

# Miss Iowa

## Scholarship Program

### 2022 ANNUAL PROGRAM BOOK ADVERTISING

The Miss Iowa Competition commemorative program book will be a keepsake for years to come. Selling ads for the Miss Iowa Program book not only helps to increase the amount of scholarship the Miss Iowa Scholarship Program offers each year, but it also gives the opportunity to earn awards.

The minimum goal is two (2) pages per candidate, BUT we encourage you to set your sights higher in order to benefit from these fantastic incentives and prize packages! ***All candidates who sell at least one (1) full page of ads will receive a complimentary Program Book.***

**ADS & AD SALES PAYMENTS WILL ONLY BE ACCEPTED BY ONLINE SUBMISSION THROUGH THE LINK ON THE RESOURCE PORTAL AND MUST BE RECEIVED BY 11:59 PM, WEDNESDAY, APRIL 27, 2022 TO BE INCLUDED FOR THE INCENTIVES OFFERED HEREIN. (Ad sales totals are announced at Miss Iowa Orientation on Saturday, April 30.)**

#### **Incentive I — Select Candidate Placement**

**Overall Highest Ad Sales sold and received by Wednesday, April 27, 2022.** The Miss and Teen candidate who sells the highest dollar value in ad pages will have the opportunity to select their candidate number AT ANY POINT IN THE ORDER SELECTION PROCESS (may choose to pick first, wait until other selections are made, timing is at her discretion) for the 2022 Miss Iowa Competition. The candidate (Miss and Teen) who sells the second highest dollar value in ad pages will pick their candidate number second (or first, if the highest sales candidate chooses to defer) and the process continues the same way for all remaining candidates in the order of most ads sold. In the event of a tie, the candidates' names will be drawn to break the tie. Candidate number selection will not be restricted by type of talent. Candidate order is selected at Miss Iowa Orientation on Saturday, April 30.

#### **Incentive II – Cash Back for Ad Sales**

MISS and TEEN candidates will earn cash back for ad sales.

#### **MISS and TEEN CANDIDATES**

**If you sell:**

- 5 pages of ads, you will receive cash back of \$150.
- 4 pages of ads, you will receive cash back of \$75.
- 3 pages of ads, you will receive cash back of \$50.
- 2 pages of ads, you will receive cash back of \$25.
- Less than 2 pages of ads, there is no cash back.

### **Incentive III – Grand Prize Winners**

**Overall Highest Ad Sales sold and received by Wednesday, April 27, 2022 (minimum of 8 pages to qualify).** The top two candidates (out of all Miss and Teen candidates) who sell the highest dollar value in ad pages (at least 8 pgs) by April 27, 2022 will receive the following prize packages.

#### **First Place**

\$500 Scholarship
\$100 Sephora Gift Card
2 VIP Season Tickets to Miss Iowa

#### **Second Place**

\$250 Scholarship
\$50 Sephora Gift Card
2 VIP Season Tickets to Miss Iowa

**These packages are in addition to receiving cash back!**

### **LOCAL EXECUTIVE DIRECTORS:**

We offer one (1) full-page ad at the cost of \$130 (half price) for Local Programs placing a “Congratulatory Ad” for their titleholders. This ad CANNOT be allocated to a specific candidate for purposes of any Incentives. The due date for local program ads is May 10, 2022.