

# Miss New York

Scholarship Organization

sponsor & partner deck



@missamericany

@missnewyorkorg

missamerica.org

miss-newyork.org

# Why do you want Miss New York in your community?

## Engagement with community

- Our week-long competition and events include involvement with local youth programs and service organizations that are important to your community

## Social media exposure to your destination and local businesses

- We rely on local restaurants for all meals
- We bring more than 500+ visitors over 5 days
- We promote your destination on multiple social media platforms, engaging audiences of all ages across the state, reaching millions of users

## Partnership opportunity with a longstanding family-brand and nonprofit organization focused on youth empowerment and career development

- The Miss America Organization and its state franchises have over 100-year history of awarding women's scholarships and developing career readiness

# About Miss New York

a state franchise of the Miss America Organization

Each year, our organization exclusively awards the titles of *Miss New York* and *Miss New York's Teen* to two young women in New York state who demonstrate **academic excellence**, superior **talent**, and the **ability to engage and serve** audiences of all ages and backgrounds.

Funds raised throughout the year support operations and a **dedicated scholarship program** supporting the candidates in pursuing their college or other post-secondary educational goals.

We are an **all-volunteer 501(c)4 nonprofit organization** with a core mission to provide career-readiness and leadership education **for young women and girls ages 3-28** across the State through educational programming, community service initiatives, mentorship and annual events.

# What We Do

our organization has three core activities:

## Annual State Competition

We hold an annual competition to select two brand ambassadors, *Miss New York* and *Miss New York's Teen*, who will work for a year to advance the mission of the organization and promote her own personal service initiative. The selection criteria includes academic records, community service, public speaking ability, performing arts skills via a talent or spoken word performance, and live interviews. The teen selected will compete and represent New York at *Miss America's Teen*, and the woman selected will compete and represent New York at *Miss America*.



## Scholarship & Leadership Development

We collaborate with individuals, businesses, universities, and community organizations to support the educational and career aspirations of our brand ambassadors through leadership development and awarding scholarships.



## Community Services Initiatives

We support our local and state brand ambassadors with the various social impact or community service projects they have selected to work on year around. Often the leaders in their respective communities across the Empire State, the brand ambassadors raise funds for charitable purposes, engage in public speaking, host events, advocate for important causes and more!



# Relevance & Impact Today

historical success contributes to our national and state-wide reach

Each year, between **35-60%** of candidates competing in Miss New York are not New York state natives, but transplants **from around the country** here for educational or career purposes. This means our social media presence reaches **beyond the state of New York!**

## 104 years

Miss America has been one of the country's most recognizable household names and is the symbol of iconic Americana. While it was established in **1921** in Atlantic City as a beauty pageant, **today it is so much more.**

## 7 Miss Americas

New York has the **most Miss America** winners than any other state!

Miss New York won Miss America in **1945, 1976, 1984, 2013, 2014, 2015, 2019!**

## 75-100 hours

Number of hours **each** of our local and state titleholders volunteer annually, **in addition** to full-time employment or school.

## 27+ counties

Number of **counties** in New York state represented within our organization, both at the annual competition, local competitions, and in our online social media presence, **year-round.**

