

Nubian Crown Company Limited

Presents



MISS DIASPORA GHANA

Sponsorship and Benefits



JUNE 2025

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Introduction

Nubian Crown Company Limited is a pioneering organization based in Ghana, founded by a passionate former beauty pageant contestant dedicated to merging beauty with social impact. This innovative company is behind the Miss Diaspora Ghana pageant, which seeks to celebrate and empower women of African descent living abroad while fostering a strong connection to their roots.

The founder's vision for Nubian Crown Limited is to create a platform where beauty and social work intersect, promoting initiatives that uplift communities and address various social challenges. By leveraging the influence of pageantry, the company encourages participants to engage in community service and advocate for meaningful change.

Through Miss Diaspora Ghana, Nubian Crown Limited not only highlights the beauty and achievements of its contestants but also emphasizes the importance of social responsibility. The organization aims to inspire women to use their platforms for good, ultimately benefiting the community and contributing to the overall development of society.

We are pleased to introduce the maiden edition of Miss Diaspora Ghana, an empowering cultural initiative designed to celebrate the beauty, intellect, and heritage of young African women living across the globe. This pageant is more than a showcase of elegance—it is a movement that bridges Ghana and its vibrant diaspora, using culture, advocacy, and community engagement as a unifying platform.

Miss Diaspora Ghana seeks to highlight the invaluable role that Africans abroad play in national development. By bringing together talented and ambitious young women from the diaspora, the pageant promotes cultural pride, encourages investment in Ghana, and provides a springboard for leadership, entrepreneurship, and social impact. The event also seeks to support national priorities such as youth empowerment, tourism promotion, and the continuation of the "Beyond the Return" agenda.

Your support as a sponsor will not only enable the success of this prestigious event but also position your organization as a champion of culture, inclusion, and women's empowerment on both a local and international scale.

The Miss Diaspora Beauty Pageant aims to create a unique platform for black women in the diaspora to connect with their roots while celebrating beauty, culture and social responsibility. Hosted in Ghana,

this pageant will offer participants an opportunity to immerse themselves in the rich heritage of Ghana, experiencing life not merely as tourists but as members of the community.

1. Objectives

- **Promote Cultural Identity**
To celebrate and preserve Ghanaian heritage and traditions among diaspora communities through cultural performances, fashion, and public discourse.
 - **Empower young women through leadership training and cultural education**
To provide a platform for young women of African descent to showcase their talents, leadership skills, and community involvement, while building confidence and professional capacity.
 - **Strengthening Diaspora Engagement**
To foster meaningful connections between African communities abroad and their homeland, in line with national initiatives like *Beyond the Return*.
 - **Promote Tourism and Investment in Ghana**
To position Ghana as a vibrant destination for cultural tourism, investment, and global partnership by showcasing the country's richness through the lens of its diaspora.
 - **Support Social Impact Initiatives**
To empower contestants to champion causes such as education, women's health, and youth development through ambassadorial roles and outreach programs.
 - **Create Brand and Media Opportunities**
To offer sponsors and partners strong visibility and engagement across Ghanaian and global audiences through events, media coverage, and social campaigns.
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2. Target Audience

- **Africans/ African American Communities in the Diaspora**
Young women of African descent living in the USA along with their families, communities, and cultural organizations.
 - **Local and International Media**
TV, radio, print, and digital platforms interested in entertainment, cultural affairs, fashion, youth empowerment, and diaspora engagement.
 - **Government Agencies and Embassies**
Ministries of Tourism, Foreign Affairs, Gender, Culture & Creative Arts, and Ghanaian embassies seeking to strengthen diaspora relations and promote national identity.
 - **Corporate Brands**
Companies in fashion, beauty, telecommunications, travel, food and beverage, banking, and lifestyle sectors targeting both Ghanaian and international consumers.
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- **Youth and Women-Focused Organizations**
NGOs, community groups, and institutions that support women's leadership, education, entrepreneurship, and social development.
 - **General Public and Cultural Enthusiasts**
Ghanaians and friends of Ghana who appreciate cultural expression, entertainment, and positive youth representation
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3. Program Outline

