



2026 | 2027
**SPONSORSHIP &
PARTNERSHIP**
GUIDE



MISS BLACK

AR
Arkansas

GA
Georgia

MS
Mississippi

SC
South Carolina

TN
Tennessee

USA PAGEANTS

AVANDYKEPRODUCTIONS.COM



WELCOME

Thank you for your interest in partnering with the Miss Black Arkansas, Mississippi & Tennessee USA Pageants. Since competing as a contestant in 2017, I have witnessed firsthand the life-changing impact this organization has on young women. Since serving as Executive State Director beginning in 2021, it has been my mission to expand that legacy by creating opportunities centered on scholarship, leadership, community service, and personal growth.

Our program is about far more than crowns and titles. It is a platform that equips young women with the confidence, skills, and experiences needed to become leaders in their schools, careers, and communities.

Every sponsorship represents an investment in their future and allows us to provide meaningful educational opportunities, impactful service initiatives, professional development, and memorable experiences that extend far beyond the stage.

As our organization continues to grow across Arkansas, Mississippi, and Tennessee, we remain committed to building a legacy of excellence while creating pathways for young women to thrive. We believe that lasting partnerships create lasting change, and we are honored to invite you to be a part of that vision. Together, we can empower the next generation, strengthen our communities, and inspire young women to pursue their dreams with confidence, purpose, and integrity.

Thank you for considering becoming a valued sponsor. Your generosity and belief in our mission make this work possible, and I look forward to welcoming you into our pageant family as we continue changing lives—one young woman at a time.

Sincerely,
Kristy D. Arrington
Executive Director,
Miss Black
Arkansas, Mississippi & Tennessee
USA Pageants

missmstnusapageants.com



WELCOME

Thank you for considering a partnership with A. Van Dyke Productions and the Miss Black AR, GA, MS, SC, & TN USA family of organizations.

What began as a pageant has evolved into something much greater—a year-round LEADERSHIP, SCHOLARSHIP, MEDIA, and COMMUNITY DEVELOPMENT ORGANIZATION committed to *empowering Black women to become confident leaders in every space they enter.*

Through our state and regional pageants, leadership conferences, podcasts, scholarship initiatives, and community outreach programs, we are creating opportunities that extend far beyond the stage.

Every contestant who joins our organization receives professional development, leadership coaching, interview preparation, media training, community service opportunities, and access to a network of mentors dedicated to helping them succeed long after the crown is placed.

Our impact is only possible because of organizations like yours.

Whether you choose to sponsor a scholarship, underwrite a podcast episode, support a community initiative, or become a presenting partner, your investment directly helps develop future educators, entrepreneurs, healthcare professionals, public servants, and community leaders across Arkansas, Georgia, Mississippi, South Carolina, and Tennessee.

We don't simply crown queens.

We cultivate confident women who lead with purpose, serve with compassion, and inspire lasting change.

We invite you to join us as we continue expanding opportunities for Black women and girls throughout the South.

Together, we can build something extraordinary.



Yours In Crowning.
Alexandria "Alex" Van Dyke
Executive Director,
Miss Black
Georgia & South Carolina
USA Pageants

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WHO WE ARE

ABOUT US

The Miss Black Arkansas, Georgia, Mississippi, South Carolina, and Tennessee USA Pageants are the official state preliminary pageants to the Miss Black USA Scholarship Pageant.

Founded in 1987 by philanthropist and award-winning author Karen Arrington, the Miss Black USA Pageant is a prestigious platform that celebrates the brilliance, beauty, and limitless potential of Black women. As a trailblazing organization, Miss Black USA has been established as a beacon of empowerment and inspiration, transforming the lives of countless women across the nation.

Miss Black USA, originally established in the state of Maryland, has grown and evolved over the years to encompass three divisions that cater to the diverse experiences and aspirations of our remarkable contestants. We have the Miss division, open to women ages 18 to 26, the Ms. division for women ages 27 to 45, and the Talented Teen division for young women ages 13 to 17.

