

20  
—  
26  
CYCLE 4

SPONSORSHIP  
PACKAGE



**MJUSA LEADERSHIP &  
LEGACY CONFERENCE**

*Redefining  
Excellence*



# ABOUT US

The **National Miss Juneteenth USA Cultural Experience** is the culminating awards program at the conclusion of the **G-XIII Leadership & Legacy Conference**. This initiative serves as a living tribute to excellence, heritage, and the enduring spirit of freedom solidified by the 13<sup>th</sup> (XIII) Amendment.

This national event celebrates young African American women who embrace their culture, purpose, and power, showcasing confidence, intelligence, and authenticity on and off the stage.

Hosted by the **National Heirs of Excellence Foundation**, a 501(c)(3) nonprofit organization, Miss Juneteenth USA honors “The Story of Us” — the journey of African Americans from emancipation to empowerment.

We are **Legacy Keepers** — the living memory of what was, and the promise of what is yet to come.

Our mission is to **educate, elevate, and empower**. We aim to ensure that future generations can accurately honor our past while using those lessons to power their purpose, their leadership, and their legacy.



**“Where Culture Meets Crown.”**



# 2026 NATIONAL PAGEANT

Host State: VIRGINIA

## OBJECTIVE:

To honor *“The Story of Us”* through a national celebration of excellence, heritage, and leadership. The **G-XIII MJUSA Leadership & Legacy Conference is a national convening of purpose, power, and progress—born from the legacy of the 13th Amendment and the generations that followed.** It unites young women from across the country in a cultural experience that amplifies history, purpose, and pride — empowering the next generation to lead with confidence, grace, and legacy.

## Our Impact Includes:

- ★ Cultural Preservation & National Visibility
- ★ Youth Empowerment & Personal Growth
- ★ Leadership, Scholarship & Service
- ★ Media & Brand Exposure for Partners

## Attendance + Media:

Projected Attendance: 150–250

Media Coverage: Regional & National Outlets

Miss Juneteenth USA 2024



Miss Juneteenth USA 2025, Reigning

Miss Juneteenth USA 2023



# SPONSORSHIP OPPORTUNITIES



## CROWN OF EXCELLENCE: TITLE SPONSOR (1)

**\$ 15,000**

★ Helps fund the full national experience—from production and scholarships to travel support for state queens, ensuring every young woman's journey to the national stage is unforgettable.



## LEGACY XIII PARTNER (1) (IN HONOR OF THE 13<sup>TH</sup> AMENDMENT)

**\$ 10,000**

★ Empowers Freedom Week's core mission by funding educational panels, speaker sessions, and cultural programming that complete the emancipation story and celebrate America's true Freedom Day—the ratification of the 13th Amendment.



## 1865 SCHOLARS CIRCLE SPONSORS

**\$ 7,500**

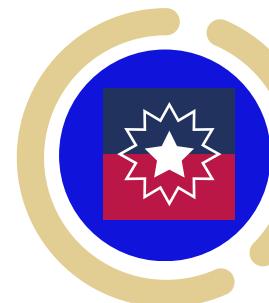
★ Funds curriculum development, workshops, and national speaker panels that deepen youth understanding of leadership, history, and identity through the lens of "The Story of Us."



## C<sup>2</sup>: CULTURAL TOUR SPONSORS

**\$ 5,000**

★ Supports the Historic Bus Tour—an immersive cultural journey that connects participants with historic sites, lessons, and legacies that shaped the path to freedom. Guides youth through the living story of Emancipation and Excellence.



## BRIDGE TO FREEDOM SPONSORS

**\$ 2,500**

★ Supports national programming like the Living Library—preserving our history through intergenerational storytelling and community dialogue. Builds the bridge between remembrance & representation during Freedom Week and beyond.



## CROWN SOCIETY SPONSORS

**\$ 500**

★ Supports community impact projects, empowerment sessions, and awards that celebrate legacy, service, and cultural pride.

# WHY PARTNER WITH US?

## SEASON 4 | THE TRANSFORMATION YEAR:

The Miss Juneteenth USA National Experience, now hosted by the National Heirs of Excellence Foundation, enters its fourth national cycle with a renewed vision — transforming a cultural celebration into a full-scale Leadership and Legacy Conference.

