

# Trans USA 2025

## Partnership Opportunities and Donor Tiers

Become a Partner, and Change Trans Lives NOW



Trans USA is a registered 501(c)(3) whose leaders take no salary, and all money raised each year goes directly to supporting our contestants, community, titleholders, and their advocacy projects.

At a time when anti-trans violence and legislation have reached critical levels, it is now more important than ever to provide a safe, affirming space for leadership development and an opportunity for trans youth to see the type of excellence possible when we work together as a community.

We depend on partnerships, sponsorships, and donations to provide a truly first-class experience for ALL trans leaders who have joined our movement, and our continued operations would not be possible without your support!

Your support will bring us one step closer to achieving our five main fundraising goals:

While there are numerous perks associated with Trans USA sponsorship that increase with each level, donations in ANY amount can go such a long way in making dreams come true for the next generation of trans leaders.

**For more information on official sponsorship or holding an official fundraising event, please reach out to [admin@transusanationalpageantry.com](mailto:admin@transusanationalpageantry.com) today!**

## Fundraising Priorities

- (1) One day provide **free lodging, travel, meals, and in-town transportation** for all those who have chosen to serve their communities and represent on the national stage, making the competition more equitable and accessible
- (2) Provide **paid work for trans and non-binary leaders** in the non-profit and event management sector
- (3) Decrease the individual cost burden on our administrative team, thereby increasing our ability to **fund community programming**
- (4) Increase funding available for our prize package and **expand opportunities for the reigning national titleholders to engage in community outreach initiatives**
- (5) Produce our first **trans-focused national conference and exposition**



*Trans USA National Pageantry strives to celebrate and promote the development of transgender, non-binary, and gender-nonconforming leaders as visible advocates and role models.*

# Trans USA 2025

## *Partnership Opportunities and Donor Tiers*



### **Bronze Partner (\$250)**

- Logo Placement on Website
- Quarter-page Color Advertisement in National Souvenir Book
- Tax-deductible donation recognition letter

### **Silver Partner (\$500)**

- Logo Placement on Website
- Half-page Color Advertisement in National Souvenir Book
- General admission for one (1) to all nights of competition
- Tax-deductible donation recognition letter

### **Gold Partner (\$750)**

- Logo Placement on Official Marketing Materials, T-shirt, and Website
- Full-page Color Advertisement in National Souvenir Book
- General admission for two (2) to all nights of competition
- Trans USA T-shirt
- Tax-deductible donation recognition letter

### **Platinum Partner (\$1500)**

- Logo Placement on Official Marketing Materials, T-shirt, and Website
- Full-page Color Advertisement in National Souvenir Book
- VIP admission for two (2) to all nights of competition
- Video Message for Your Organization on social media
- Two (2) Trans USA T-shirts
- Two (2) Trans USA Welcome Bags
- Invitation for two (2) to the National Awards Brunch
- Tax-deductible donation recognition letter

### **Diamond Partner (\$2500)**

- Logo Placement on Official Marketing Materials, T-shirt, and Website Page
- Full-page Color Advertisement in National Souvenir Book in Prime Location
- VIP Admission for four (4) to all nights of competition
- Video Message for Your Organization on social media
- Additional Social Media Shoutouts
- Four (4) Trans USA T-shirts
- Four (4) Trans USA Welcome Bags
- One (1) hotel room on the final night of competition
- Vendor space at national event
- Photo opportunity with national titleholders at crowning
- Invitation for two (4) to the National Awards Brunch
- Tax-deductible donation recognition letter

### **Diamond Elite Partner (\$5000+)**

- Logo Placement on Official Marketing Materials, T-shirt, and Website
- Two- page spread (2) in National Souvenir Book with free Ad design in Prime Location
- VIP Admission for eight (8) to All Nights of Competition
- Eight (8) Trans USA T-shirts
- Eight (8) Trans USA Welcome Bags
- Video Message for Your Organization on social media
- Two (2) hotel rooms on the final night of competition
- Personal livestream interview to discuss your organization, community needs, and the goal of our partnership
- Opportunity to speak/present at the national event on final night
- Photo opportunity with national titleholders at crowning
- Vendor space at national event
- Invitation for eight (8) to the National Awards Brunch
- Opportunity to address contestants at the national event
- Tax-deductible donation recognition letter
- Personalized crystal plaque

Additional sponsor/donor benefits are possible with each additional \$2,500. Substitutions of equivalent or greater value may be made in exceptional cases when perks are unavailable.