Scholarships are an integral part of our mission, and Miss Black USA is proud to have awarded over \$700,000 in life-changing scholarships to date. As a testament to our commitment to education, our national Miss winner is granted a prestigious full ride merit scholarship to the University of the District of Columbia, which can be utilized for undergraduate, graduate, or law school studies. Additionally, our national Talented Teen winner receives an annual full ride tuition scholarship to Delaware State University.

MISS BLACK
USA
AR GA MS SC TN
PAGEANTS



“ We fund the futures of Black women, building the next generation of lawyers, doctors, founders, and changemakers, one crown, one scholarship, and one legacy at a time.

”

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More Than A **PAGEANT**



A Year-Round
**Leadership
MOVEMENT**



YOUR SUPPORT...

AWARDS **SCHOLARSHIPS**

PRODUCES **LEADERSHIP WORKSHOPS**

AMPLIFIES **BLACK WOMEN THROUGH MEDIA**

DEVELOPS **FUTURE COMMUNITY LEADERS**

CREATES **STATEWIDE SERVICE PROJECTS**

EXPANDS **EDUCATIONAL OPORTUNITIES**

WHY
PARTNER

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We're Not Just
**Crowning
QUEENS.**

We're **DEVELOPING**
the **NEXT** Generation of
**Black Women
LEADERS.**



CORE VALUES

LEADERSHIP | **SERVICE** | COMMUNITY **IMPACT**
SCHOLARSHIP | PROFESSIONAL **DEVELOPMENT**



LEADERSHIP DEVELOPMENT

WORKSHOPS
INTERVIEW PREP
PUBLIC SPEAKING
BRAND AWARENESS

COMMUNITY SERVICE

HEART HEALTH CAMPAIGN
BLACK MATERNAL HEALTH
NOT JUST JASMINE
THE CROWN ACT
VOLUNTEER INITIATIVES

PROFESSIONAL DEVELOPMENT

NETWORKING
MEDIA TRAINING
PERSONAL BRANDING
CAREER POSITIONING

SCHOLARSHIP AWARDS

STATE SCHOLARSHIPS
EDUCATIONAL
OPPORTUNITIES
COLLEGE PARTNERS

OUR IMPACT YEAR-ROUND



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**BLACK MATERNAL
HEALTH WEEK**

APRIL 11-18, 2027



SIGNATURE EVENTS

State Pageant Productions

Crown Camp | Queens' Retreat

Radio, Music, & Film Summit

Atlanta Content Weekend

Open Call Auditions

Taliah Waajid World Natural Hair Show

Contestant Workshop

Farewell Awards Brunch

Black Maternal Health Week

Crown Act Day

Nationals Send-Off

Essence Festival

Queens Night Out

Headshot Party

Scholarship & Awards Gala

Alumni Queens Luncheon

Contestant Workshop Weekend

Community Baby Shower

Beauty & The Beats Makeup Competition

Queens on the Green Golf Tournament

Podcast Premier Screening

Steps & Sashes 10K Steps Challenge

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QUEENS
ON THE GREEN

Golf Tournament Fundraiser



EVENT CALENDAR OVERVIEW

RMF Alliance Summit August 21-22, 2026

Podcast Premier Screening August 21-22, 2026

Miss Black Georgia USA Crowning August 22, 2026

Miss Black Mississippi USA Pageant November 22-24, 2026

Miss Black Arkansas & Tennessee USA Pageant December 20-22, 2026

Contestant Recruitment Opens January 1, 2027

Heart Health Campaign February 2027

Queens' Retreat March 11-14, 2027

Open Call Auditions April 2027

World Natural Hair Show April 2027

Black Maternal Health Week April 11-17, 2027

Juneteenth June 19, 2027

Crown Act Day July 3, 2027

Essence Festival July 2027

National Sendoff July 2027

EMAIL

pageants@vdalexandria.com
to book our Queens for
your event
or to add your event to
our calendar.

