

THE DRAG COMPETITION OF THE YEAR

SPONSORSHIP
DECK

www.qodnation.com



ABOUT US

Queen of Drag stands as a beacon of celebration and support within the realm of female impersonation, showcasing a dazzling array of talent from across the nation. At its core, the Queen of Drag event is not just a competition; it's a vibrant showcase of artistry, resilience, and the rich tapestry of drag culture. Participants, hailing from diverse backgrounds, converge on this platform to express their creativity, share their stories, and compete for the coveted title. But beyond the sequins, the laughter, and the fierce performances lies a deeper purpose. This event serves as a powerful vehicle for fundraising, channeling its energies and resources towards a noble cause—supporting the Your Big Break non-profit organization.



WHAT MAKES US UNIQUE

The Queen of Drag competition is unique in that the queens will compete in two categories: Bring it to the Runway and Talent. With a cash prize of \$50,000, this competition boasts the biggest cash prize in the history of pageantry. The eleven queens will battle it out for the ultimate title of The Queen of Drag, and the top four finalists will each win a cash prize of \$5000.00. The final round of the competition will involve a Lip Sync Battle judged by the seven participants who didn't make it to the top four. The head judge will determine the winner of the competition.



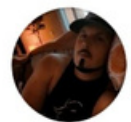
BREAKING NEW GROUND

INVENTIVE

ORIGINAL

TESTIMONIAL

See what people are saying



Robert Hazlette · [Follow](#)

This. THIS. THIS IS EVERYTHING! That's how you make a statement! What a lineup and what an introduction!

Folks, take note, never sleep on creative minds. Congrats to all involved on this!



Genesis Glamoura

Oh wow. Legends only. This is gonna be incredible 🤩 🤩



Gigi Monroe

THIS IS THE REAL DRAG COMPETITION! The heavyweights of the real drag world battling it out, yes ma'am!



Dannie Stiles

So many legends!!!

MARKET

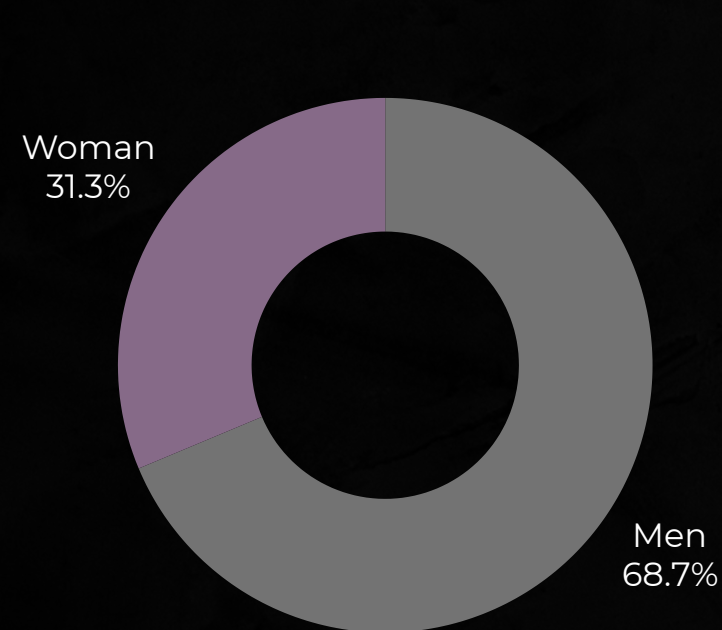
At its core, drag is an art form that for over a century has affirmed and uplifted LGBTQ people who perform and enjoy it. Drag queens have long been leaders in the queer liberation movement. Drag is an art form that transcends entertainment, serving as a powerful tool for self-expression, visibility, empowerment, and social change.

- 50% of attendees have a college or post-graduate degrees.
- 55% of attendees report annual incomes exceeding \$50,000.
- 7 out of 10 LGBTQIA+ adults remain loyal to brands that support the LGBTQIA+ community, regardless of pricing or convenience.
- The combined buying power of the LGBTQIA+ consumer segment rose to \$3.9 trillion globally.