## **Ready to Begin Our Trans-Positive Partnership?**

**Visit <https://tinyurl.com/TUSA25Partner>  
and select the appropriate donation tier.**

Your donation will be delivered directly to our non-profit account, and the system will automatically generate and send the appropriate receipt and documentation via email.



# Promote with Trans USA

*A Cost-effective, Contestant-driven Approach for Pageantry in the Modern Era*



## **The “Promoter Package” (\$2000)**

While Trans USA does not hold preliminary competitions, numerous individuals and organizations have reached out to purchase the rights to become promoters at the state level. This year, we are pleased to announce an option for these outstanding community members to contribute to their state representatives and local trans communities without the level of expense and hassle traditionally associated with holding a preliminary competition due to prize packages, staffing, and other unanticipated costs.

All funds contributed via the promoter package will **benefit the contestants** and will be recognized with an official letter from our 501(c)(3).

The package covers the following for **one** contestant:

- **Registration Fee** (\$300 value)
- **Official State Sash** (\$85 value)
- **Dresser Pass for Nationals Week** (\$25 value)
- **Dresser Brunch Admission for Nationals** (\$25 value)
- **VIP admission for Two Additional Guests to All Nights** (\$280 value)
- **Brunch for Two Additional Guests** (\$75 value)
- **Crystal Recognition Plaque** (\$50 value)
- **One Full-page Ad in the National Souvenir Book** (\$100 value)

- **An Official Crowning Ceremony with the Reigning National**
  - Includes booking fee, travel, and lodging for 1 night (up to \$1,000 value)
- **Professionally Designed Flier for Crowning Ceremony** (\$75 value)
- **Two (2) Extra Copies of the National Souvenir Book** (\$30 value)
- **Professional Photoshoot at Nationals** (\$300 value)
- **Trans USA Banner** (\$85 value)
- **Trans USA Business Cards** (\$25 value)
- **50% off Weekend Passes for up to Six (6) Others** (up to \$420 value)

Promoters choosing to support two divisions will receive a discount of **20%**, while those choosing to support all three divisions will receive a discount of **30%**.

For just **\$4,200**, a promoter can bring in all three national titleholders for a major celebration that can easily earn back these funds, secure access to a plethora of professional resources for their contestants, and continue to hold Trans USA-endorsed fundraising events for their team throughout the year.

**Note:** The total value of a promoter package for all three contestants is approximately **\$9,000**, meaning that promoters *save more than 50%* when choosing this route!

While the cost above reflects the minimum amount to achieve official promoter status, promoters are, as always, welcome to contribute more to ensure the success of their representatives. We encourage our representatives to work on multiple events and projects with their promoters during their reign to maximize their impact and visibility in the community.

## Ready to Join Our Team?

Just visit <https://tinyurl.com/TUSA25Promote> to select the number of divisions and enter payment.

## What Happens Next?

Your donation will be delivered directly to our non-profit account, and the system will automatically generate and send the appropriate receipt and documentation via email.

Within 5-7 business days after processing, our administrative team and national titleholders will reach out to begin coordinating with your state/regional team!

## Have Questions First?

Reach out to [admin@nationalpageantry.com](mailto:admin@nationalpageantry.com) for more information or to schedule a call with our team!

# Trans USA 2025: Additional Opportunities to Support

## Category/award sponsorship (\$150 per division)

- Name of organization on official award plaque
- \$100 awarded to the winner of the category/award

**Categories available:** Interview, State Costume, Swimsuit, Formal Wear, On-stage Question

**Awards Available:** Most Glamorous/Most Debonair/Most Majestic, Congeniality, Most Visible, Outstanding Advocate

## Contestant experience micro-sponsorship (\$100+)

Micro-sponsorship funds will be used to enhance the experience for all contestants by providing daily snacks, non-alcoholic beverages, personalized gift bags, and other essential items.

## Material sponsorship (varies)

We are greatly appreciative of sponsors who wish to donate photography sessions, jewelry sets, travel stipends/discounts, and other material benefits to our contestants and titleholders.

## Paid engagements (varies)

We welcome sponsors who wish to support our mission by offering the national titleholders paid opportunities to speak, perform, conduct workshops, or sit on panels throughout the year.

*Note: The sponsorship levels above are available in full until **September 1, 2025**. Beyond this date, adjustments that benefit the sponsor without undue hardship on Trans USA can be made for items no longer available due to non-negotiable deadlines and constraints.*

