



2027 MEDIA KIT

Minnesota + National Expansion

www.princessofasia.org

Who We Are



OUR MISSION

- **Boost Confidence**
- **Build Leadership**
- **Improve Communication**

Princess Of Asia® is a confidence, leadership, and communication development program presented through a rich cultural lens. Through training, competitions, community service, and year-round mentorship, participants learn to lead on stage and beyond.



What Participants Gain

- Confidence and stage presence
- Leadership and responsibility
- Public speaking and communication skills
- Community-service experience
- Cultural appreciation and pride
- Mentorship, visibility, and meaningful connections





2027: A Landmark Year

In 2027, Princess Of Asia® enters a new chapter with **TWO** major events. The traditional Minnesota live pageant returns in winter, followed by the first-ever Princess Of Asia® National Convention in summer/fall. Together, these events create a year-round platform connecting participants, families, community leaders, businesses, cultural organizations, and supporters from Minnesota and a growing national network.



WINTER 2027

5th Annual Minnesota Live Pageant

The 5th annual live, judged Minnesota competition and crowning experience.



SUMMER/FALL 2027

1st-Ever Princess Of Asia® National Convention

The inaugural national gathering of appointed titleholders, Minnesota winners, families, speakers, partners, workshops, competitions and special events.

Our Growing Reach

Princess Of Asia® has grown from a Minnesota-based program into a developing national platform, with participants and title representation across Colorado, Georgia, Hawaii, Minnesota, North Carolina, Texas, and Wisconsin. Our participants reflect a rich diversity of cultural backgrounds, including Cambodian, Chinese, Filipino, Hmong, Indian, Karen, Korean, Lao, Thai, Vietnamese, and more, with our cultural representation continuing to grow as Princess Of Asia® expands nationwide.



33

Total titleholders
2023–2026



200,000+

Combined social media views
across Instagram, Facebook,
TikTok, and YouTube, annually



20+

Community appearances,
volunteering &
performances, annually



25,000

Combined event
(pageant + appearances)
attendees reached



Community Visibility

Princess Of Asia® Royalty members remain active throughout the year, participating in cultural festivals, charity events, community celebrations, service projects, business grand openings, runway shows, and other public appearances. These ongoing activities allow our Royalty to celebrate culture, serve the community, support local businesses, and build meaningful connections. For sponsors, this creates opportunities for year-round visibility and community engagement that extend well beyond a single event.

Why Partner With Princess Of Asia®?

Princess Of Asia® welcomes support from both business sponsors and individual donors. This Sponsorship Media Kit is designed primarily for businesses, organizations, and community partners seeking a mutually beneficial partnership with Princess Of Asia®. Business sponsorship is more than a donation. Sponsor support helps POA deliver meaningful leadership, communication, cultural, and community programming, while POA provides sponsors with valuable opportunities to increase brand visibility, build community goodwill, develop meaningful relationships, and engage year-round with families, businesses, and multicultural communities. For individuals who simply wish to support the mission of Princess Of Asia®, individual giving opportunities are also available, without the promotional benefits associated with business sponsorship packages.

YOUR IMPACT

- Resources to deliver quality programs and events
- Scholarships and participant training support
- Support for national growth and community outreach
- Stronger event production and participant experiences

YOUR BRAND BENEFITS

- Brand visibility at live events and across POA channels
- Positive association with youth leadership and community impact
- Connections with families, community leaders, and businesses
- Opportunities for activation, recognition, and selected royalty engagement



Connect with youth and families in Minnesota and beyond



Reach Asian American and multicultural communities



Build visibility among community leaders, educators, and business professionals



Be recognized at one or both 2027 POA events



Support leadership development, scholarships, cultural programming, and community service



Participate in a growing national platform at a milestone stage of expansion

Choose the Partnership That Works for Your Brand



Sponsors may support year-round programming, one or both 2027 signature events, individual royalty members, named competitions, contestant scholarships, or provide products and professional services. Customized partnerships are also available to meet specific branding, community engagement, and activation goals.

Individual Giving: Individuals may make charitable contributions through POA's fiscal sponsor, Alliance of Minnesota Chinese Organizations (AMCO), a 501(c)(3) nonprofit organization.



Premier Annual Partner



Minnesota Pageant Sponsor



National Convention Sponsor



Royalty and Contestant Sponsor



Named Optional Competition Sponsor



In-Kind Partner



In-Kind Partnerships

We welcome qualified in-kind support in areas such as:

- Photography & Videography
- Printing, Signage & Promotional Materials
- Beauty & Wellness Products and Services
- Fashion, Jewelry & Accessories
- Gift Bags and Branded Products
- Flowers, Décor & Event Supplies
- Awards, Prizes & Gift Cards



Royalty Appearance Opportunities

Select upper-tier and annual partners may request Princess Of Asia® Royalty appearances at sponsor events, grand openings, cultural celebrations, and community functions, subject to availability, location, scheduling, and organizational approval.



Media & Partnership Contact

We welcome the opportunity to learn about your goals and customize sponsorship benefits to match your level and type of support, creating meaningful value for both your organization and Princess Of Asia®.



For sponsorship, media, interview, and partnership inquiries, please contact Princess Of Asia through email.

crown@princessofasia.org

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