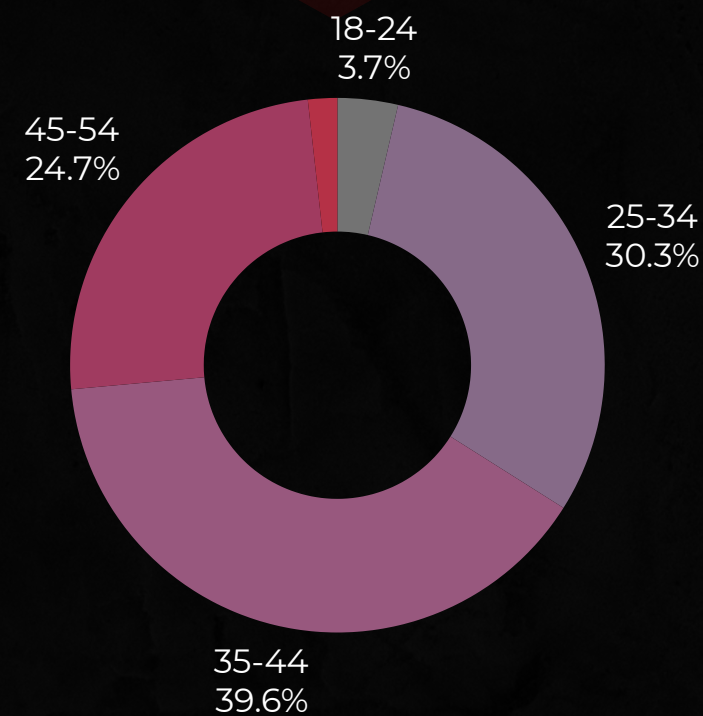
SOCIAL MEDIA

Our social media launched on January 1, 2024 and after our promotional video posted within 24 hours we gained 1.2+ likes and gained the following on our promotional video.

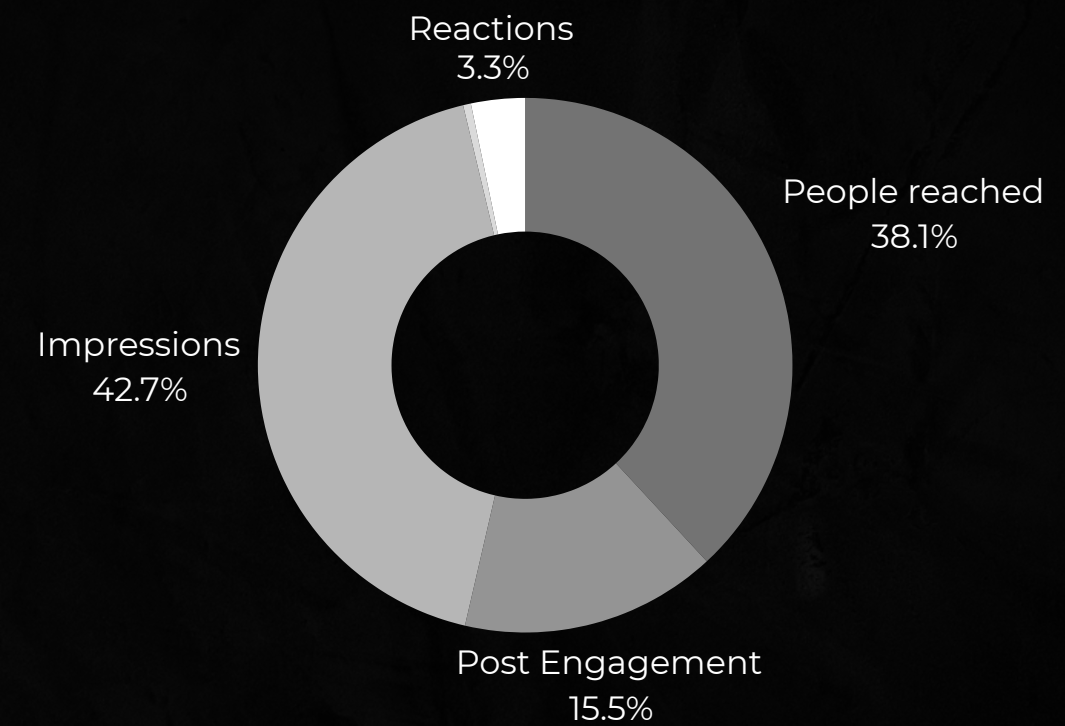
Our total combined social media reach with participants is 500k+



