




MISS AMERICA'S
TEEN
OUTSTANDING

Orlando Convention Center
7:00 pm Saturday August 21st

Meet some of the most talented and well rounded girls in the country as they compete for college scholarships. Share in an experience and be entertained by some of the best talent across the country. Be there LIVE as our celebrity judges crown the new 2011 Miss America's Outstanding Teen!

Tickets can be purchased
at www.TicketMaster.com



MAOTeen Background Information

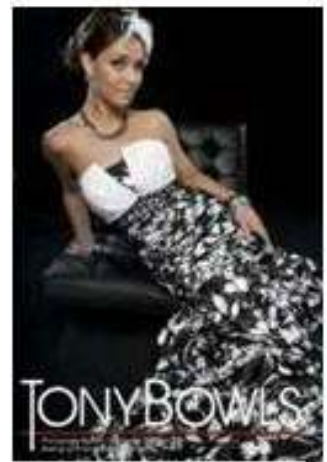
- MAOTeen, the “little sister” program to Miss America, reaches over **12,000 young women between 13- 17 years** of age across the country competing in this scholarship-based event each year on the local, state and national levels. 53 representatives compete for the national title in Orlando, Florida in August.
- MAOTeen has had over 84,000 participants nationwide since its inception in 2005.
- In addition, MAOTeen’s mentoring program, Princess Camp™, touches the lives of over **6000 young girls between 5-12 years** of age across the nation. 50 tweens will participate in the national event in 2011.
- MAOTeen Website receives over 500,000 hits a month
- MAOTeen’s Email Database has over 5000 contacts.
- MAOTeen was televised in 2006 and viewership exceeded over 1.1 million people on the N Network (Nickelodeon)

MAOTeen has enjoyed participating in marketing campaigns for various products. Recently, the 53 contestants participated in a focus group for the launch of **ShaveMate**. This focus group was aired on **Discovery Channel’s Pitchmen show** in January 2011. <http://dsc.discovery.com/videos/pitchmen-miss-america-shaving-testers.html>

MAOTeen contestants were also sought out by **No!No!**, a beauty device product line, for an extensive national marketing campaign. Spanning over 3 years, two national titleholders and five state winners worked as spokespeople for **No!No! Hair Removal** and **No!No! Skin** on two nationally televised infomercials and on several broadcasts on the **Home Shopping Network**.
<http://www.youtube.com/watch?v=hH06CQ05HXM>

The Tony Bowls Collection (evening gown) photographed each of the state titleholders wearing his designs. They were featured in an industry favorite magazine in March 2011 kicking off his prom collection. **Seventeen** magazine and **USA TODAY** have featured MAOTeens’ community service involvement. Numerous titleholders have also graced teen magazine covers such as **Savvy** and **Justine**.

MAOTeen has successfully launched several grassroots campaigns over the past 7 years. In fact, in partnership with Miss America, the organizations have raised over \$4 million for Children’s Miracle Network. Contestants on the local, state and national levels are encouraged to raise funds for the cause.



MAOTeen Sponsorship Proposals

TAPED TESTIMONIALS FOR INFOMERCIALS/ INDUSTRIALS

Previous Taped Product

Endorsements for National
Distribution- No!No!, ShaveMate on
the Discovery Channel, ybf
cosmetics

Cost- \$1000-\$10,000

MAOTeen can help coordinate
interviews with the teen contestants
or national titleholders at the
competition in Orlando, at the Miss
America Pageant in Las Vegas or on
location.

MAOTeen will provide the following
to the client:

- Access to the contestants for interviews.
- Commercial spots to run in theatre prior to the final night's show and placed on the DVD of the competition, which is sold on our website and downloadable online.
- Booth set up in front of theatre on a preliminary night of the competition to pass out promotional products and play spot. (approx. 2000 attendees each night)
- Logo on MAOTeen website and promoted in an email blast. (Website receives over 500,000 hits per month and the blast list contains 5,000 subscribers.)
- Commercial spot can be placed on MAOTeen website for a limited period of time.
- Photos given to client for promotional use and submitted to media.



DINNER/EVENT SPONSORSHIP

Previous Product Event

Sponsorships- Telebrands, Bumpits, Snuggies, MicroSmores, Perfect Formula Nail Care, DermaWand, YBF Cosmetics (HSN), Planet Hollywood, Medieval Times, Webkinz, Dolphin Entertainment, Amway, etc.

Cost- \$250- \$10000

MAOTeen can customize an event for you during competition week in Orlando or during the Miss America Pageant in Las Vegas. For instance, we have executed “slumber parties” for Snuggies and MicroSmores, a Red Carpet Event for Bumpits, a luncheon for DermaWand and a “Day of Pampering” for Artistry Cosmetics.



MAOTeen will provide the following to the client:

- Event planned around the product placement.
- Photos of event released to client for promotions.
- Logo on MAOTeen web site and promoted in an email blast. (Website receives over 500,000 hits per month and the blast list contains 5,000 subscribers.)
- Photos placed on facebook, twitter, website, etc.
- Photos given to client for promotional use and submitted to media.

IN-KIND PRODUCT DONATION

Previous Product Donations- Hollywood Tape, Philosophy Beauty, Joan Rivers jewelry, Paige Premium Denim Tanks, Lorren Bell earrings, Tony Bowls Dresses, Frederico Leone shoes, etc.

Cost- \$0-\$1000

Items can be placed in goody bags, given at specific events or displayed at the Luxury Lounge.

MAOTeen will provide the following to the client:

- Event planned around the product placement.
- Photos of event released to client for promotions and sent to media.
- Logo on MAOTeen web site and promoted in an email blast. (Website receives over 500,000 hits per month and the blast list contains 5,000 subscribers.)
- Photos placed on facebook, twitter, website, etc.

SCHOLARSHIPS

The main emphasis of this program is scholarships. Since our beginning in 2005, we, along with all our state and local organizations, have made available nearly \$4,000,000 in cash and in-kind scholarships. To date, MAOTeen has paid in excess of \$500,000 to more than 80 different colleges and universities across the United States.

APPEARANCE/TRAVEL SPONSORSHIP

The national titleholder would be available for appearances throughout her year of service for events, commercials, speaking engagements, etc. Talent fees are negotiable based on the terms of the appearance.

For additional information, please contact

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