What began as a national pageant has evolved into a platform for education, empowerment, and cultural preservation — where young women of color learn to lead, serve, and carry *“The Story of Us”* into their communities all across America. As we expand into this new era, we are seeking visionary partners who believe in amplifying Black excellence, advancing youth leadership, and preserving the powerful truths of our shared history.



### OUR IMPACT AT A GLANCE:

- **Four National Cycles Strong** — a proven model with expanding reach & impact.
- **12+** State Delegations represented annually and growing!
- **G-XIII Leadership & Legacy Conference:** workshops, panels, and service projects integrated into the national experience.
- **Cultural Bus Tour** — an immersive heritage journey linking historic sites to modern empowerment.
- **Living Library Initiative** — preserving stories and oral histories through intergenerational storytelling.
- **150–350** estimated attendees, including youth, families, educators, & community leaders.
- **Nationwide visibility** through media, digital campaigns, and State Partner coverage.



# BRAND ALIGNMENT & VISIBILITY

EMPOWERING BRANDS THAT STAND FOR PURPOSE, PRIDE, AND PROGRESS.

## BRAND ALIGNMENT & VISIBILITY:

Your partnership directly fuels the expansion of our G-XIII Leadership & Legacy Youth Summit — a national platform combining cultural celebration, education, mentorship, and service.

As a partner, your brand becomes a visible advocate for:

- **Cultural preservation & social equity**
- **Youth development & leadership**
- **Education through heritage and history**
- **Community engagement & representation**

Sponsors receive national brand visibility through event signage, media coverage, digital platforms, and exclusive participation opportunities during **G-XIII: MJUSA National Conference**.

## WHY IT MATTERS:

When brands like yours partner with Miss Juneteenth USA, you join a national movement **redefining** what it means to educate, empower, and elevate.

Together, we are shaping the next generation of leaders — preserving ***The Story of Us*** while building bridges of opportunity, truth, and transformation.

### IMPACT:

- **12+ STATES REPRESENTATION**
- **150 DELEGATES AVG PER CYCLE**
- **10K+ COMBINED REACH/SOCIAL ENGAGEMENT**
- **300+ COMMUNITY SERVICE HOURS**





# SPONSORSHIP PACKAGE DETAIL

## Level Description:



PRESENTING



LEGACY XIII



SCHOLAR CIRCLE



CULTURAL TOUR

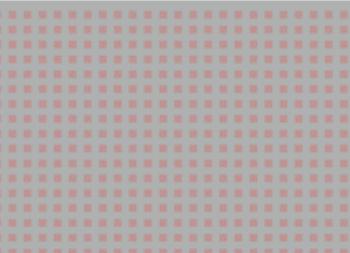
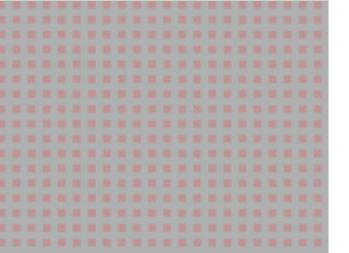
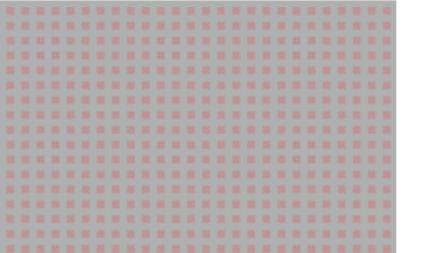
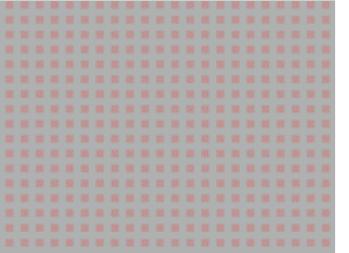
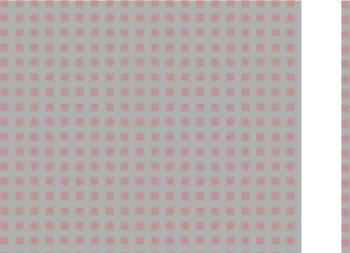


