

A Good Promoter...

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It is that time of year when we begin to renew the Franchise pageants and we look back on last year and cannot help but think of how thankful we are for the Promoters in this pageant system. While we continue to say that without the support of the Promoters, this contest could not exist, we mean that, more so now than ever before. In an economic environment, where there are many negatives, we are fortunate to have nearly all of the Promoters (from the most recent pageant season), with whom we are choosing to renew, wanting to return as a promoter of this pageant system. The promoters of this system are second to none, in terms of professionalism and others notice their dedication and pride in the continuation of making this system, the best it can be. We have published many "self-help" articles that are designed to provide guidance about our goals for this system, including what we are looking for in terms of contestants and judges, so we thought, there is no better time, than at "franchise renewal time" to reiterate what we are looking for in terms of a promoter.

While we admit, this it takes tens of thousands of dollars to operate this national contest, we are not willing to accept monies from just "anyone" who wants to promote a state or regional contest in this pageant system. Yes, revenue is important to the success of this operation but more important is integrity. We value our promoters and the contribution that they make to the continuation of incomparable legacy of this pageant system. Promoters must be willing to invest thousands of dollars and seemingly, a similar amount of hours of hard work in order to make their contest successful.

The following are to name a few of the qualities that we expect a promoter to possess, in order to enjoy success...

- A promoter must be selfless, in terms of expecting to be the focus of attention. A promoter should be willing to set aside personal agendas and work for what this pageant system is known to be. A promoter must realize that the "center" of attention for the particular contest for which he chooses to promote, should be others... including, the legacy of former titleholders of the particular contest and the contestants who want to become a titleholder of that particular contest.
- A promoter must be passionate about the art form of female impersonation and the Miss Gay America pageant system. In order to see others "buy into" a particular product, the "seller" must be a believer of his own product, therefore the promoter should possess strong support for the values that the Miss Gay America pageant system exemplifies.
- A promoter should have thick skin, thus being able to accept criticism and know that there will forever be nay sayers that will attempt to destroy the time and money invested into such a great organization. It is much easier

- for some to serve as “Monday night quarterback” rather than to attempt to actually invest the dedication needed to have a successful contest. ..
- A promoter should possess a willingness to follow regulation. As each person who chooses to invest in this system can attest, the rules and regulation are clear. This system was created and has grown as a result of its “stipulations” and the promoters must be able to adapt to the countless hours of trial and error that has been instrumental in the creation of the many pages of regulation that govern this pageant system.
 - A promoter must possess organization skills to follow the regulations which are in place to allow the promoter to realize a smooth pageant experience. Many hours of planning and preparation are crucial to a successful operation. Attention to detail is a primary ingredient to success when promoting a pageant and promoters must be able to be thorough in every area, otherwise their pageant experience will seem by many to be unorganized and all of the expense and preparation will be for naught.
 - A promoter must be financially capable of funding the undertaking of such an expensive project. The start-up cost for this contest is not an inexpensive thing but when promoters are able to expense the dollars needed to have a great contest, they will likely invest far more energy and time into their contest than they normally would, if they had much less of an investment.
 - A promoter must hold in highest regard, the values and legacy that the Miss Gay America pageant system represents. If a promoter respects the title, they will likely respect the person who currently holds the title and as a result, will work hard to make the partnership of the Miss Gay America system, continue to be an incredible and successful experience.

No one said that it is an easy thing, to be a promoter. Simply said, if we sacrifice the integrity and quality of the promoters of this pageant system, we will attract a substandard quality of contestants thereby always struggling to realize excellence. Most all affiliated with this pageant system, are known to be the “best of the best” In past, it seems as though the contestants have alone been labeled the “best of the best” but in recent years, we have watched as the country has noticed the amount of dedication invested by our promoters, behind the scenes, that contribute to the continued success of this system. And most now realize, that the high performance quality is synonymous with being a member of the Miss Gay America family of pageants. Contestants enter this pageant system, not only because of the legacy and the fact that every female impersonator, at one time or another, wanted to be the next Miss Gay America, but also because of the integrity of those affiliated with this pageant system, mostly the promoters. Yes, there have been a few promoters that have demonstrated a substandard performance but those, we (L & T Entertainment), have worked hard to remove from this pageant system. As we continue to strengthen the integrity of the entertainers that are a product of this pageant system, we too work to strengthen the integrity of those who represent this pageant system as promoters. Excellence is not just a “label” placed on this pageant system, it is an

expectation. One does not simply discover excellence, it has to be earned. Promoting in this pageant system is an opportunity that can be very rewarding. Some promoters do so, to realize a positive return on an investment, while others seek to be apart of and do something worthwhile that makes a difference... No matter the reasoning, the promoters of this pageant system share a "family" bond that goes far beyond the almighty dollar. It is, to some, about being part of "history in the making" while helping to mold entertainers into a positive character that we all, as a gay community, can be proud of...

We, L & T Entertainment, are truly proud of the promoters in this pageant system and are extremely humbled that so many people choose to invest their hard earned dollars into this standard of Excellence, that we call Miss Gay America...

Until next time,