

# Miss Washington

**Client Media Kit**  
**Austin Douglas**  
**CSS 3374**



## 2026 CONTESTANT MEDIA KIT BRAND AMBASSADOR GUIDELINES

As a titleholder, you are an ambassador for the Miss America and Miss America's Teen Opportunity. Therefore, you play an integral role in the perception of the competition and brand. There will be a lot of exciting experiences for you to share and we ask that you stay active across all your social media accounts.

### Public Relations & Media Requests

Krystle Ramos

e: [mwso.marketing@gmail.com](mailto:mwso.marketing@gmail.com)

<https://www.misswashington.org/appearance-requests>

### Social Media Reminders & Etiquette

ALWAYS tag @MissWashingtonOrg, @MissAmericaWA, @MissAmericasTeenWA, @MissAmerica, @MissAmericasTeen, and the listed partners. This is an integral part in maintaining and gaining new partnerships.

Be yourself: Show personality! The more authentic you are on social media, the more your followers will share, engage, and relate to your content.

Engage: Interact with your fans by replying, liking, retweeting, etc. Pose questions, ask for suggestions, take your fans behind-the-scenes, or have a personal Q&A with your audience. Let your fans follow your journey by documenting your experience and creating engaging content!

### Upload Media to PhotoCircle

Share your photos and videos from your year of service, favorite sisterhood moments, and competition week to potentially be included in media features:

[Miss Washington](#) contestants

[Miss Washington's Teen](#) contestants

## About the Miss Washington Organization

### Our Purpose:

The Miss Washington Scholarship Organization has a singular purpose; providing opportunities, support, guidance and advancement for women in Washington to reach their full potential. Women who participate in the program acquire lifelong skills and confidence while earning scholarships, cultivating their own personal style, and engaging within their community. We invite and encourage women to participate, including women of all diverse experiences, perspectives and voices. Our Organization's endeavor to embrace broad and diverse perspectives includes volunteers with the state and local programs and all individuals involved with the competition process.

### Our Mission:

The Miss Washington Scholarship Organization (MWSO) is a leading scholarship and opportunity provider for young women aged 13-26 across the state. The Miss Washington's Teen (MWATeen) and Miss Washington Competition brings together hundreds of people from across the state to celebrate their local titleholders as they compete for scholarships, cash awards, sponsorships, and the chance to compete for the job of Miss America's Teen or Miss America. Our mentorship program for young girls age 5-13 are a local chapter of Miss America's Little Sisters, where personal development and empowerment starts through interaction with teen and miss mentors and an introduction to community service and stage performance.

In addition to the state competitions, the state organization hosts an "open" preliminary competition for the Miss division with 18 candidates in early April as well as three (3) separate workshop weekends throughout the year, all resulting in overnight stays, dining, shopping and tourist opportunities for the candidates, youth participants, volunteers, and attendees.

Our all-volunteer non-profit organization consists of the state organization and 13 licensed local organizations throughout the state that are comprised of directors, board members and community volunteers that spend countless hours mentoring young women. Over the past 10 years alone, MWSO Miracle, Inc., along with local scholarship funds have awarded over \$1 million in educational assistance to further women's education.

## MAO Branding

MAO Brand Ambassador Training & Guidelines:

[https://www.canva.com/design/DAG6NEEnE5g/HW9574WoU161bOfPBRRRe0w/edit?utm\\_content=DAG6NEEnE5g&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAG6NEEnE5g/HW9574WoU161bOfPBRRRe0w/edit?utm_content=DAG6NEEnE5g&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Appearance & Engagement Requests

Miss Washington/Miss Washington's Teen Appearance and Engagement Request Link:

<https://www.misswashington.org/appearance-requests>

# Miss Washington

Miss Washington Scholarship Organization  
PO Box 73519  
Puyallup, WA 98373

## **[NAME] CROWNED [MISS WASHINGTON/MISS WASHINGTON'S TEEN] 2026**

***Olympia, WA. (July 11, 2026)*** — The [Miss Washington/Miss Washington's Teen] competition was held from Sunday, July 5 to Saturday, July 11 at the Capitol High School Performing Arts Center where [Full Name] was named [Miss Washington/Miss Washington's Teen] 2026. [Last Name] will represent Washington at the [Miss America/Miss America's Teen] Competition to be held later this year.