BRIDGE TO FREEDOM

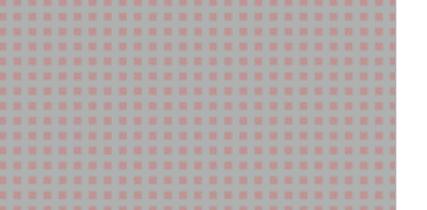
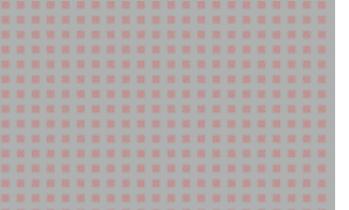


CROWN SOCIETY

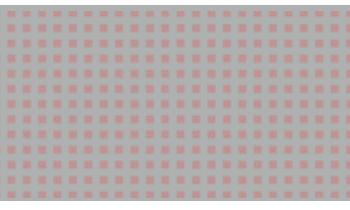
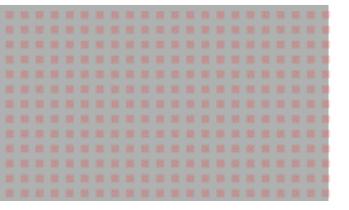
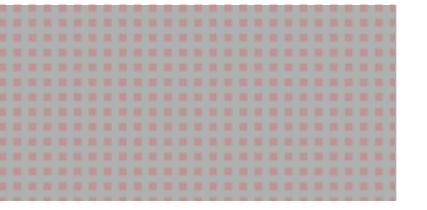
Naming rights for the event and listed with event title on all promotional materials, including press releases and social media branded content.



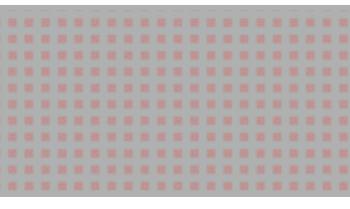
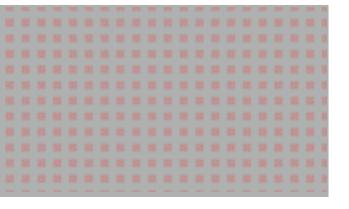
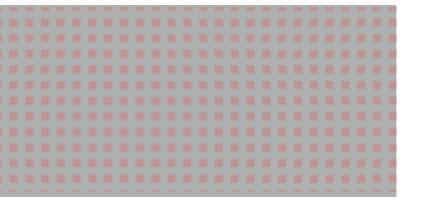
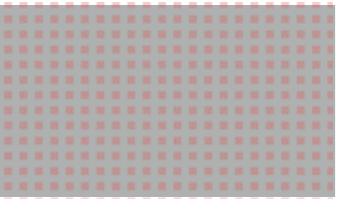
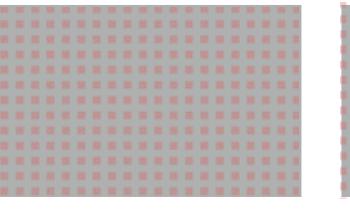
Mainstage banner at the National Miss Juneteenth USA Scholarship Pageant.



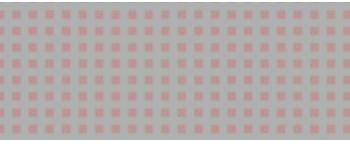
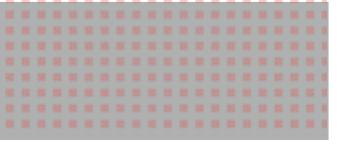
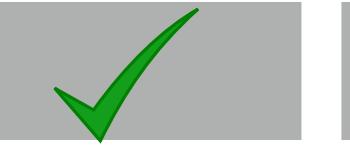
Inclusion on Step-And-Repeat Signage for the National Miss Juneteenth USA Scholarship Pageant and Event Signage.



Opportunity to participate in the crowning of the Miss Juneteenth National Queen.



Dedicated Advertising Sponsor Space | Premium Vendor Space.