The Miss Diaspora Ghana pageant is structured to deliver maximum cultural impact, contestant development, and audience engagement through the following phases:

- **International Auditions & Screening**
A virtual preliminary selections held in segmented diaspora cities such as Atlanta and New York to identify and shortlist outstanding African / African American women from the global community.
 - **Virtual Training & Grooming Sessions**
Shortlisted contestants undergo a series of mentorship workshops focused on public speaking, personal branding, Ghanaian culture, current affairs, and leadership development.
 - **Cultural Immersion Week in Ghana**
Finalists will participate in a week-long experience including cultural tours, understanding the ways of life of Ghanaians, community service, media engagements, and sessions with mentors and social impact leaders in Ghana before the grand finale.
 - **Grand Finale Event**
A professionally produced, televised finale in Accra featuring talent showcases, fashion segments, question-and-answer rounds, and the crowning of Miss Diaspora Ghana. The event will be attended by dignitaries, media, and cultural stakeholders.
 - **Post-Event Ambassadorship**
The crowned queen and runners-up will take on ambassadorial roles for various causes such as youth development, tourism promotion, women's empowerment, and diaspora unity throughout their 1-year reign.
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4. Strategic Alignment with Government Goals

The *Miss Diaspora Ghana* pageant directly supports and complements several national development priorities and initiatives led by the Government of Ghana:

- **"Beyond the Return" Initiative**
Supports the national drive to deepen diaspora engagement and promote cultural reconnection

by creating a structured platform for young Ghanaian women abroad to connect with their roots.

- **Ministry of Tourism, Arts and Culture**

Enhances Ghana’s visibility as a cultural and tourist destination through international promotion and the return of diaspora contestants and their families.

- **Ministry of Foreign Affairs and Regional Integration**

Strengthens diplomatic and cultural ties between Ghana and its global citizens, contributing to soft diplomacy and national branding.

- **Ministry of Gender, Children and Social Protection**

Aligns with goals to promote gender equality, women’s empowerment, and the visibility of Ghanaian women in leadership and advocacy roles.

- **Youth Empowerment and Employment Agenda**

Provides skills training, confidence building, and leadership development opportunities for young women—empowering them as agents of change and future leaders.

5. Sponsorship Tiers & Benefits

Sponsorship Tier	Benefits
Platinum Sponsor – GHS 150,000+	<ul style="list-style-type: none">- Title sponsor recognition (“Miss Diaspora Ghana powered by [Your Brand]”)- Logo placement on all official materials, press releases, and media banners- Speaking opportunity at the grand finale- 5 VIP tickets to the grand finale event- Full-page advert in official program booklet- Brand mention in all media interviews and commercials- Product or service activation booth at the event- Brand inclusion in international livestream and social media campaigns- Product or service activation booth at the international auditioning in USA.
Gold Sponsor – GHS 100,000	<ul style="list-style-type: none">- Prominent logo placement on marketing materials and backdrop- 3 VIP tickets to the grand finale

	<ul style="list-style-type: none"> - Half-page advert in the event program - Brand mention in select media and online promotions - Inclusion in contestant training materials and cultural week branding - Product display opportunity at the event venue
Silver Sponsor – GHS 50,000	<ul style="list-style-type: none"> - Logo placement on event banners and website - 2 VIP tickets to the grand finale - Quarter-page advert in program booklet - Brand recognition on social media - Opportunity to provide branded gifts for contestants
Bronze Sponsor – GHS 25,000	<ul style="list-style-type: none"> - Logo listing on select materials and social media posts - 1 VIP ticket to the grand finale - Acknowledgment during event intermission - Opportunity to include flyers or samples in contestant gift bags
In-Kind Sponsors	<ul style="list-style-type: none"> - Recognition based on estimated value and impact - Logo placement and verbal mentions as applicable - Opportunity to provide products, services, or logistical support

6. Why Sponsor Miss Diaspora Ghana?

For Government:

- **Promote Ghana’s soft power and cultural diplomacy.**

The Miss Diaspora Ghana pageant is more than a beauty competition—it is a national platform for cultural diplomacy, youth empowerment, and global engagement.