# Social Media Audience

Collabs and partnerships through @missamericany and @missnewyorkorg

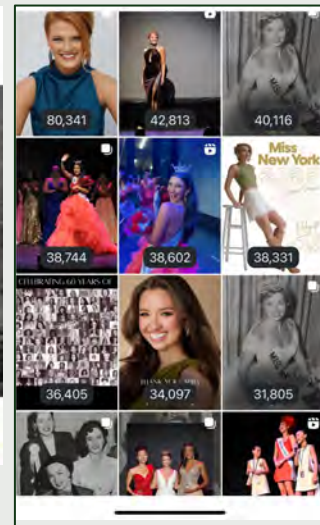
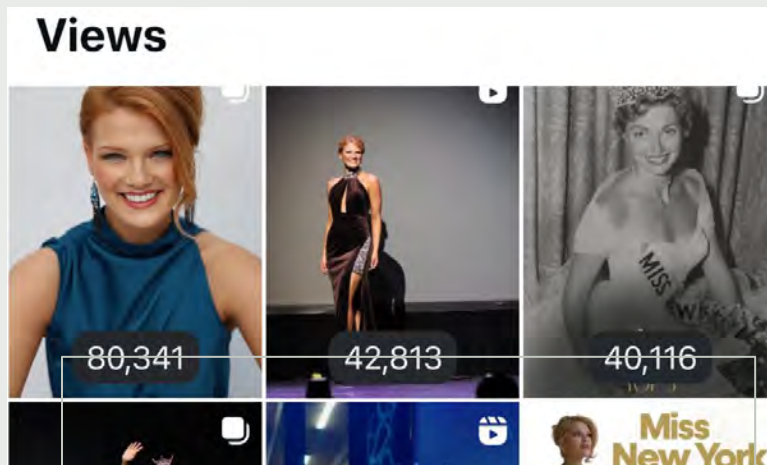
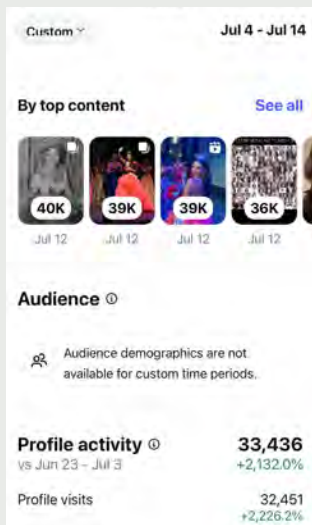
Followers: 40k+ | Weekly Profile Visits: 43k+ | Weekly Interactions: 33k+ | Weekly Views: 1.1M+

All State + Local Organization Accounts Owned:  
**345k+ followers**



# #crownedinOC: Success of Miss New York 2025 Partnership with Orange County Tourism

- In 2025, we saw **unprecedented** numbers and success from our partnership with this destination. An account with less than 4K followers as of July 2025, grew exponentially, and also reached over **one million users in 10 days**.
- Most importantly, over 78% of the audience we reached were non-followers, meaning we were not only **bringing new eyes to the program**, but to **Orange County as well!**



# Highlights from State Week 2025

**Date Range:** July 4–14, 2025

**Location Focus:** Orange County, New York

**Campaign Goal:** To highlight local pride, community connection, and pageant visibility through curated content.

## ◆ Campaign Highlights

- Total Posts Using Hashtag: 383
- Total accounts creating content: 38
- Cumulative Reach (ONLY Top 15 Posts): 511k+ people
- Notable Accounts Using #:
  - a. @thelaurennorris
  - b. @arielaziu
  - c. @alexis.ebanks
  - d. @officalfeliciagamb

# Miss New York 2026 Host City

Request for Proposal

# Miss New York State Competition

## overview

**Affiliation:** Official state competition within the Miss America Opportunity, one of the nation's most recognized scholarship organizations for women.

**Annual Attendance:** 300–500 including delegates, family members, production teams, judges, and fans.

**Duration:** 4–6 days of programming including rehearsals, community service, receptions, and competition nights.

**Participants:** 50 local delegates across the state of NY titleholders including Miss New York's Teen candidates.

**Reach:** Statewide media coverage reaching thousands of viewers, live streamed finals through exclusive video production company, and extensive digital/social engagement.

# Miss New York 2026 Host City

host city needs and opportunities

June 22-28, 2026

Desired Dates

| Needs                                         | Outlined in detail on <a href="#">RFP Spreadsheet</a> | Description                                                                                                                                                                      |
|-----------------------------------------------|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| → Performance Venue                           |                                                       | 500 seat theater with lobby, VIP area, bar, additional event space preferred<br>Significant dressing room space<br>Additional rehearsal spaces                                   |
| → Hotel Accommodations                        |                                                       | Minimum 75 room block across 2-3 hotels for Judges, Candidates, Volunteers<br>Family/Friends Discounts<br>Conference Rooms and potential additional rehearsal space at the hotel |
| → Group Transportation & Travel Accessibility |                                                       | Close to major airports or rail<br>Shuttle or transportation services                                                                                                            |
| → City & Community Support                    |                                                       | In kind support from restaurants/catering services, printing, transportation, etc<br>Volunteer support                                                                           |
| → Community Events/Outreach Opportunities     |                                                       | Youth activities & family attractions<br>Service opportunity for candidates<br>Access to community or tourism partnerships                                                       |
| → Mission Alignment                           |                                                       | Advancing the educational and personal development of women<br>Community reputation for hospitality, civic pride, and cultural engagement                                        |

