE DISPLAY AT CONVENTION DURING EVENT
- PHOTO OPPS AT THE PAGEANT.
- INCLUSION IN VIP AND DELEGATE GIFT BAGS
- SOCIAL MEDIA CAMPAIGN (POSTS & TAGS BY CONTESTANTS AND TITLEHOLDERS)

# PRODUCT/ SERVICE SPONSOR

## EXCLUSIVE PRODUCT PLACEMENT AND SAMPLING OPPORTUNITIES

- COMPANY NAME/LOGO ON EVENT PROGRAM
- THUMBNAIL AD AND LINK ON WEBSITE
- 2 VIP TICKETS TO THE EVENT
- FEATURED PARTICIPANT AT ORIENTATION MEETING WITH DELEGATES
- LIMITED LOGO EXPOSURE AND SIGNAGE AT THE EVENT
- SKIRTED TABLE DISPLAY AT SPONSOR ROW
- SKIRTED TABLE DISPLAY AT CONVENTION DURING EVENT
- PHOTO OPPORTUNITY WITH DELEGATES AT THE PAGEANT
- INCLUSION IN VIP AND DELEGATE GIFT BAGS
- SOCIAL MEDIA CAMPAIGN (POSTS & TAGS BY CONTESTANTS AND TITLEHOLDERS)



# SCHOLARSHIP SPONSOR

SUPPORTING ONE OR MULTIPLE CATEGORIES WITH AWARDS OF CASH, SERVICE, PRODUCT OR SUPPORT FOR THE DELEGATES.

- COMPANY NAME/LOGO ON EVENT PROGRAM
- COMPANY LISTED AND LINK ON WEBSITE
- 2 GENERAL ADMISSION TICKETS TO THE EVENT
- FEATURED ON SCREEN DURING ORIENTATION MEETING WITH DELEGATES
- MENTIONS AT AWARD CEREMONY
- SKIRTED TABLE DISPLAY AT SPONSOR ROW
- SKIRTED TABLE DISPLAY AT CONVENTION DURING EVENT AVAILABLE AT A DISCOUNT
- PHOTO OPPORTUNITY WITH DELEGATES AT THE PAGEANT
- SOCIAL MEDIA POSTS & TAGS BY WINING RECIPIENT DELEGATES



# OTHER OPPORTUNITIES

UNITED UNIVERSE PRODUCTIONS OFFERS A RANGE OF SPONSORSHIP OPPORTUNITIES TO SUIT DIFFERENT MARKETING OBJECTIVES AND BUDGET CONSTRAINTS. THESE INCLUDE:

## SPONSOR ROW

A skirted table display with company branding, promotional material and photo opportunity available. All Delegates will journey through and spend time at each both, take a photo, post out on social media and engage with the sponsor and with social media audience.

## DELEGATE SPONSOR

Aligned with one of our Delegates and their platform? You can be a Delegate sponsor and help them cover costs and needs required to compete. This will go through the Corporate Office to ensure integrity and Delegates support the sponsor properly throughout their reign.

## SPECIAL EVENT OR APPEARANCE SPONSOR

During the event week there are multiple Delegate, Judges, and other events occurring giving an opportunity to companies to sponsor in unique ways to get their branding, service, or product in front of their targeted customers. Additionally, our Titleholders are available for appearances throughout the year. This can be in person, virtual, or print appearances.

# OTHER OPPORTUNITIES

CONTINUED...

## PROGRAM ADVERTISER

Event Program books go to all the Event Attendees, Delegates, Delegate family members, Sponsors, and Staff. This is a great way to target your specific market.

## CONVENTION BOOTH

On location at the Event there is a convention area where vendors and Sponsors have a skirted table display able to sell, market, and interact with all Delegates and Attendees. This is open to the public prior to the Main Event Shows to increase exposure for vendors and Sponsors.

## PRIZE PACKAGE SPONSOR

This may be a product, voucher, service, cash, or gift provided to one, more or all division winners. These items will be presented as a formal gift to the winner after the Main Event and Award Ceremony. All Prize Package participants will be given social media exposure by the Organization and all winners.

# ADDITIONAL BENEFITS

UNITED UNIVERSE PRODUCTIONS AIMS TO INCLUDE OUR GENEROUS SPONSORS THROUGHOUT THE YEAR TO KEEP UP ENGAGEMENT, EXPOSURE, AND GENERATE BENEFITS FOR EVERYONE

## SPONSORSHIP AWARD

UUP has created a special award to incentivise our Delegates to engage, interact, promote, and post about our sponsors. This increases exposure and encourages our Delegates to use the products/ services our sponsors provide. In return, our sponsors receive real testimonials, photos, content, and advertisement.

## INTERVIEW PROMOTIONS

Our Delegates participate in multiple media interviews throughout their year and have opportunities to promote our sponsors. When one is aligned with them we train and encourage our Delegates to mention our Sponsors in those interviews.

## HOLIDAY & PROMOTIONAL SPECIALS

We regularly engage our large email list of current and potential delegates, sponsors, staff and followers. This created a unique opportunity to collaborate with UUP and market to this email list. Year end Holiday Specials will be sent out to our Delegates as an incentive for Delegates to engage/ patronize our Sponsors another time and create reciprocal relationship with our Sponsors.

## MORE

Have a great idea for collaborating with United Universe Productions and our Delegates? FABULOUS! let's chat! We are always open to evolving and expanding our reach in unique ways.

# CONTACT

## CORPORATE OFFICE CONTACTS

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FILL OUT A SPONSOR INTACT FORM ON OUR  
WEBSITE TO JUMPSTART THE PROCESS TODAY!  
[WWW.UNITEDUNIVERSEPRODUCTIONS.COM/SPONSOR](http://WWW.UNITEDUNIVERSEPRODUCTIONS.COM/SPONSOR)