



*Redefining
Excellence*



20
26
CYCLE 4

**MJUSA LEADERSHIP &
LEGACY CONFERENCE**

**SPONSORSHIP
PACKAGE**

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 13th (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.

C²: 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.

LEGACY XIII PARTNER (1) (IN HONOR OF THE 13TH 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.

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.

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.”

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**




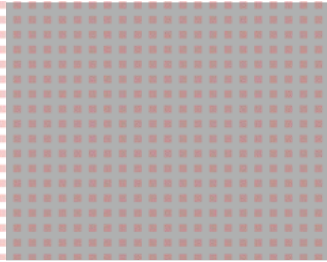
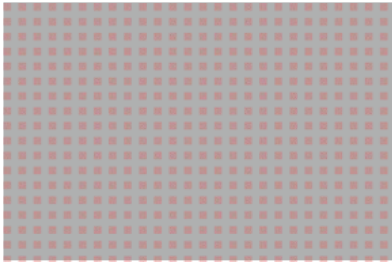
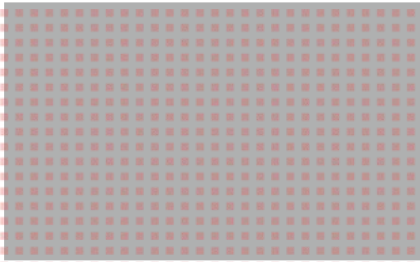
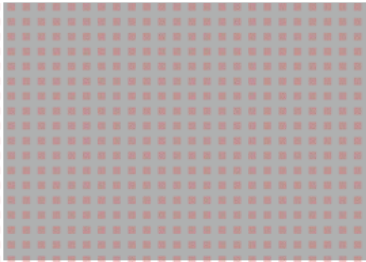
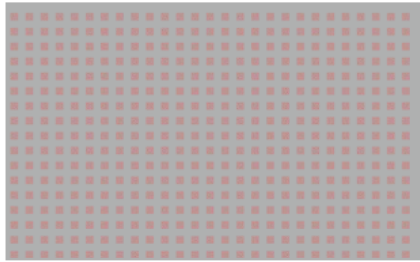


SPONSORSHIP PACKAGE DETAIL


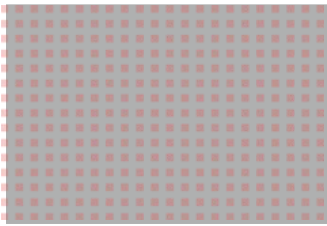
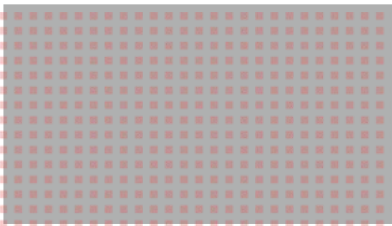
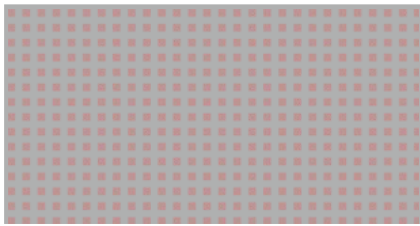
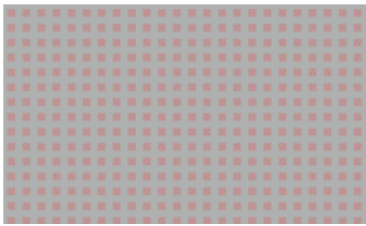
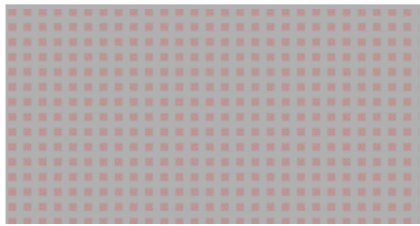
Level Description:

 PRESENTING	 LEGACY XIII	 SCHOLAR CIRCLE	 CULTURAL TOUR	 BRIDGE TO FREEDOM	 CROWN SOCIETY
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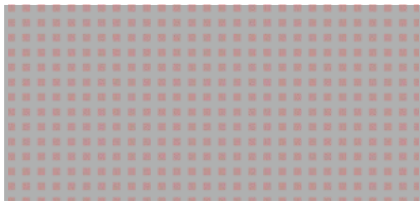
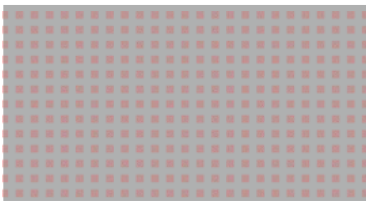
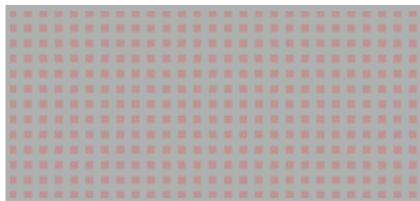
Naming rights for the event and listed with event title on all promotional materials, including press releases and social media branded content.