# Performance Venue

- A theater or auditorium with a minimum seating capacity of 300-500.
- Professional sound, lighting, large scale dressing rooms to accommodate minimum 30 people plus garment racks, and backstage amenities.
- Availability for 4-6 days to accommodate technical rehearsals and show production.
- Preferred access to rehearsal space or additional breakout rooms.
- Additional amenities including lobby, VIP area, bar, additional event space

# Hotel Accommodations

- Minimum of 75 rooms blocked for candidates, judges, production crew, and families. This can be across multiple hotels. Ideally we would designate at minimum two (2) host hotels to separate judges from candidates and families. Three (3) hotels would be ideal.
- Conference room mandatory and additional rehearsal space requested
- Affordable room rates for visiting family and friends with amenities such as breakfast and free parking.
- Candidate Hotel within 10 minutes of the venue are ideal.

# Transportation & Accessibility

- Accessible by major highways or airports (within 1 hour of a commercial airport) OR access by Rail (MetroNorth or Amtrak)
  - Alternative arrangement could be made if no airport is within 1 hour, such as coordinated shuttles to/from hotels to airport at regular intervals.
- Safe, walkable areas for participants to travel to and from venue to hotels.
- Shuttle or transportation plan between hotel and venue (if not walkable).

# City & Community Support

- Demonstrated enthusiasm from local government, tourism, restaurants, or business organizations.
- In-kind or financial sponsorship encouraged (e.g. venue rental assistance, advertising, printing, transportation, restaurants/catering).
- Community volunteer base to assist with event logistics and hospitality.
- Access to community or tourism partnerships to enhance participant experience.

# Community Events/Outreach Opportunities

- Youth activities for Empire Stars program and family attractions for visiting family and friends when not at ticketed events.
- Service opportunity for candidates during the week (e.g. Habitat for Humanity, food shelter, children's events)
- Access to community or tourism partnerships to enhance participant experience.
- Opportunities for candidates or reigning titleholders to engage in appearances during competition week.

# Mission Alignment

- Interest in advancing the educational and personal development of women.
- Community reputation for hospitality, civic pride, and cultural engagement.

# Miss New York 2026 Host City

competition costs and proposal scenarios

The total average cost of the Miss New York State Competition is \$70,000.

The highest cost components are the performance venue, hotels and lodging for candidates, judges, and volunteers (excludes guests), transportation, and meals.

Our goal is to reduce the costs of the competition with support from a host city in order to lower ticket prices and provide more accessibility for family, friends, and guests to travel to and support the Miss New York competition, and experience new parts of our beautiful state.

## Example Scenario 1

Host city takes on the full cost value of the competition and uses partnerships to reduce actual costs, absorbed by the host city/DMO.

If entire cost of competition is absorbed by host city, a profit-sharing arrangement from ticket sales may be available.

## Example Scenario 2

Host city/DMO uses partnerships and business connections to significantly reduce actual costs, in order to make the city selection most attractive and cost-efficient to the Miss New York Organization. MNYO then pays remaining costs direct to vendors after reduced rates and in-kind donations.

## Example Scenario 3

Hybrid of these two scenarios. Partial in-kind donation of components of the competition week and reduced rate negotiations for others.

We're open ears to your creative proposals!

# Miss New York 2026 Host City

request for proposal

## Download RFP spreadsheet

You may provide supporting documents, but please summarize your proposal in this document.

### Tentative RFP Timeline:

|                |                                                                                                                        |
|----------------|------------------------------------------------------------------------------------------------------------------------|
| Sept 7         | FYI <a href="#">Miss America 2026!</a>                                                                                 |
| Sept 10-12     | 2025 New York State Tourism Excellence Awards & Summit<br>Miss New York Executive Director in attendance for questions |
| Sept 26        | Submissions due - deliver via email to <a href="mailto:sloane@miss-newyork.org">sloane@miss-newyork.org</a>            |
| Sept 27-Oct 13 | RFP evaluation                                                                                                         |
| Oct 15-22      | Finalist interviews                                                                                                    |
| Oct 30         | Final selection of 2026 Miss New York Host City                                                                        |

# Miss New York 2026 Host City

request for proposal

The selection will be based on the following:

