



SENIOR FLORIDA PAGEANT

Sponsorship Package

2024



DEAR PROSPECTIVE SPONSOR:

Sunday, August 18, 2024 the MS. SENIOR FLORIDA PAGEANT 2024 aka SENIOR FLORIDA PAGEANT, a program of ETERNA, Inc. a non-profit 501(c)(3) organization will be held live. This is a search for a contestant to represent the State of Florida and compete for the national title of MS./MR. SENIOR NATIONAL (pending availability).

MS. SENIOR FLORIDA PAGEANT moved from Vero Beach 8 years ago to Miami Dade County, the capitol of diversity and flare. This Pageant draws contestants and an audience from across the State. The Pageant inspires and entertains all age groups. Viewers are from all walks of life, both male/female; children/grandchildren; friends and neighbors come out to support their loved ones.

In addition to contributing their knowledge and experience to Florida's local communities, the population of Florida's age 60+ is well over 4 million, with 2,313,656 of the female gender. The trend is well established, the population of Florida has increasingly grown more seniors, and with the aging of the Baby Boomers, this trend will continue. It's obvious – investing in seniors is not only the right thing to do, investing in seniors makes good cents \$\$\$

WE ARE PROUD TO ANNOUNCE A NEW AND ADDITIONAL TITLE THIS YEAR – THE UNPRECEDENTED MR. SENIOR FLORIDA, WITH THE SAME COMPETITIVEVE CATEGORIES – FROM A MALE PERSPECTIVE. HOW EXCITING IS THAT!

Enclosed are levels of sponsorship for your consideration. Please join us in our efforts to express our belief that seniors are the foundation of America and our most valuable treasure. We're excited about this opportunity for that special LADY/GENTLEMAN OF DISTINCTION to represent this State and bring attention to the unsung heroes and pillars of the community – our SENIORS.

**SENIOR FLORIDA PAGEANT
Sunday, August 18, 2024
LIVE PERFORMANCE
Venue: Julius Littman Theater
North Miami Beach, FL
3:00 PM**

SPONSORSHIP FACT SHEET

- Sponsorship valid Date of Execution through August 2025
- Ms./Mr. Senior Florida available for events, open houses, health fairs and speaking engagements
- Logo presented in ads in various media publications throughout Florida
- Logo appears on Pageant official website
- Publicity and ads from Media Sponsors
- Exclusive sponsorships available for your industry
- Celebrity Judge available from your company
- The Pageant is a motivational and inspirational event for the entire family

WANETTA "VANESSA" MASSEY, Ms Senior Florida 2022-23 | Vanessa,

Has worn many hats. A model, fashion design student at the Fashion Institute of Technology in New York City, Flight Attendant of 15 years, wife of 34 years.

She currently occupies the role of Group Fitness Instructor for Silver Sneakers while caregiving for her recently passed precious 95-year old mom. However, her proudest achievement was retiring at age 35 to become a stay at home mom for over 20 years to raise her amazing twin sons. Vanessa believes "family is everything." Vanessa is 64 years old and resides in Hallandale, FL.

(Broward County)

EDINA McGRATH, Ms. Senior Florida 2020-21 | Edina is 94 years of age. She retired from Carnival Cruise lines at age 85. She has 4 wonderful children, 10 grandchildren, 15 great grandchildren and 3 great-great grandchildren. She currently travels to Israel yearly and directs/produces "Snappy Seniors Fun Follies Shows" with a cast of 20-30, ages 55-94, presented at the YMCA. She resides in Hollywood, Florida/Broward County.

CATHERINE GRANT PICKREN, Ms. Senior Florida America 2019 | Dr. Catherine Pickren is sixty-seven years "young." She has taught public school music for twenty-seven years. While teaching, she was the lobby pianist at Amelia Island Plantation, Amelia Island, Florida. Dr. Pickren has published two fictional novels. She resides in Fernandina Beach, Florida/Nassau County and Folkston, Georgia.