ARKANSAS, MISSISSIPPI, & TENNESSEE
missblackmstnusapageant.com
GEORGIA & SOUTH CAROLINA
avandykeproductions.com

AUDIENCE PROFILE



AGE DIVISIONS

LITTLE
MISS
AGES 2-12

TALENTED
TEEN
AGES 13-17

MISS
AGES 18-26

MS.
AGES 27-45

PRIMARY AUDIENCE

WOMEN 18-45

SECONDARY AUDIENCE

PARENTS | PROFESSIONALS

ENTREPRENEURS | COLLEGE STUDENTS

COMMUNITY LEADERS | YOUNG PROFESSIONALS

FAITH-BASED ORGANIZATIONS | HBCU STUDENTS & ALUMNI

BLACK OWNED BUSINESSES

CURRENT STATE PROGRAMS

ARKANSAS
GA MISSISSIPPI
SC TENNESSEE

REGIONAL TITLES

MISS BLACK SOUTHERN STATES USA

MISS BLACK TRI-STATE USA



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PRINCESS PROGRAM

Sign up a Mini Queen to compete on the state stage and be featured with the state contestants during the evening gown presentation!

Princess Fee
\$350

THE CONTESTANT FEE INCLUDES

rhinestone shirt, pageant advertisement designed by A VanDyke Productions, pre pageant meal, contestant ticket to pageant weekend activities, (1) Parent ticket and a curated swag bag of products.

AGES 5-12

AREAS OF COMPETITION

Evening Gown & On-Stage

OPTIONAL COMPETITION

Fashion Runway | State Wear
Talent | Photogenic

REQUIREMENTS

Be A Girl Between the Ages of 5 -12 Years Old.

Be of African Descent that Live or Attend School within the States of Arkansas, Georgia, Mississippi, South Carolina or Tennessee.

Available to Compete During their 2027/2028 Respective State Pageant.

Submit the \$350 fee by the deadline.

ARKANSAS **GEORGIA** MISSISSIPPI **SOUTH CAROLINA** TENNESSEE

2027 REGISTRATION OPENS: NOVEMBER 2026

AVANDYKEPRODUCTIONS.COM | MISSBLACKMSTNUSAPAGEANT.COM

BY THE NUMBERS...

7 STATE &
REGIONAL
PROGRAMS

1.2K
COMMUNITY
HOURS
SERVED
ANNUALLY

365
DAYS OF
BRAND
VISIBILITY

70+
STATE & LOCAL
TITLEHOLDERS &
AMBASSADORS

20+
COMMUNITY &
LEADERSHIP
EVENTS



8 MILLION BLACK
CONSUMERS
ACROSS OUR
SERVICE AREA

100+
WOMEN
DEVELOPED
EACH YEAR

\$700K
SCHOLARSHIP
AWARDED
AT NATIONAL LEVEL

1 MISSION EMPOWERING
BLACK WOMEN
THROUGH
LEADERSHIP,
SERVICE, &
SCHOLARSHIP

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Platform Asset	Current Public Reach
@officialmissblackgausapageant	494+ FOLLOWERS
@officialmissblackmsusapageant	1.8K+ FOLLOWERS
@officialmissblacktnusapageant	790+ FOLLOWERS
Combined State Instagram Audience	3K+ FOLLOWERS
Miss Black USA National Ecosystem	17K+ FOLLOWERS

TOTAL EXTENDED INSTAGRAM ECOSYSTEM

20K+ Audience POTENTIAL



Through A. Van Dyke Productions, Miss Black Georgia USA, Miss Black Mississippi USA, Miss Black Tennessee USA, and the expanding Arkansas, South Carolina, Southern States, and Tri-State brands, our partners receive year-round digital visibility across websites, social media, podcast platforms, email marketing, and live event promotion.