- ❖ Ability to meet logistical and accommodation requirements
- ❖ Strength of local partnerships and support
- ❖ Cost-effectiveness and in-kind offerings
- ❖ Community enthusiasm and cultural fit
- ❖ Past experience with similar events (preferred but not required)

Attachment: Example State Week Schedule

## **STATE WEEK SCHEDULE**

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JULY 8-12 | SUGARLOAF, NEW YORK

### **TUESDAY, JULY 8**

- 5:00 Check-in  
• Where: Fairfield Inn Goshen (20 Hatfield Ln, Goshen, NY)
- 6:00 Welcome Dinner
- 8:00 Rehearsal
- 10:00 Nightly Check-in with Chaperones

### **WEDNESDAY, JULY 9 - SCHOOL SPIRIT DAY**

- 9:00 Rehearsals // Interviews for Delegates 1-11
- 11:30 Lunch (Provided by Cancun Inn)
- 12:30 Rehearsal // Interviews for Delegates 12- 23  
- Break -
- 4:00 Rehearsal
- 7:00 Dinner (Provided by Barrel 28)
- 8:00 Rehearsal
- 10:00 Nightly Check-In

### **THURSDAY, JULY 10 - SILLY SOCK DAY**

- 8:00 Rehearsals (Hotel Conference Room)
- 12:00 Lunch (Provided by Sugarloaf Tap House)  
- Transit to Sugarloaf Performing Arts Center -
- 12:30 Black Talent Rehearsal
- 2:30 All Show Run Through
- 4:00 Post Intermission Number Rehearsal W/ Teens
- 5:30 Dinner (Provided by Delancy's) // Prepare for Show
- 7:00 MNY PRELIMINARY SHOW 1
- 8:30 Visitation  
• Where: Theater Auditorium, Badges required.  
•  
- Transit to hotel -
- 10:00 Nightly Check-In

**SUBJECT TO CHANGE**

**STATE WEEK SCHEDULE**

JULY 8-12 | SUGARLOAF, NEW YORK

**FRIDAY, JULY 11 - SUPER HERO DAY**

- 8:00 Rehearsals
- 11:30 Lunch (Provided by Copper Bottom Grill)  
- Transit to Theater -
- 12:30 Gold Talent Rehearsal
- 2:30 All Show Run Through  
- Break -
- 5:30 Dinner (Provided by Barrel 28) // Prepare for Show
- 7:00 MNY PRELIMINARY SHOW 2
- 8:30 Summer Soiree  
• Where: Sugar Loaf Pavilion  
- Transit to hotel -
- 11:30 Nightly Check-In

**SATURDAY, JULY 12 - DRESS-UP DAY**

- | <u>If you have an empire star:</u>                                                                   | <u>if you do not have an empire star:</u>                                    |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 8:15 Ready in lobby<br>- Transit by Star Parent -                                                    | 11:30 Ready in lobby<br>• Wear: Tea-party/cocktail<br>- Transit to theater - |
| 9:00 Crowning Breakfast<br>• Wear: Tea-party attire, sash<br>and crown<br>- Transit by Star Parent - |                                                                              |
| 12:00 Rehearsal with Stars<br>• Where: Sugarloaf Pavilion                                            |                                                                              |
| 1:00 Pizza Party with Empire Stars (Brother Bruno's)                                                 |                                                                              |
| 2:00 MISS NEW YORK'S TEEN PRELIMINARY                                                                |                                                                              |
| 3:30 Rehearsal                                                                                       |                                                                              |
| 5:00 Dinner (Allan's Falafel) // Get Ready For Show                                                  |                                                                              |
| 6:00 FINAL COMPETITION<br>- Dressing room cleanout, released -                                       |                                                                              |

**SUBJECT TO CHANGE**

## **STATE WEEK SCHEDULE**

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JULY 8-12 | SUGARLOAF, NEW YORK

### **TUESDAY, JULY 8**

- 5:00 Check-in  
• Where: Fairfield Inn Goshen (20 Hatfield Ln, Goshen, NY)
- 6:00 Welcome Dinner
- 8:00 Pajama Rehearsal  
• Wear: Pajamas, It's a party!
- 10:00 Nightly Check-in with Chaperones, Released.