CATHERINE CARCIOPPOLO, Ms. Senior Florida America 2018 | Catherine is a nurse specializing in oncology and Hospice care. In between her nursing career, she owned and operated a childcare learning center which provided daycare to 135 children. Catherine also volunteers with the Disaster Assistance Team and Disaster Health Services Team of the American Red Cross. "Giving Back," as Catherine states means helping people get through difficult situations and knowing other people are there for them. She resides in Lake Worth, Florida/Palm Beach County.

LORRAINE ROBERTSON, Ms. Senior Florida America 2017 | Lorraine is a retired Medical Doctor. She was Board Certified in Family Practice. Lorraine was also certified as an Addiction Medicine Specialist. In retirement she returned to an early love, painting and has now developed a second career in that area, winning prestigious awards, with work in many galleries. Lorraine has donated many paintings as fund raisers for worthwhile causes. She also enjoys playing the piano. She resides in Lakewood Ranch, Florida/Manatee County.

ROSE TYDUS, Ms. Senior Florida America 2016 | Rose enjoys working with youth and young adults. Her youthful appearance and attitude set the stage for young as well as mature audiences. She is a singer, dancer, poet, songwriter and Bible teacher. Utilizing all her talents she is a motivational speaker on positive lifestyle issues, health & nutrition and her true passion – her faith as a Christian. She resides in Opa-locka, Florida/Miami-Dade County.

GOLD LEVEL SPONSORSHIP

As a *Gold Sponsor* for the year 2024-25 Senior Florida Pageant, your company will benefit from the many direct and indirect opportunities and relationships that have been established. Gold Sponsorship continues throughout the Pageant Year.

GOLD PACKAGE INCLUDES:

- Use of the phrase “**GOLD SPONSOR** of the Senior Florida Pageant 2024” for the period Date of Execution – August 2025
- Statewide recognition for initiating a worthy event in South Florida honoring and showcasing Senior women
- Your company LOGO used on all ads and publicity created by the Pageant Committee
- Your company LOGO displayed on stage at the Pageant venue
- Use of Senior Florida Logo for all your marketing needs as approved by Pageant Committee
- Access to Senior Florida for print, TV or radio advertising in Florida as approved by PC
- Access to Senior Florida as spokesperson for events in Florida as approved by PC
- Weblink on Senior Florida Pageant website
- Company Representative as a Judge (upon your acceptance)
- Your company name mentioned on radio/TV commercials that feature Pageant
- Full page ad in Senior Florida Program Book (Inside Back Cover)
- Use of the Senior Florida Pageant Mailing List
- Senior Florida Pageant Applications and Flyers placed at any of your desired locations

YOUR INVESTMENT - \$10,000.00

Make Check Payable To: ETERNA, Inc.

FOR: Senior Florida Pageant

Mail To: P. O. Box 54-0492, Miami, Florida 33054

Sales Representative
(If Applicable)

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Authorized Gold Level Sponsor Representative

Signed _____ Date _____
Senior Florida Pageant Representative

ALL CONTRIBUTIONS ARE TAX DEDUCTIBL 501 (c)(3)

SENIOR FLORIDA PAGEANT 2024

DIAMOND LEVEL SPONSORSHIP

As a *Diamond Sponsor* for the Senior Florida Pageant 2024-25, your company will benefit from the many direct and indirect opportunities and relationships that have been established. Diamond Sponsorship continues throughout the Pageant year.

DIAMOND PACKAGE INCLUDES:

- Use of phrase "DIAMOND SPONSOR of the Senior Florida Pageant 2024" for the period Date of Execution – August 2025
- Your company LOGO used on all ads and publicity created by the Pageant Committee
- Your company LOGO/ BANNER displayed at the Pageant venue
- Use of the Senior Florida Logo for your marketing needs as approved by PC
- Access of Senior Florida for print, TV or radio advertising in Florida as approved by PC
- Access of Senior Florida as spokesperson for events as approved by Pageant Committee
- Your company name mentioned on radio/TV commercials that feature Pageant
- Half page ad in Senior Florida Program Book
- Use of the Senior Florida Pageant Mailing List
- Senior Florida Pageant applications and flyers may be placed at any of your locations

YOUR INVESTMENT - \$5,000.00

Make Check Payable To: ETERNA, Inc.