					
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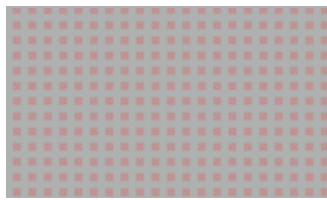
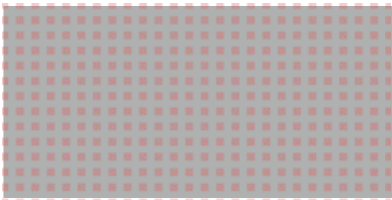
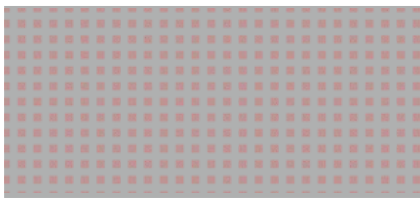
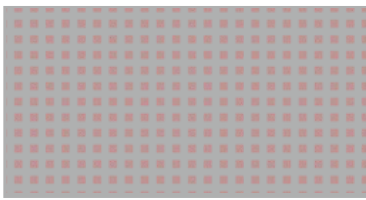
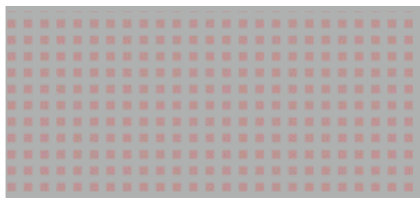
Mainstage banner at the National Miss Juneteenth USA Scholarship Pageant.

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

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

					
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Dedicated Advertising Sponsor Space | Premium Vendor Space.

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

					
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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

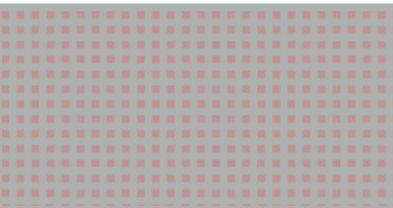
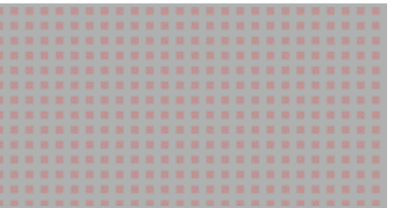
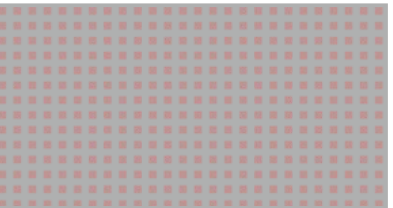
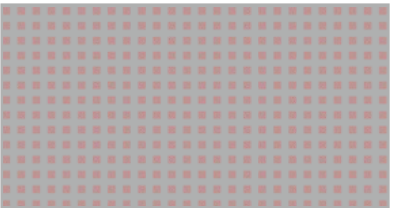


2 VIP Tickets

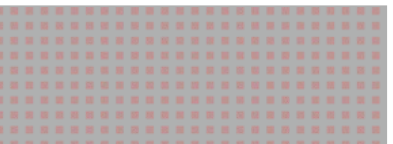


1 VIP Ticket

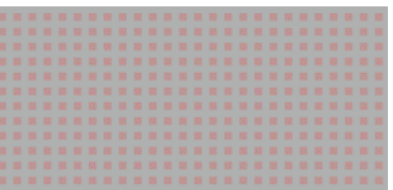
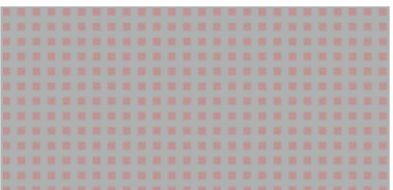
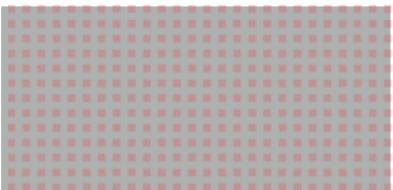
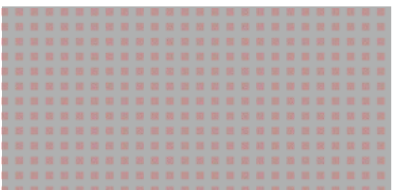
Includes one (1) Full Page Ad in Souvenir Book & 1 Hard Copy of National Magazine.



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



THANK
YOU

Redefining
Excellence

The National Heirs of Excellence Foundation is a registered 501(c)(3). Contributions are tax-deductible as allowed by law. EIN: 86-2626009

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CONGRESS, JULY
States

We the People

insure domestic Tranquility, provide for the common Defence, promote
and our Posterity, do ordain and establish this Constitution for the United

Article 1

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

No Person shall be a Representative who shall not have attained to the Age of twenty five Years, and been seven Years a Citizen of the United States, and who shall not, when elected, be an Inhabitant of that State in which he shall be chosen.

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct. The Number of Representatives shall not exceed one for every thirty Thousand, but each State shall have at least one Representative; and until such Enumeration shall be made, the State of New Hampshire shall be entitled to choose three, Massachusetts eight, Rhode Island and Providence Plantations one, Connecticut five, New York six, New Jersey four, Pennsylvania eight, Delaware one, Maryland one, Virginia ten, North Carolina five, South Carolina five, and Georgia three.

When vacancies happen in the Representation from any State, the Executive Authority thereof shall issue Writs of Election to fill such Vacancies.

Section 3. The House of Representatives shall choose their Speaker and other Officers, and shall have the sole Power of Impeachment.

Section 3. The Senate of the United States shall be composed of two Senators from each State, chosen by the Legislature thereof, for six Years; and each Senator shall have one Vote.

Immediately after they shall be assembled in Consequence of the first Election, they shall be divided as equally as may be into three Classes. The Seats of the Senators of the first Class shall be vacated at the Expiration of the second Year, of the second Class at the Expiration of the fourth Year, and of the third Class at the Expiration of the sixth Year, so that one third may be chosen every second Year; and if Vacancies happen by Resignation, or otherwise, during the Term of the Legislature of any State, the Executive Authority thereof may make temporary Appointments until the next Meeting of the Legislature, which shall then fill such Vacancies.