The [age-year-old] from [Hometown] represented [Local Title] prior to earning the state. She has earned over [\$XX,XXX] in scholarships while competing for the title of [Miss Washington/Miss Washington's Teen], which she intends to utilize towards [degree at college/university name]. She is currently [current school year or occupation] at [school or workplace] and aspires to [future goals or career aspirations].

"Quote here," said [Last Name]. "I look forward to using my year of service to [insert goal or mission statement]."

A passionate advocate for [platform or initiative], [Last Name] has been involved in [brief description of involvement in platform]. She plans to spend this year [explain how you will further your mission, expand the Miss Washington brand, be an advocate, etc.].

In addition to her service initiative, [Last Name] has achieved [list a few accomplishments, such as academic achievements, leadership roles, sports, awards, or community service]. Beyond her achievements, [Last Name] enjoys [list personal interests, hobbies, fun facts or unique experiences]. During her year as [Miss Washington/Miss Washington's Teen], she is excited to [list major goals, events, or opportunities she has in mind].

Over the past 10 years alone, the Miss Washington Scholarship Organization, MWSO Miracle Inc. along with local scholarship funds have awarded over \$1 million in educational assistance for young women. The Miss Washington Organization is affiliated with the Miss America Opportunity, which empowers women to lead in every area of life. Learn more about the organization and how to book [Last Name] at [www.misswashington.org](http://www.misswashington.org).

###

**Interviews and photos available upon request. Please contact:**

Krystle Ramos, Communications Director | [mwso.marketing@gmail.com](mailto:mwso.marketing@gmail.com)

Peggy Miller, Executive Director | [mwso.director@gmail.com](mailto:mwso.director@gmail.com)

**About the Miss Washington Organization**

The Miss Washington Scholarship Organization has a singular purpose; providing opportunities, support, guidance, and advancement for women in Washington to reach their full potential. Women who participate in the program acquire lifelong skills and confidence while earning educational scholarships, cultivating their own personal style, and engaging within their community. We invite and encourage women to participate, including women of all diverse experiences, perspectives, and voices. Our organization's endeavor to embrace broad and diverse perspectives includes volunteers with the state and local programs and all individuals involved with the competition process.

**About the Miss America Brand**

The Miss America brand mission is "Empowering Women to Lead" in every area of life from philanthropy, business, arts, politics, education and more. Miss America and Miss America's Teen local and state ambassadors contribute thousands of community service hours annually, raising funds for philanthropic partners. For more information follow on [Instagram](#), [Facebook](#) and [Twitter/X](#).

**Miss  
Washington**



# **SPONSORSHIP PROPOSAL**

**EMPOWERING WOMEN TO LEAD WITH PURPOSE**

**PRESENTED BY  
MWSO INC.**

**2026**



# INTRODUCTION

## WELCOME TO A STRATEGIC PARTNERSHIP

As an official preliminary to Miss America, we work to support young women through scholarship, leadership development, service, and community involvement. Each year, our candidates gain valuable skills, meaningful opportunities, and the chance to create real impact in communities across Washington. Your support helps make this possible and also offers strong value for your organization.

A partnership with us provides positive brand visibility, access to statewide audiences, and association with a trusted program that promotes education, service, and community growth. Your involvement highlights your commitment to young leaders and strengthens your presence across our events, media, and outreach efforts. We would be grateful to work with you as we encourage and uplift young women throughout our state.