### **WEDNESDAY, JULY 9 - SCHOOL SPIRIT DAY**

- 9:00 Rehearsal  
• Location TBD
- 11:30 Lunch (Provided by Cancun Inn)
- 12:30 Rehearsal
- 2:00 Released to prep for Interviews  
- Arrive at hotel 20 minutes before your interview time. -
- 4:00 Interviews
- 7:00 Dinner (Provided by Barrel 28) & Nightly Check-In

### **THURSDAY, JULY 10 - SILLY SOCK DAY**

- 12:30 Rehearsal  
• Where: Sugarloaf Pavilion
- 4:00 Post Intermission Number Rehearsal W/ Miss
- 5:30 Released  
- Drop off at Theater by 6:45 -
- 7:00 MNY PRELIMINARY SHOW 1  
• Wear: Cocktail, sash and crown
- 8:30 Nightly Check-In with Chaperones
- 8:45 Visitation  
• Where: Theater Auditorium, Badges required for a parent/guardian.
- 9:15 Released

2025  
**STATE WEEK SCHEDULE**

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JULY 8-12 | SUGARLOAF, NEW YORK

**FRIDAY, JULY 11 - SUPER HERO DAY**

- 12:30 Rehearsal\*  
• Where: Sugarloaf Pavilion
- 5:30 Released  
- Drop off at Theater by 6:45 -
- 7:00 MNY PRELIMINARY SHOW 2  
• Wear: Cocktail, sash and crown
- 8:30 Nightly Check-In with Chaperones
- 8:45 Summer Soiree  
• Where: Sugarloaf Pavilion, Tickets required for a parent/guardian.  
• Wear: Cocktail + Fascinators/hats. This is a “a night at the Belmont Stakes”
- 9:15 Released

\*If you have an empire star you will be joining them from 3-5 at the Castle Fun Center! Parents, please arrive at the theater at 2:30 for pick-up.

**SATURDAY, JULY 12 - DRESS-UP DAY**

- 9:00 Talent Rehearsal  
• Where: Sugarloaf Performing Arts Center
- 10:00 Full Show Rehearsal
- 12:30 Lunch (Brother Bruno's)
- 2:00 MISS NEW YORK'S TEEN PRELIMINARY
- 3:30 Dressing Room Swap
- 4:30 Rehearsal
- 5:00 Dinner (Allan's Falafel) // Get Ready For Show
- 6:00 FINAL COMPETITION  
- Dressing room cleanout, released -

2025  
**MISS NEW YORK'S EMPIRE STARS**

**FRIDAY, JULY 11**

- 10:30** Check-in
- Where: Fairfield Inn Goshen (20 Hatfield Ln, Goshen, NY)
  - Wear: Comfortable clothes for rehearsal
- 11:00** Rehearsal, Lunch, & Ice Cream!
- 3:00** Castle Fun Center with Miss America's Teen, Peyton Bolin
- Where: 109 Brookside Ave, Chester NY 10918
  - Open to the public. Come take photos and learn about the Miss New York Org!
- 5:00** Released to parents. Arrive at theater by 6:45
- 7:00** MISS NEW YORK PRELIMINARY SHOW 2
- Where: Sugarloaf Performing Arts Center (231 Creamery Pond Rd, Chester, NY)
- 8:30** Summer Soiree (Optional)
- Where: Sugarloaf Pavilion (Same Building)
  - Separate tickets required for parents. Empire Stars receive free entry.

**SATURDAY, JULY 12**

- 8:30** Empire Star Breakfast (Open to Parents)
- Parents: Please pick up your child's Miss candidate at Fairfield Inn at 8:15 am
  - Where: Foundry42, 42 Front Street, Port Jervis NY 12771
- 9:30** Crowning Ceremony with Abby, Peyton, and the Miss Contestants
- Open to the public
- 11:00** Reading Hour with Abby & Peyton
- Open to the public
- 11:30** Transit to the Theater (231 Creamery Pond Rd, Chester, NY)
- Bring: all wardrobe for the competitions!
- 12:00** Rehearsal & Pizza Party Lunch with the Miss Contestants! (Closed)
- If needed, parents can return at 1:30 and help change your stars into their formal wear for the Teen prelim show
- 2:00** MISS NEW YORK'S TEEN PRELIMINARY
- Where: Sugarloaf Performing Arts Center
- 3:30** Rehearsal & Dinner (Closed)
- Where: Sugarloaf Pavilion
- 6:00** FINAL COMPETITION
- Where: Sugarloaf Performing Arts Center