- **Strengthening Diaspora Relations**

The pageant serves as a strategic tool to engage young women of African descent abroad, fostering emotional and cultural ties with their homeland. This aligns directly with initiatives such as Beyond the Return and diaspora investment outreach.

- **Promoting Ghana's Image Abroad**

Finalists become cultural ambassadors who project Ghana's values, beauty, and potential to international audiences. Government involvement ensures a unified message in promoting Ghana as a destination for tourism, business, and heritage.

- **Empowering the Next Generation of Ghanaian Women**

Through mentorship, leadership training, and ambassadorial opportunities, the pageant nurtures confident, informed young women ready to advocate for national development and social change, both locally and internationally.

- **Cultural Preservation and Innovation**

By showcasing traditional attire, dance, language, and values, Miss Diaspora Ghana helps preserve and promote Ghana's rich cultural legacy while making it relevant and appealing to the youth diaspora

- **Social Impact**

To encourage the winner to initiate a social project that addresses the needs of a rural community in Ghana, thereby creating a legacy.

- **Increased awareness and support for rural communities in need.**

For Private Sector Sponsors:

Sponsoring *Miss Diaspora Ghana* offers your organization a unique opportunity to align with a powerful, culturally significant platform that reaches across continents and inspires global engagement. Here's why your support matters—and what you gain:

- **High-Impact Brand Visibility Internationally**

Your brand will enjoy prominent exposure across multiple platforms, including TV, radio, online streams, social media, and international diaspora networks, positioning you in front of a diverse, engaged global audience.

You will have the chance to showcase your product or service internationally during in-person auditioning and during launch.

- **Association with National Development Goals**

Partnering with Miss Diaspora Ghana aligns your brand with Ghana's strategic priorities such as diaspora integration, tourism, youth empowerment, women's development, and cultural promotion.

- **Positive Corporate Social Responsibility (CSR)**

Your sponsorship directly supports programs that empower young women, promote cultural identity, and fund community initiatives—reinforcing your reputation as a socially responsible organization.

- **Access to a Global, Influential Audience**

Reach Ghanaians in the diaspora and their networks across the U.S., UK, Europe, Canada, and beyond making your brand part of a global conversation on identity, pride, and progress.

- **Exclusive Engagement Opportunities**

Enjoy opportunities to activate your products or services before and during the event, interact with guests, and build lasting connections with government officials, influencers, and industry leaders.

- The topmost sponsor can use the winner for advertisement for a year.
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7. Social Project Focus

- The winner will select a project aimed at benefiting a rural area in Ghana.

Potential projects could include:

- Raise funds to build a community school or improve educational facilities.
 - Initiatives for health care access and awareness.
 - Sustainable agricultural programs to support local farmers.
 - Initiate a program women and youth development.
 - Financial literacy
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8. Budget Overview

(Estimated Total: GHS 2,900,000)

- International Launch, auditions & promotion – GHS 200,000
 - Travel & logistics – GHS 250,000
 - Ghana Launch – 500,000
 - Accommodation & hospitality – GHS 150,000
 - Stage production – GHS 200,000
 - Media & PR – GHS 300,000
 - Training & grooming – GHS 100,000
 - Branding & materials – GHS 150,000
 - Social campaign fund – GHS 100,000
 - Personnel & operations – GHS 150,000
 - Food and beverages- GHS 100,000
 - Contingency – GHS 100,000
 - Clothing – GHS 150,000
 - Auditorium & Décor – 300,000
 - Prize Fund and Awards – 250,000
 - Videography – 150,000
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9. Conclusion

We believe that *Miss Diaspora Ghana* is more than just a pageant; it is a celebration of culture, empowerment, and the unity of the African/African American in the diaspora. By sponsoring this prestigious event, your organization will not only gain invaluable visibility and exposure but also play a pivotal role in supporting Ghana's broader national goals of diaspora engagement, youth leadership, and gender equality.