# ABOUT US

## PURPOSE

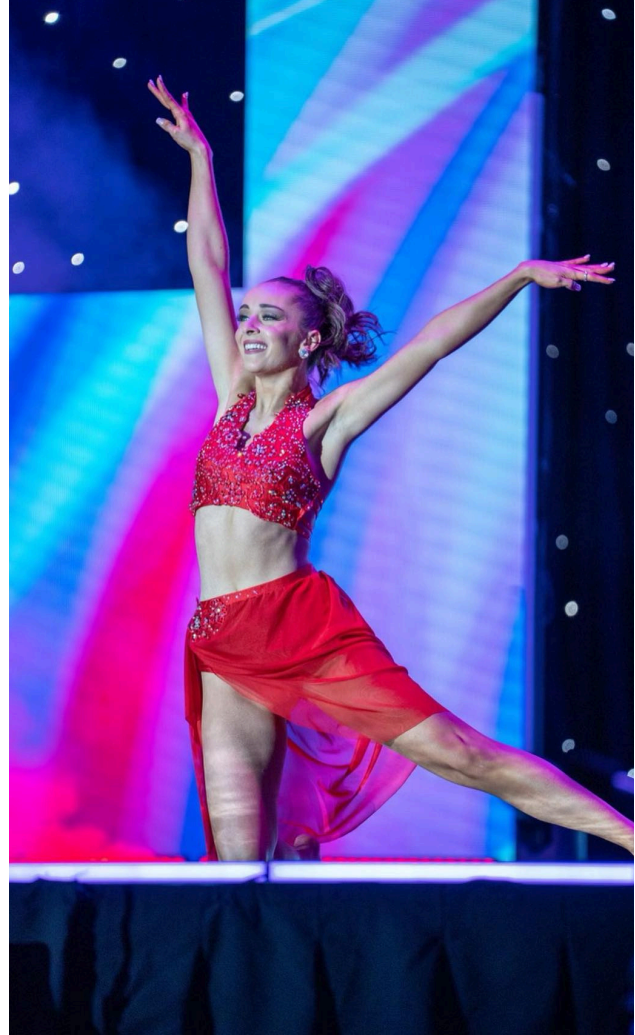
The Miss Washington Scholarship Organization has a singular purpose; providing opportunities, support, guidance and advancement for women in Washington to reach their full potential. Women who participate in the program acquire lifelong skills and confidence while earning scholarships, cultivating their own personal style, and engaging within their community. We invite and encourage women to participate, including women of all diverse experiences, perspectives and voices. Our Organization's endeavor to embrace broad and diverse perspectives includes volunteers with the state and local programs and all individuals involved with the competition process.

## MISSION

The Miss Washington Scholarship Organization (MWSO) is a leading scholarship and opportunity provider for young women aged 13-26 across the state. The Miss Washington's Teen (MWATeen) and Miss Washington Competition brings together hundreds of people from across the state to celebrate their local titleholders as they compete for scholarships, cash awards, sponsorships, and the chance to compete for the job of Miss America's Teen or Miss America. Our mentorship program for young girls age 5-13 are a local chapter of Miss America's Little Sisters, where personal development and empowerment starts through interaction with teen and miss mentors and an introduction to community service and stage performance.

In addition to the state competitions, the state organization hosts an "open" preliminary competition for the Miss division with 18 candidates in early April as well as three (3) separate workshop weekends throughout the year, all resulting in overnight stays, dining, shopping and tourist opportunities for the candidates, youth participants, volunteers, and attendees.

Our all-volunteer non-profit organization consists of the state organization and 13 licensed local organizations throughout the state that are comprised of directors, board members and community volunteers that spend countless hours mentoring young women. Over the past 10 years alone, MWSO Miracle, Inc., along with local scholarship funds have awarded over \$1 million in educational assistance to further women's education.





# SPONSORSHIP OPPORTUNITIES

FLEXIBLE SPONSORSHIP LEVELS  
TAILORED TO YOU

## DIAMOND SPONSOR

Diamond sponsors offer transformational support that significantly increases scholarship funding and creates life changing opportunities for the young women we serve.

**\$10,000+**

## RUBY SPONSOR

Ruby sponsors make a meaningful impact by supporting larger scholarship awards that prepare candidates for academic and career success.

**\$2,500+**

## SAPPHIRE SPONSOR

Sapphire sponsors strengthen our mission by expanding scholarship awards and funding opportunities for young women across Washington

**\$1,000+**

## PEARL SPONSOR

Pearl sponsors provide essential scholarship support that helps candidates continue their education and grow as leaders.

**\$500+**

# IN-KIND SPONSORSHIP

## OPPORTUNITIES

In-kind sponsors play a meaningful role in supporting the Miss Washington Organization by donating goods or services that directly enhance the contestant experience. These contributions help us reduce costs, elevate our events, and provide exceptional resources for the young women competing.

### **Examples of in-kind support include:**

- Food & Beverage – catering for contestant meals, hospitality room snacks, bottled water, energy drinks
- Wardrobe & Beauty – clothing, shoes, accessories, hair and makeup services, skincare products
- Professional Services – photography, videography, printing, graphic design, coaching
- Event Resources – décor, staging, lighting, transportation, lodging, venue space
- Gifts & Giveaways – contestant gift bags, scholarship awards, wellness items
- And more!