Premier logo placement on host website and hyperlink to the sponsor's site for 1 Full year.





# SPONSORSHIP PACKAGE DETAIL

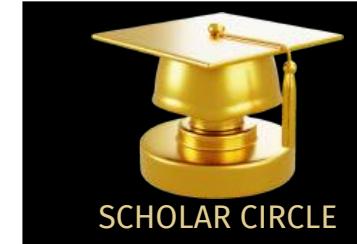
## Level Description:



PRESENTING



LEGACY XIII



SCHOLAR CIRCLE



CULTURAL TOUR



BRIDGE TO FREEDOM



CROWN SOCIETY

Digital Logo Monitor Displayed at the Miss Juneteenth USA State Pageant & Reception.



VIP Ticket(s) to the Miss Juneteenth USA National Pageant & Gala \*Quantity Annotated



VIP Tickets For 8



VIP Tickets For 6



VIP Tickets For 4



VIP Tickets For 3

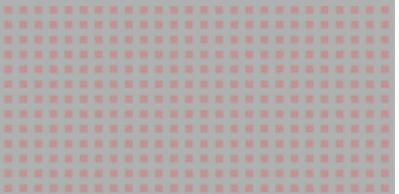
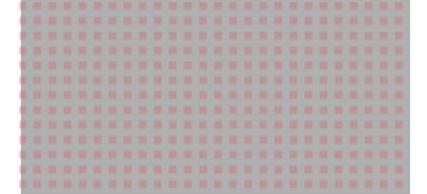
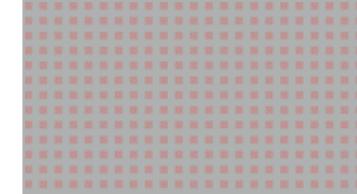


2 VIP Tickets

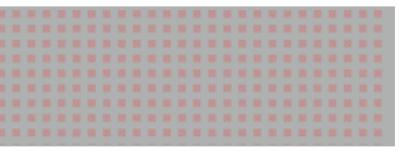
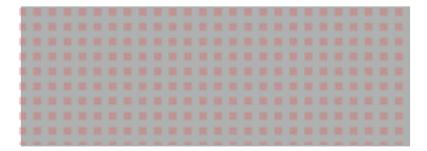
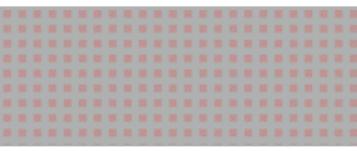
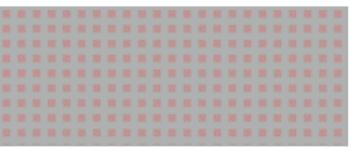


1 VIP Ticket

Includes one (1) Full Page Ad in Souvenir Book & 1 Hard Copy of National Magazine.



Includes one (1) Half Page Ad in Souvenir Book



Includes one (1) Quarter Page Ad in Souvenir Book



MC Mentions During the Miss Juneteenth USA Scholarship Pageant



# SPONSORSHIP COMMITMENT



## SPONSORSHIP PLEDGE INFORMATION

COMPANY NAME : \_\_\_\_\_  
EMAIL : \_\_\_\_\_  
ADDRESS : \_\_\_\_\_

CONTACT PERSON : \_\_\_\_\_  
PHONE NUMBER : \_\_\_\_\_

### SPONSORSHIP CHOICE LEVEL:

- Crown Of Excellence Title Sponsor: \$15K**
- Legacy XIII Partner: \$10K**
- 1865 Scholars Circle: \$7,500**
- Cultural Tour Sponsors: \$5,000**
- Bridge To Freedom Sponsors: \$2,500**
- Crown Society Sponsors: \$500.**

**Sponsorship Pledge**      **Total: \$ \_\_\_\_\_**

**Date** \_\_\_\_\_  **Split Pay Requested**

**Please Email Form to:**  
**info@MissJuneteenthUSA.org**

# LEGACY IN MOTION





info@MissJuneteenthUSA.org



www.MissJuneteenthUSA.org



@MissJuneteenthUSA

