



## **MISS BUFORD HIGH SCHOOL SCHOLARSHIP PROGRAM**

### MISS BUFORD SWEETHEART PROGRAM / SPONSORSHIP INFORMATION

It is the current policy of the Miss Buford High School Scholarship Program not to sell ads. However, with the generous financial support of local businesses wishing to reinvest in their community, our students are served at much higher levels than they ever possibly could be otherwise. For this reason, we have implemented the following sponsorship policy.

#### ***“What is the Miss Sweetheart Program?”***

The Miss Buford Sweetheart Program seeks to help young women grow in confidence, poise, and communication as they reach beyond their own comfort zones. It is the firm belief of the Miss Buford Board of Directors that students gain valuable learning opportunities for real-life experience when their fundraising support comes from other avenues rather than asking their parents or closest relatives to supply a registration fee. Students are strongly encouraged to use creativity and ask for their parents' guidance in seeking sponsorship support from outside of their immediate family.

The *Miss Buford Sweetheart* crown is a prestigious award earned by the contestant who raises the most financial support above the minimum \$75 registration fee. *Miss Buford Sweetheart Princesses* are the top fundraisers from each grade level. The *Miss Buford Sweetheart* is selected from among this group as the top fundraiser. We will crown three *Miss Buford Sweetheart Princesses* and one *Miss Buford Sweetheart*. As *Miss Buford Sweetheart* or a *Miss Buford Sweetheart Princess*, the representative will be afforded invaluable opportunities to represent Buford at numerous civic and community events throughout her year of service as well as mentoring her peers through volunteer events locally and regionally with the same rights, privileges, and prestige as any other crowned representative of the Miss Buford Scholarship Program.

*Golden Rose Award* recipients are those contestants who raise a minimum of \$150 above the \$75 registration fee. These contestants are honored for their contributions in a prestigious awards ceremony as the heart and soul of the Miss Buford Scholarship Program. Every participant can be a *Golden Rose Award* winner!

### **“How do I obtain business sponsors?”**

When seeking a business sponsorship, in most instances it may be best to start with a phone call, asking to speak with the manager of the business in hopes that you may schedule a time to come in and meet with them. Speak articulately, respectfully, and graciously, introducing yourself first (using your first and last name and stating the brief purpose of your call) and being certain to thank the person in advance for their time. If a meeting is granted, make sure you have all details concerning the date and time of your meeting, provide the person with your contact information should they need to cancel, and thank them once again for their time. For your appointment, arrive a few minutes prior to the scheduled time dressed professionally; clean, modest, and well-groomed. Avoid gum chewing and present yourself in a calm and confident manner. Introduce yourself by name (first and last) with a firm handshake, thanking the person in advance for their time. Be prepared to present printed supporting information, such as information provided to you through our media kit and online resources at [www.MissBuford.com](http://www.MissBuford.com) and [www.Facebook.com/MissBuford](http://www.Facebook.com/MissBuford).

Regarding what to say: inform the manager of the business that as a part of the Miss Buford Scholarship Program, you are participating (not *competing*, but “*participating*”) in the Miss Buford Pageant, the sole fundraiser for the Buford High School Choral Music Department, and that you are seeking their support as you endeavor to raise the most financial support for the Choral Music Department this year. Be sure to tell them that all money raised from the pageant will go directly toward improving the quality of education at Buford High School and that it also provides scholarships for Fine Arts students.

Share with them the purpose of the pageant, which is to raise the necessary funds to continue to improve the quality of education at Buford High School while giving local young ladies the opportunity to represent the community throughout the year in public relation events as well as many community service opportunities. (\*Be prepared to note some of the specific service events which are special to you!)

Reinforce to them that this is the sole fundraiser for the Buford High School Choral Music Department. Explain that these funds provide Fine Arts Scholarships to deserving high school seniors, pay for performing uniforms for choral students, provide additional funds for the annual Buford High School Variety Show, and more. Share with them that all of their donations are tax-deductible as we are a tax-free organization.

Share why you would like for them to support you; if you raise the most financial support, you will have the honor of being crowned “Miss Buford Sweetheart” and will have many opportunities as an *Honorary Ambassador of the Community* to represent the City of Buford as a crowned representative throughout the year at a variety of events in and around Buford, Gwinnett County, and throughout Metro Atlanta. Let them know that being afforded such an honor will allow you to continue to work on your communication and public relations skills as well as encouraging your peers to participate in community volunteerism as highlighted on our website.

You should explain that though we do not sell ads, they will receive mention in our printed program book for their financial support according to their level of support. There are three levels of sponsorship:

- White Level Sponsors are individuals or businesses who contribute \$50-\$149
- Gold Level Sponsors are individuals or businesses who contribute \$150-\$249
- Green Level Sponsors are individuals or businesses who contribute \$250-\$499

### **Contestant Page Sponsorships**

Members of the Miss Buford Board of Directors are individually responsible to secure sponsorship from local businesses to sponsor contestant pages. Businesses may sponsor a contestant page for \$500. There are four contestant pages available for sponsorship. Sponsoring businesses will be listed as an *Official Sponsor of the Miss Buford Scholarship Program* and given a prominent color logo in our program book as well as on our website. Students are *not* asked to secure these sponsorships. However, if a student wishes to take on this goal, she should contact her official grade level Miss Buford Hostess to inquire as to the availability of a sponsored page. Any such fundraising would be added to the contestant's *Miss Buford Sweetheart* total.

## **Sponsorship Forms**

There are two sponsorship forms which may be copied as needed: the family and friend sponsorship form and the business sponsorship form. As you are successful in securing donations, you will need these forms to record the name and contact information from the sponsoring individual or business. Please record this information in a legible way on the appropriate form; these are the official forms we will use for transferring the information to the program book and we must be able to clearly read the sponsor's name and amount collected for proper acknowledgement in the program book. Further, you will want to record the business or person's contact information so that you may write a thank you note to them for their support and provide a receipt and letter of contribution for their tax purposes (available through the Choral Music Department). You will be responsible to provide these items for the businesses that choose to support you. All checks should be made payable to **Buford High School** and designated for the Miss Buford Scholarship Program.

Lastly, whether they choose to support you or not, be sure to thank them for their time and for allowing you to speak with them regarding this matter. Be sure to display gratitude, even if the gift was merely an opportunity for you to practice and better your communication skills.

Good luck, and remember... whether or not you wear a crown, as a *Miss Buford Girl*, you are still representing the very best of Buford!

*Mentoring young women in character, communication, and leadership,  
that they may leave a lasting, positive impact upon their community*