We gladly recognize in-kind sponsors at the value of their donation and offer tier-matching benefits so each partner receives acknowledgment aligned with their contribution. In-kind partnerships allow your brand to make a lasting impact on the contestants, the community, and the future of the Miss Washington Organization.



The Apple Crown Club is an exclusive list of donors, limited to 100 members per year. Their donations go directly to our scholarship fund and we are so very appreciative of their generosity and sponsorship

## **GOLD CROWN MEMBERS**

**\$250+ DONATION**

Benefits Include:

- 1 Competition Magazine
- 2025 Apple Crown Club lapel pin
- Pre-sale Ticket Access
- Listed in Competition Magazine
- Recognition on website/social media
- Personalized autographed photo from Miss Washington 2025
- Tax deductible donation

## **RUBY CROWN MEMBERS**

**\$100+ DONATION**

Benefits Include:

- Pre-Sale ticket access
- Listed in competition magazine
- recognition on website/social media
- Personalized autographed photo from Miss Washington 2025
- Tax deductible donation

# WHY SPONSOR US

## THE VALUE OF YOUR SPONSORSHIP

Your sponsorship helps young women pursue education, develop leadership skills, and serve their communities across Washington. By supporting these opportunities, you strengthen local impact while also gaining positive visibility for your brand. Partnering with us connects your organization with audiences who value service, education, and community growth, creating meaningful benefits for both the girls we serve and the partners who stand with us.

### ● **STRONG VISIBILITY**

Reach engaged audiences through live events, social media, digital platforms, and statewide outreach.

### ● **COMMUNITY IMPACT**

Support scholarship programs that help young women grow as students, leaders, and advocates.

### ● **MEANINGFUL ENGAGEMENT**

Sponsors receive recognition through events, media features, and year round involvement opportunities.



# TITLEHOLDER TESTIMONY

## AMBER BARTON'S STORY



In the summer between my junior and senior year of high school, my mom sat me down and said "you have to go to college, but we can't afford to send you, so you have to figure out how you'll do it." I was a 17 year old first generation student with barely an idea on what I wanted to major in once I got to college, let alone how to get there and pay for it. Throughout my senior year, I dedicated countless hours to perfecting my resume, submitting scholarship applications, and gathering letters of recommendation so that by the end of the year I had earned enough scholarship to afford my full tuition. However, life has a funny way of changing the trajectory of things. In my early 20s I made the bold choice to move across the country after leaving an abusive relationship. While I was thankful for the freedom that this choice granted me, I now felt locked back in as I had to forfeit all of my scholarships I had worked so hard for since I no longer met residency requirements. Along with that, I decided that the major I was once so set on simply was not for me anymore and that I needed to change career paths which then changed the entire course of my education. Sitting 2,000 miles away from home with \$20 to my name, I knew I had to do something, but I wasn't quite sure what. That's when I discovered the Miss America Opportunity.

I saw an ad online for a local scholarship program and thought to myself "what do I have to lose?" and sent in my application. Now, 4 years later I've earned over \$10,000 in scholarships and have made my educational goals a reality. The Miss Washington Organization has supplied me with not only the scholarships to pay for my education, but the courage needed to continue pushing myself. I always say that I used up all of my bravery moving across the country, but Miss Washington has refilled me and taught me how to move forward further than I once ever thought possible. Now as a 26 year old woman, I am sending in the applications to the dental hygiene schools I once thought were out of reach because I didn't have the financial means to support my education.

As a former foster child and a first generation student, the odds were never in my favor. However, the Miss America Opportunity saw the dreams I had and the skills I brought to the table and rewarded me for that, and I am now able to break the generational cycles that used to hold me back.

I couldn't be more thankful for the scholarships and opportunities provided to me. As I am now in my last year of competition with the program, I am truly humbled as I look back on my journey, and I can't wait to continue to give back to the program and help raise up the next generation of women who will represent our communities.