FOR: Senior Florida Pageant

Mail To: P. O. Box 54-0492, Miami, Florida 33054

Sales Representative
(If Applicable)

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____

Authorized Diamond Level Sponsor Representative

Signed _____ Date _____

Senior Florida Pageant Representative

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE – 501(c)(3)

2024 SENIOR FLORIDA PAGEANT

RUBY LEVEL SPONSORSHIP

As a *Ruby Sponsor* of the Senior Florida Pageant 2024-25, your company will benefit from the many direct and indirect opportunities and relationships that have been established. Ruby Sponsorship continues throughout the Pageant year.

RUBY PACKAGE INCLUDES:

- Use of the phrase “**RUBY SPONSOR** of the Senior Florida Pageant 2024” for the period Date of Execution – August 2025
- Your company LOGO used on all ads and publicity created by the Pageant Committee
- Your company LOGO/BANNER displayed at the Pageant venue
- Use of the Senior Florida Logo for all your marketing needs as approved by PC
- Access of Senior Florida for print, TV or radio advertising in Florida as approved by PC
- Access of Senior Florida as spokesperson for events as approved by Pageant Committee
- Quarter page ad in Senior Florida Program Book
- Senior Florida Pageant applications and flyers may be placed at any of your locations

YOUR INVESTMENT - \$2,500.00

Make Check Payable To: ETERNA, Inc.

FOR: Senior Florida Pageant

Mail To: P. O. Box 54-0492, Miami, Florida 33054

Sales Representative
(If Applicable)

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Authorized Ruby Level Sponsor Representative

Signed _____ Date _____
Senior Florida Pageant Representative

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE 501(c)(3)

SENIOR FLORIDA PAGEANT 2024

EMERALD LEVEL SPONSORSHIP

As an *Emerald Sponsor* for the year 2024-25 Ms. Senior Florida Pageant, your company will benefit from the many direct and indirect opportunities and relationships that have been established. Sponsorship continues throughout the Pageant year.

EMERALD PACKAGE INCLUDES:

- Use of the phrase “**EMERALD SPONSOR** of the Senior Florida Pageant 2024” for the period Date of Execution – August 2025
- Credit announcements mentioned throughout Pageant week at various functions associated with promotions and night of the Pageant
- Access of Senior Florida for print, TV or radio advertising as approved by Pageant Committee
- Your company name/logo on all Pageant print advertising
- One-Eighth page ad in the Senior Florida Pageant Program Book
- Ms. Senior Florida Pageant applications and flyers may be placed at any of your locations

YOUR INVESTMENT - \$1,000.00

Make Check Payable To: ETERNA, Inc.

FOR: Senior Florida Pageant

Mail To: P.O. Box 54-0492, Miami, Florida 33054

Sales Representative
(If Applicable)

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Authorized Emerald Level Sponsor Representative

Signed _____ Date _____
Senior Florida Pageant Representative

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE – 501(c)(3)

SENIOR FLORIDA PAGEANT 2024
PEARL LEVEL SPONSORSHIP

As a *Pearl Sponsor* for the year 2024-25 Senior Florida Pageant, your company will benefit from the many direct and indirect opportunities and relationships that have been established. Sponsorship continues throughout the Pageant year.

PEARL PACKAGE INCLUDES:

- Use of the phrase “PEARL SPONSOR of the Senior Florida Pageant 2024” for the period Date of Execution – August 2025.
- Use of Senior Florida logo for your advertising and marketing needs as approved by the Pageant Committee
- Credit announcements mentioned throughout Pageant week
- Your name listed in Pageant Program as Pearl Sponsor
- Senior Florida Pageant applications and flyers can be placed at any of your locations

YOUR INVESTMENT - \$500.00

Make Check Payable To: ETERNA, Inc.
FOR: Senior Florida Pageant
Mail To: P. O. Box 54-0492, Miami, Florida 33054

Sales Representative
(If Applicable)

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Signed _____ Date _____
Authorized Pearl Level Sponsor Representative

Signed _____ Date _____
Senior Florida Pageant Representative

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE 501(c)(3)

Thank You For Your Support

Email: info@msseniorflorida.com

admin@myeterna.com

Visit: msseniorflorida.com

305-999-1817

305-438-6641