Audience Digital Reach Goals

Category	
Combined Instagram Audience	3K+
Extended Miss Black USA Ecosystem	20K+
Annual Social Media Impressions Goal	100K-250K
Annual Video Reel Views Goal	50K-100K
Annual Website Visitors Goal	10K-25K
Email & Direct Contact Reach Goal	1K-2.5K
Podcast Episode Inventory	20-40 Episodes Annually
Podcast Sponsor Impressions Goals	25K-75K Annually
Total Annual Digital Touchpoints goal	250K+



WAYS TO BE SEEN BY OUR AUDIENCE

VENDOR BOOTHS

PRODUCT PLACEMENT

SWAG BAG CONTRIBUTIONS

PODCAST APPEARANCES

HEALTH SCREENINGS

LIVE DEMONSTRATIONS

TARGET CATEGORIES

HEALTHCARE SYSTEMS

FINANCIAL INSTITUTIONS

UNIVERSITIES

CONSUMER BRANDS

BEAUTY & WELLNESS BRANDS

TECH BRANDS

ECONOMIC IMPACT

Each Year Our Organization Invests In:

SCHOLARSHIPS

Leadership Development

PERSONAL BRANDING & HEADSHOTS

MEDIA TRAINING

**Interview PUBLIC
Coaching SPEAKING**

Community Service Initiatives

SMALL BUSINESS PARTNERSHIPS

HOTEL & TOURISM

LOCAL VENDOR OPPORTUNITIES

INDUSTRIES REPRESENTED

EDUCATION

GOVERNMENT

HEALTHCARE

SMALL BUSINESS

BEAUTY

CORPORATE PROFESSIONALS

FASHION

NON-PROFITS

ENTERTAINMENT FAITH COMMUNITIES

OUR **MEDIA** PLATFORMS

CROWN**CODE**

A podcast featuring titleholders discussing
LEADERSHIP, ADVOCACY, PAGEANTRY, CAREERS, and
PERSONAL DEVELOPMENT.

Crown**CODE** **PODCAST**



AUDIENCE

Young Women
Families
Pageant Supporters
Community Leaders

10 Episode
SEASON

EPISODE **SPONSORSHIP**

\$1,000 ea.

20 Available

\$7,500

SEASON
SPONSORSHIP


CODE

Sponsor **BENEFITS**

OPENING SPONSOR MENTION
CLOSING SPONSOR MENTION
LOGO IN EPISODE ARTWORK
SOCIAL MEDIA PROMOTION
WEBSITE RECOGNITION
TAGGED POSTS

OUR **MEDIA** PLATFORMS

A behind-the-scenes podcast for pageant directors, entrepreneurs and nonprofit leaders covering branding, leadership, operations, fundraising and event production.



DirectorsDIGRESS PODCAST

EPISODE SPONSORSHIP

\$1,000 ea. 20 Available

10 Episode **SEASON**

\$7,500

SEASON
SPONSORSHIP

SPONSOR BENEFITS

“PRESENTED BY” MENTION
COMMERCIAL PLACEMENT
SOCIAL MEDIA SPOTLIGHT
WEBSITE RECOGNITION
MENTION IN SHOW NOTES

Directors
digress

Top-Notch **BRAND** Ambassadors



Professional Brand Campaigns | **Commercial Photography** | Influencer Partnerships
Product Endorsements | Social Media Collaborations



SCHOLARSHIP **QUEENS' FUND**

5-7 Scholarships Awarded To The MISS DIVISION WINNERS

GOAL **\$5K**

AWARDED

At the end of a
SUCCESSFUL
REIGN

CUSTOM PARTNERSHIPS
& PRIZE PACKAGE CONTRIBUTIONS
AVAILABLE

We believe every business is unique.
Let's build a partnership
that meets your marketing goals.

All Official
Partners/Sponsors
can expect all or
a combination of the
following benefits.