We invite you to join us in making this event a memorable and impactful success. Your sponsorship will help us provide a platform for young women of Ghanaian descent to shine, while simultaneously contributing to the cultural and economic growth of Ghana. Together, we can create a legacy that empowers future generations, strengthens national identity, and fosters global unity. By sponsoring this initiative, your organization aligns with national development goals while gaining meaningful exposure and engagement.

We look forward to the opportunity to partner with you in bringing the vision of *Miss Diaspora Ghana* to life. Thank you for your time and consideration, and we are eager to discuss how we can tailor a partnership that aligns with your objectives and values.

Appendix A – Budget breakdown

1. Event Production & Venue

- Venue rental (auditorium, stage, backstage)
 - Stage design, lighting, and sound setup
 - LED screens/projectors and multimedia setup
 - Event décor and branding materials
 - Event insurance and security
 - Power backup/generators
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2. Contestant Support & Logistics

- Airfare and travel costs (for international contestants)
 - Local transportation (buses, vans, VIP cars)
 - Hotel accommodation and meals
 - Wardrobe (evening gowns, traditional wear, rehearsal attire)
 - Professional hair, makeup, and grooming
 - Fitness and etiquette coaching
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- Choreographers and trainers
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3. Staffing & Personnel

- Event planning and production team fees
 - Emcees and hosts
 - Judges (travel, accommodation, honorarium)
 - Volunteers and ushers
 - Technical crew (lighting, sound, livestream)
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4. Marketing & Promotion

- Graphic design and content creation
 - Social media advertising and influencer marketing
 - Print media (flyers, posters, brochures)
 - TV and radio advertising slots
 - Press conference costs
 - Website development and maintenance
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5. Program Materials & Merchandise

- Contestant sashes, crowns, and trophies
 - Printed event programs and tickets
 - Official T-shirts and branded souvenirs
 - Banners, backdrops, and signage
 - Photography and videography
 - Livestream production
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6. Prize Packages

- Cash prizes (winner, 1st and 2nd runner-up)
 - Sponsored products and brand gifts
 - Scholarships or empowerment grants
 - Travel/study opportunities for winner
 - Business incubation support (if applicable)
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7. Cultural Activities & Tours

- Visits to historical sites and cultural institutions
 - Transportation and guide fees
 - Costume rentals and performance fees
 - Hospitality for traditional leaders/hosts
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8. Community Projects & Social Impact

- Funding for the winner's social initiative or advocacy project
 - Donations to partner charities or causes
 - Materials for community outreach (e.g., books, hygiene kits)
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9. Administrative & Legal

- Staff stipends and office operations
 - Communication (phones, internet, printing)
 - Legal and registration fees
 - Bank fees and financial services
 - Sponsorship proposal production and printing
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10. Media Coverage

This section ensures comprehensive visibility before, during, and after the event across traditional and digital platforms.

- Press release writing and distribution
 - Media partnership fees (TV, radio, newspaper)
 - Airtime purchase (TV and radio interviews, promos)
 - Live event broadcasting (TV, YouTube, Facebook Live, etc.)
 - On-site media crew (journalists, correspondents)
 - Pre-event media tour (local/international)
 - Press kit design and printing
 - Media accreditation and hospitality
 - Media monitoring and analytics services
 - Post-event documentary or highlight reel production
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11. Contingency

- Emergency expenses buffer (typically 5-10% of total budget)

Pictures:

Young Yvonne Kofigah (General Manager) of Nubian Crown Company Limited on the Miss Malika stage in 2008.



Yvonne Kofigah representing Ghana in China. Miss Tourism Queen International





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