# LET'S CONNECT

**THANK YOU FOR CONSIDERING A PARTNERSHIP WITH US!**

**WE LOOK FORWARD TO CREATING MEANINGFUL IMPACT TOGETHER.**



253-973-2733



@missamericawa



[mwso.director@gmail.com](mailto:mwso.director@gmail.com)



[www.misswashington.org](http://www.misswashington.org)

# Miss America

## Stage Competition Planner

*By Austin Douglas*

### **I. Overall Competition Goals/Mindset**

Tangible Goals for competition:

*(What do you need to do today, until the competition is over, to walk away content and proud of yourself, regardless of the outcome?)*

- 
- 
- 

### **II. Interview**

Opening Statement:

Closing Statement:

Big 3:

- 
- 
- 

### **III. OSQ**

Statistics:

Stories:

### **IV. Fitness**

Mindset:

- 

Plan (optional):

-

Notes:

-

## **V. Talent**

Mindset:

-

Practice Plan

-

Notes:

-

## **VI. Gown**

Mindset:

-

Notes:

-



# Miss America

## A WINNING INTERVIEW BREAKDOWN/PLANNER

### OPENING STATEMENT

- 30 seconds
- Focused on your Service Initiative (optional) or something pertinent to why you should get the position
- Inform the panelists on what your Service Initiative is and why it's important

### MARKETING PLAN

All this means is an idea of how you would want to spend your year if you are crowned. This can look like a spreadsheet, note on your phone, or just an idea in your head.

#### Options for things to include:

Appearance ideas, service projects, goals, list of potential sponsors, etc!

### CONSIDER YOUR ATTIRE

Professional, appropriate, interview attire.

(If you want more advice or examples google "pageant interview attire" or message me @austinrosedouglas)

### 3 MAIN POINTS

Consider 3 things you want to get across to the panelists in your interview.

These can be stories, achievements, or anything about yourself you think they should know. Then work on finding ways to incorporate those into your interview.

### CLOSING STATEMENT

- 30 seconds
- Think "Why you should be the titleholder"

