

**Salute Page Criteria**  
**Deadline April 13<sup>th</sup>, 2018**

- ◆ The price of a full page **black/white** salute page will be \$300.00.
- ◆ Page size is 8 ½ x 11. You will need to sell as a full page. You may divide your page among several contributors, but your ad must add up to \$300.
- ◆ A copy of the ad page, along with check and E04 -salute page forms (downloaded from Miss TN website) must be mailed to the Pageant office (PO Box 938, Jackson, TN 38302) and postmarked by April 13<sup>th</sup>, 2018. You are responsible for the layout of the ad page. A high resolution PDF that includes bleed is the preferred format. The artwork for each ad page must be uploaded to Dropbox by April 13<sup>th</sup> as well. Each local title has been invited to join a Dropbox folder. Please upload all files to this folder. If you need any assistance, please email or call Stacy McIntyre.
- ◆ Checks should be made payable to the **Miss Tennessee Scholarship Pageant**. Please make a copy of each check for your records. If you personally write any checks, you may total all amounts and write 1 check. Any time you can consolidate payment, it will be greatly appreciated. We copy each one individually for our records as well.
- ◆ When creating your ad pages, let your pages and pictures show your personality! Wear different hairstyles and clothes. Model in different poses. Use props. Use headings on your pages. Let your photographer give you different ideas.
- ◆ Proofread all copy on each ad. We will send a proof of each of the salute pages. You will be asked to respond with any change or approval within a short amount of time. Please respond as quickly as you can. We are on a short production window for the program book and need to keep everything moving quickly.
- ◆ **DO NOT STAPLE CHECKS TO PAPERWORK!!**
- ◆ Can't think of people to ask? How about restaurants, neighbors, TV and radio stations, chamber of commerce, insurance agencies, banks, friends, church friends, dentist, doctors, repairman, school/universities, teachers—just to name a few! You can ask anyone!
- ◆ The salute pages will be printed in the program book in the order in which you number them. Please name your files in the Dropbox folder accordingly. You can also number them on the E04 form.

**Deadline is April 13<sup>th</sup>, 2018**  
**Send your checks and a copy of salute page to:**  
**Miss Tennessee Scholarship Pageant**  
**Attn: Stacy McIntyre**  
**P. O. Box 938**  
**Jackson, TN 38302**  
**Email: [stacymcintyre@charter.net](mailto:stacymcintyre@charter.net) - 731-217-0969**

## Miss Tennessee Scholarship Ad Pages

We request that all contestants sell a **minimum of 4 ad pages**. Last year, our contestants did an INCREDIBLE job selling ads, so you have a lot of work to do! Our Public Relations Winner, Caty Davis, Miss Lexington, sold 33 pages and at Registration in Jackson in June 2017, Caty received a check for \$4,300!!! It was an awesome way to begin Miss Tennessee Week for Caty and the Miss Lexington Team! Ad pages are a great way to showcase yourself when you are not on stage. The judges don't have anything to do but attend the pageant, eat and look at their program book!

**We have pages on the website to help you with selling your ads:**

- A) Sample letters for you to send a business asking for their sponsorship
- B) Sample Sponsor Agreement
- C) Sample Thank-You letter
- D) Sample ad page lay-out

### **Our INCENTIVE program:**

Sell 3 pages – you receive a check for \$0 dollars

Sell 4 pages – you receive a check for \$400

Sell 5 pages – you receive a check for \$500

Sell 6 pages – you receive a check for \$600 etc.

Keep selling so you pick up a big check at Registration in Jackson this June! This is a GREAT way to help pay for gowns, pageant week wardrobe, and dance/piano/voice lessons!

### **NEW FOR THIS YEAR:**

We have even more incentives for 2018! The three contestants who have sold the most ad pages by Workshop will be able to select their competition placement before Lottery begins. If you sell the most pages, you select your placement first! In order to be in the top three ad page sales winners, you must sell a minimum of 10 ad pages prior to Workshop. After the top three ad page sales contestants have selected their competition number, we will begin the normal process of the Contestant Lottery. **All money and forms that count toward Contestant Placement MUST be turned in prior to the start of Workshop.** The deadline of April 13<sup>th</sup> will stand for the files on the artwork of each ad. All contestants will continue selling ad pages after Workshop and up to the deadline so they can still earn more money for each page. The more you sell, the more you earn!

For selling the most ads, the Public Relations Awards Winner will receive a \$1000 Scholarship, as well as **ANOTHER** full page in program book announcing her as the Public Relations Winner.

I will attach a sample of a few of Caty's ads from last year so those of you who have not competed previously will have a better understanding of what ad pages look like in our book. Once you review these pages, please let me know if you have any questions!

Some of you have asked if you can mail checks ahead of time and the answer is: YES! Just be sure to make a copy of each check you send for your records. Businesses do not want you to hold their checks for long periods of time.

We really appreciate all the contestants taking the time to sell ads. It makes sure we have a fabulous program book to showcase your hard work to all in attendance, as well as our sponsors.