

Miss Iowa Scholarship Program

REVISED 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 WEDNESDAY, APRIL 22, 2020 TO BE INCLUDED FOR THE INCENTIVES OFFERED HEREIN. (Ad sales totals are announced at Miss Iowa Orientation on Saturday, April 25.)

Incentive I — Select Candidate Placement

Overall Highest Ad Sales sold and received by Wednesday, April 22, 2020. 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 2020 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 25.

NOTE FOR MISS CANDIDATES: Interviews and Preliminary Competition will be separated into two Groups. It is anticipated that Group A interviews will occur on Thursday morning and Group B interviews will occur on Thursday afternoon. There will be preliminary awards given for Talent and Red Carpet in Group A and in Group B for Thursday night prelims. Order of show for the competition phases of each Group will be announced prior to Candidate Placement Selection at Orientation.

Incentive II – Cash Back for Ad Sales

In light of the complications created by the COVID-19 pandemic and in efforts to minimize costs for candidates, rather than purchasing custom opening number dresses, all Miss and Teen candidates will wear a black dress of their choice for opening number, which we hope may come right from your closet. Further guidelines for your opening number dress selection will be provided separately. Rather than incentives toward opening number dress discounts, MISS candidates will earn cash back for ad sales, and TEEN candidates may receive their fitness attire free and earn cash back.

MISS 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.

TEEN CANDIDATES

If you sell:

- 5 pages of ads, your fitness attire will be FREE and you'll receive \$120 cash back.
- 4 pages of ads, your fitness attire will be FREE and you'll receive \$45 cash back.
- 3 pages of ads, your fitness attire will be FREE and you'll receive \$20 cash back.
- 2 pages of ads, your fitness attire costs only \$5.
- Less than 2 pages of ads, you pay full price for your fitness attire (\$30).

Incentive III – Grand Prize Winners

Overall Highest Ad Sales sold and received by Wednesday, April 22, 2020 (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 22, 2020 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 (and Teen fitness attire for FREE)!

LOCALS:

We offer one (1) full-page ad at the cost of \$120 (half price) for Local Programs placing a “Congratulatory Ad” for their representatives. This ad CANNOT be allocated to a specific candidate for purposes of any Incentives. The due date for local program ads is May 15, 2020.