**ABOVE ALL, BE YOURSELF!**

## OPENING NOTES:

---

---

---

---

## 3 MAIN POINTS/STORIES:

**1**

---

**2**

---

**3**

---

## CLOSING NOTES:

---

---

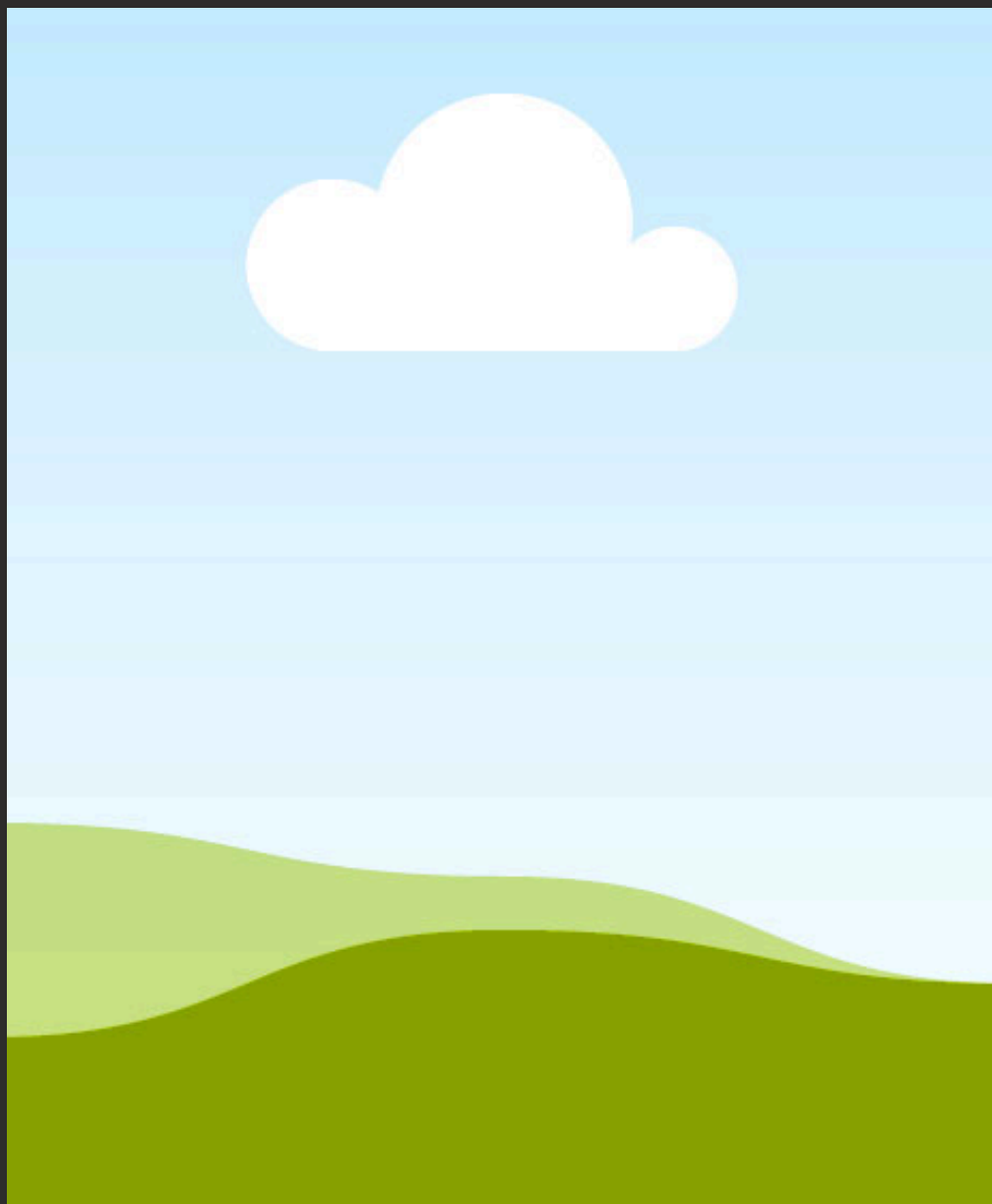
---

---

# Miss Washington

Group, ##

## Competition Schedule



---

NAME HERE  
TITLE HERE

# Miss Washington

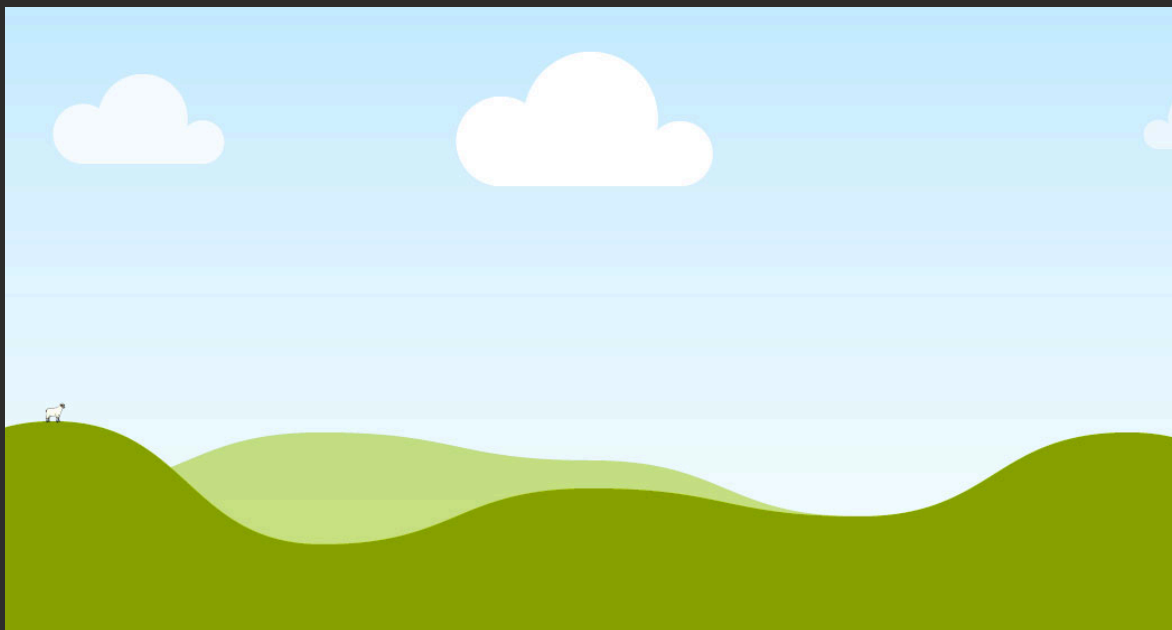
Group, ##

**July 5th, Sunday- Check-In**

**July 9th, Thursday- Prelim Night**

**July 10th, Friday- Talent Night**

**July 11th, Saturday- Finals**



---

NAME HERE  
TITLE HERE