



# LITTLE MISS BLACK & MISS BLACK TEEN USofA

CELEBRATING. HONORING. PROMOTING.  
BLACK GIRLS.



## PARTNERSHIP & INVESTMENT PROPOSAL

NATIONAL PAGEANT + LEADERSHIP PLATFORM  
EVENT: AUGUST 1-2, 2026

# LITTLE MISS BLACK & MISS BLACK TEEN USofA

## *Pageant*

### VISION

WE DON'T JUST CROWN QUEENS.  
WE BUILD LEADERS.

### MISSION

A national platform designed to cultivate confidence, leadership, and visibility for Black girls – on stage, in community, and in media.

We cultivate youth leaders, enhance Black girl joy and instill self confidence in Black girls ages 2 to 17.

# ABOUT THE FOUNDER



## A MISSION LED BY PURPOSE. BUILT FOR IMPACT.

Letricia Loftin Russell is the visionary founder of Little Miss Black & Miss Black Teen US of A - a national platform dedicated to celebrating, empowering, and developing Black girls into confident leaders.

Following the loss of her daughter in 2020, Letricia transformed her grief into purpose - creating a space where Black girls are seen, affirmed, and equipped with the confidence and life skills to thrive.

What began as a deeply personal mission has grown into a multi-state platform serving girls and families across the country through pageantry, leadership development, and community impact.

Today, the organization is expanding through strategic partnerships, media opportunities, and year-round programming designed to scale its national impact.

This is more than a moment - it's a movement.

***"Every girl deserves to feel seen, celebrated, and powerful in who she is."***

**LETRICIA LOFTIN**



# PROGRAMS & IMPACT

## CONNECT WITH A MOVEMENT

PAGEANT  
EXPERIENCE

LEADERSHIP  
BOOTCAMPS

COMMUNITY  
SERVICE

*CROWN IMPACT*



**5,000**

MEMBERS IN OUR  
DIGITAL COMMUNITY



**500**

LIVE  
AUDIENCE  
MEMBERS



MULTI-STATE  
PARTICIPATION



**50+**

QUEENS  
NATIONWIDE





# AUDIENCE & REACH

ENGAGE WITH A POWERFUL CULTURAL + CONSUMER AUDIENCE



## DEMOGRAPHICS

BLACK GIRLS (2-17)

PARENTS (25-54 DECISION MAKERS)



## INCOME

UNDER 24 \$33K YR

25 TO 44 \$85K YR

45+ \$120K YR



## CATEGORIES

LIFESTYLE

FASHION

BEAUTY

GIFTING





# INVESTMENT OPPORTUNITIES

ENGAGE WITH A POWERFUL CULTURAL + CONSUMER AUDIENCE

	<b>PRESENTING PARTNER (Exclusive) \$10,000</b>	<b>GOLD PARTNER \$5,000</b>	<b>SILVER PARTNER \$2,500</b>	<b>COMMUNITY PARTNER \$1,000</b>
<b>Social Media &amp; Website</b>	:60 video	Listing	Listing	Listing
<b>Logo on Event Signage</b>	Prominent	Standard	Standard	Standard
<b>Complimentary Tickets</b>	8 Tickets	6 Tickets	4 Tickets	2 Tickets
<b>Business Item in Swag Bags</b>				
<b>Full Ad in Program Book</b>				
<b>Vendor Opportunity</b>				
<b>Banner display</b>				
<b>Video Segment</b>	:60 Segment	:30 Segment		
<b>Logo on Official Pageant T-shirt</b>				
<b>Award in Business Name</b>				
<b>Brings Forth Welcome</b>				
<b>Exclusive Naming Rights - "Your Company" Presents Little Miss Black US of A</b>				
<b>Recognition in TV pilot (if applicable)</b>				

Little Miss Black USofA is a 501C3 Non-Profit Organization

[www.littlemissblackusofa.com](http://www.littlemissblackusofa.com)

# WHAT THE LITTLE MISS USOFA TEENS & PRINCESSES IMPACTED ARE SAYING...

The Women of Color and Capital Conference was game changing. Getting to see hundreds of women of color in the positions that I one day aspire to be was EVERYTHING! I will always be dedicated to being a student, before anything. I walked away with mentors, future collaborators, coaches and the tools to help my dreams to the next level.

-MEESH LOCKE

This weekend I attended my first conference in over 2 years and boy was it worth it! Of course, a conference full of Black women discussing money is where I'd choose to reappear on the business scene first!! Endless gratitude to the Avant-Garde Network for hosting the Women of Color and Capital Conference in NYC! This was the first time in a very long time that I felt like a student again. I learned so many things about Venture Capital, being a woman investor and raising funds for my business. The conversation was well rounded as we also discussed generational wealth for the Black community. And we can't forget all the gems dropped this weekend! As I continue to learn just how important it is to take care of myself, I find myself in spaces where they are practicing the same things. WCC was not only a reminder but I am looking forward to many future events with AGN!

- KEIANNA DIXON

Insert Quotes from  
Queens/Families

\$5: The median wealth for an African American woman in 2016. That really got my attention this morning at Women of Color and Capital, an amazing conference put on by Avant-Garde Network. Being in this room with all these women has inspired me to get to work on making investments that will have long term impact and build my legacy.

-LAUREN MICHELLE FORD

# LET'S PARTNER!

JOIN US IN BUILDING THE NEXT  
GENERATION OF LEADERS

ALIGN YOUR BRAND WITH THE  
ENTREPREURS, EXECUTIVES, LEADERS OF  
TODAY AND TOMORROW.

▶ Let's partner and make impact, together!

Cinnamon Green  
Partnerships Manager  
partnerships@littlemissblackusofa.com  
(443) 286.5557



[www.littlemissblackusofa.com](http://www.littlemissblackusofa.com)