Recognition as an official
sponsor for the selected event.

Increase customer loyalty.

Opportunities for positive
community partnership.

Increase consumer social
responsibility.

Opportunities to increase
brand awareness.

TIER
AT-A-GLANCE

Presenting	\$10,000 7 Available
Naming	\$7,500 20 Available
Scholarship	\$5,000 7 Available
Awards	\$5,000 20 Available
Meal	\$2,500 10 Available
Podcast Season	\$7,500 4 Available
Episode	\$1,000 20 Available
State Sash	\$300 21 Available
Wardrobe	\$175 28 Available
Queen	\$1,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250

Product **Item donation**

Travel & Lodging Customizable

avandykeproductions.com

PRESENTING SPONSOR

\$10,000

7 AVAILABLE
3-5 Year Commitment

SOCIAL MEDIA

SPOTLIGHT

UNIQUE

BRAND

PLACEMENT

RESERVED

SEATING FOR

10

OPTIONAL

VENDOR

BOOTH

avandykeproductions.com





NAMING SPONSOR

\$7.500

20 AVAILABLE
3-5 Year Commitment

SOCIAL MEDIA
SPOTLIGHT

UNIQUE
BRAND

PLACEMENT

RESERVED

SEATING FOR

5

OPTIONAL
VENDOR
BOOTH

avandykeproductions.com

AWARD SPONSOR

\$5.000

20 AVAILABLE

1 Year Commitment

Includes all the benefits listed under the **PLATINUM TIER**, plus!
Have your logo printed on an actual award & the option to present the physical award during crowning or our awards banquet, social media spotlight, brand placement on our website, and printed program book contribution.

MEAL SPONSOR

\$2.500

10 AVAILABLE

Includes all the benefits listed under the **PLATINUM TIER**, plus!
Social media spotlight, logo printed on the table cards or hand programs, recognition during the competition, and printed program book contribution.

Meal sponsorship covers meal expenses and healthy food options for pageant weekends, contestant workshops, lunch & learns, seated brunches & dinners, and various organized functions for the year.



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OUR PARTNERS

KR

KING RANDALL. I.
PHILANTHROPIC



BOUNCE BACK



MARC DEFANG
NEW YORK

Comfrrt

sole amié®
SHOE PAIN RELIEF

Gurl
Hobb
MUSEUM

MUSCLESport®



Jason's
DELI



THE
Perfect
SHOT

GLOWBEAUTE
by Tiffany Bonds

CustomSashes.com



Advertising
with
Lisa, LLC

SUPLMNT



avandykeproductions.com



JOIN OUR TEAM

Behind Every **QUEEN** is An **EXCEPTIONAL** Team

Assistant to Director **2 Positions Available**

Contestant Coordinator **2 Positions Available**

Backstage Helpers (Female Only) **As Needed**

WHY Join
Our **TEAM?**

Professional Networking Opportunities

Event Production Experience

Community Impact

Behind-The-Scenes Access

Leadership Development

Scan the QR Code to Apply!



NOW RECRUITING FOR THE 2027 SEASON
APPLY & SUBMIT YOUR RESUME TODAY!

Supporting Those That **SUPPORT US**



@officialmissblackgausapageant
@missblackgausatalentedteen
@miss.blackgeorgiausa
@ms.blackgeorgiausa
@officialmissblackscusapageant
@officialmissblackmsusapageant
@miss.blackmsusatalentedteen
@missblackmississippiusa
@ms.blackmississippiusa
@officialmissblacktnusapageant
@missblacktennesseetalentedteen
@missblacktennesseeeusa
@msblacktnusa

Deadline for 2026 Sponsorship
AUGUST 30, 2026

Deadline for 2027 Sponsorship
OCTOBER 31, 2026



BECOME A

PARTNER

Graphics By: **A. Van Dyke Productions, LLC.** | pageants@vdaalexandria.com



