

## Commemorative Program Book

The commemorative program book will be a keepsake for you, your family, friends, and the volunteers of this organization for years to come. Your participation with the program book is key to its success. Therefore, we are asking for your help in selling salute ads for the program book. By selling salute ads, you will help the state scholarship fund grow and bring awareness to your local/state scholarship program. Our goal is to make this year's book the best we've seen yet. We are working with a new vendor this year and have established two incentive programs to help achieve your goals. We encourage each of you to set a goal of selling at least five full pages of salute ads.

### Incentive I — Contestant Lotto Placement

*Highest value of total Salute ads sold by March 3, 2012*

The contestant for the Miss, and the contestant for the Miss Outstanding Teen, who sells the highest dollar value in ad pages by the Contestant Orientation date—March 3, 2012—will select their contestant number first for the upcoming Miss Michigan Scholarship and Miss Michigan's Outstanding Teen Pageant. The contestant who sells the second highest dollar value in ad pages will pick their contestant number second and the process continues the same way for all remaining contestant numbers. In the event of equal dollar values, the contestant's names will be put in a hat and will be drawn by the State Board.

### Incentive II — Grand Prize

*Highest value of total salute ad sold by April 7, 2012*

In addition to selecting your contestant number, the Miss contestant with the highest total value of salute ads sold will also win a Grand Prize\*—four preliminary night tickets and two final night tickets and one three-night stay at the Holiday Inn – Muskegon Harbor during pageant week (Thursday – Saturday). The Teen contestant with the highest total value of salute ads sold will also win a Grand Prize\*—four tickets to each Teen pageant night and one two-night stay at the Holiday Inn – Muskegon Harbor during pageant week (Tuesday & Wednesday). In the event of equal dollar values, the contestant's names will be put in a hat and will be drawn by the State Board.

*\*A minimum of ten pages must be sold to qualify; in the case of a tie, the winner will be drawn from a hat by a State Board member; only one combined grand prize will be given away. The dates of the three nights lodging can be determined by the winner, but must be during pageant week.*

### Incentive Rules

All ads and payments in full must be brought to the Contestant Orientation on March 3, 2012, to qualify for Incentive I—lotto contestant placement. The value of all ad pages will be tallied for each contestant that day, with the contestant lottery taking place later during the orientation. Only ads that have their complete paperwork and payment in full will qualify for the incentive. *Please note:* The deadline for the Grand Prize is Saturday, April 7, 2012 at 11:59 p.m. All ads and payments submitted after the Contestant Orientation day must be mailed to:

**Miss Michigan Scholarship Pageant**  
**4315 S Brooks Road**  
**Muskegon, MI 49444**

Make checks payable to: *Miss Michigan Scholarship Pageant*