By Gender



By Age Group



By Engagement



SPONSORS

- **Get brand awareness**
- **Increase sales of a product**
- **Reposition their brand**
- **Block competition**
- **Social responsibility**



ALL SPONSORSHIPS ARE TAX DEDUCTIBLE

Engaging in a partnership with Your Big Break, a 501(c)(3) non-profit organization, opens up a vista of opportunities not only for fostering community growth and support but also for benefiting from a financial perspective, particularly through tax deductions. This arrangement allows businesses and individuals alike to contribute to a cause that makes a significant impact while simultaneously providing a fiscal advantage. Sponsorships, in this context, are not merely donations but are investments in the social fabric, enabling programs, events, and initiatives that might otherwise lack the necessary funding to flourish.

The IRS recognizes contributions made to 501(c)(3) organizations as tax-deductible expenses. This means that when businesses or individuals sponsor Your Big Break, they can deduct the amount of their sponsorship from their taxable income, subject to the IRS's rules and limitations. This tax advantage is not only a boon for the sponsor's financial health but also encourages a culture of philanthropy and support within the business ecosystem. It is a testament to how societal support and financial prudence can go hand in hand, fostering a cycle of giving that benefits all parties involved.



CROWN - \$25,000.00

What's included:

- 12 Premium reserved seats
- 12 VIP Lanyards to pre/post-event party
- A 30-second commercial slot that will be played 1.5 hours prior to showtime during seating.
- Logo on event specific collateral at the event
- Listed on website, newsletter, and social media channels with company logo with link for one year.
- Full page advertising in event program with priority positioning
- Sponsor of our VIP pre/post event, listed as “(your company presents Queen of Drag Red Carpet VIP Party)”
- Recognition on stage with award presentation during award ceremony at the end of the event.



FIERCE - \$15,000.00

What's included:

- 10 Premium reserved seats
- 10 VIP Lanyards to pre/post-event party
- Specific signature and branding specific to selected opportunity [Judges box, Contestant Lounge]
- A logo slot that will be played 1.5 hours prior to showtime during seating.
- Logo on all print and digital event collateral
- Verbal recognition by emcee at the event
- Full page advertisement in event program
- Featured in Queen of Drag website, newsletter, and social media channels with company logo with link for one year.



REALNESS - \$10,000.00

What's included:

- 8 Premium reserved seats
- 8 VIP Lanyards to pre/post event party
- Logo on all print and digital event collateral
- Full page advertisement in program
- Verbal recognition by emcee at the event
- A logo slot that will be played 1.5 hours prior to the showtime during seating.
- Featured in Queen of Drag website, newsletter, and social media channels with company logo with link one year.



HIGH HEEL - \$5,000.00

What's included:

- 6 Premium reserved seats.
- 6 VIP Lanyards to pre/post event party
- Logo on all print and digital event collateral
- ½ page advertisement in program
- Featured in Queen of Drag website, newsletter, and social media channels with company logo with link one year.



COMMUNITY - \$2,500.00

What's included:

- 4 Premium reserved seats.
- 4 VIP Lanyards to pre/post event party
- Logo on digital event collateral
- ½ page advertisement in event program
- Featured in Queen of Drag website, newsletter, and social media channels with company logo with link for six months.



PROGRAM ADVERTISING

PROGRAM ADS:

Full Page - \$500.00

Half Page - \$300.00

PACKAGES:

2 Page Spread (same company) \$800 (Save \$200.00)

Full Page Advertisement + (2 VIP Tickets to event) = \$800.00
(Save \$100.00)

Full Page Advertisement + (4 VIP Tickets to event) = \$1050.00
(Save \$250.00)



CONTACT INFORMATION



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