



TRANS USA

Mr. Miss Mx.

EST. 2018

Trans USA 2026

National Conference, Pageant, and Community Exposition

April 10-12 (Milwaukee, WI)

Trans USA 2026 will combine the artistry and empowerment of our respected, service-oriented national pageantry platform with the substance and impact of a community-driven conference and exposition. This integrated model creates a space where celebration meets strategy, and where visibility meets action.

Trans USA: An Overview of Our 501(c)(3) Organization

Founded in Milwaukee, WI, in 2018, Trans USA is a registered 501(c)(3) that strives to celebrate and promote the development of transgender, nonbinary, and gender-nonconforming leaders as visible advocates and role models for the community at large. Since this first national event, our all-volunteer grassroots organization has been on an astonishing upward trajectory, growing into its own as a platform that aims to address the critical need for positive representation while cultivating affirming spaces for both leadership development and community joy.

Our vision is to provide *truly* accessible opportunities for community members to gain valuable professional skills, foster meaningful connections among grassroots leaders and organizations, and develop a transformative national space for the sharing of knowledge and resources at this critical juncture for our community.



Crowning Moment at Trans USA 2024 in Milwaukee, WI

Left to Right: Beyonce Black St. James (Miss Trans USA 2024), Bleu Eclipse Darling (Mx. Trans USA 2024), Scrappy Legacy (Mr. Trans USA 2024)

Why Pageantry?

While national and international representatives of traditional, cis-centered pageantry organizations have long been regarded as “the standard” by which we judge the appearance and presentation of those around us, the rich history of pageantry within the LGBTQ+ community tells a different story—one that has evolved into a full-fledged movement with the ability to unite, organize, and empower diverse groups to achieve a common goal. At a time when many in the community are feeling powerless, inclusive pageantry represents an oft-overlooked vehicle through which individual community members can feel empowered to take a stand and spark real change; develop their skills as leaders in their respective communities; and inspire others within these communities to take action themselves—to become the heroes and role models they needed in times of crisis.

What Do Trans USA Representatives Do?

With over 200 active representatives from coast to coast within the last few years alone, no two experiences have been the same. In fact, our acknowledgment that the trans community cannot be represented as a monolith is what makes our message so powerful, especially given the platform on which our largest event relies.

In general, Trans USA representatives take on the responsibility of serving as active leaders within the transgender, nonbinary, and gender non-conforming community; maintaining visibility as positive role models for trans youth and the community at large; and engaging in opportunities that promote productive discussions at multiple and often intersecting levels.

For some, this means speaking on the steps of the state capital, testifying in front of congress, founding and leading their own non-profit organizations, or conducting a nationwide advocacy campaign to raise

thousands for charitable causes. For others, this means directly mentoring trans and non-binary youth, developing and disseminating educational content at professional conferences, or using advanced technical skills to support individuals and organizations on the front lines of the fight for trans rights as human rights.

All selected state and regional representatives are required to partner with a local charity for the duration of their term, complete an in-depth public interview focused on their platform work, and commit to presenting their overall achievements at our main national event in November.

The impact of these collective efforts cannot be understated: Updated projections suggest that, in 2024, our 86 representatives likely raised an **estimated total exceeding \$500,000 for their local partner charities** across the country.¹

¹ In 2024, 12 individuals provided written documentation revealing roughly \$100,000 in funds raised. Post-event interviews with several individuals unable to attend revealed at least another \$50,000 to \$75,000 raised, while social media posts from various fundraisers provided additional data for at least 10 other participating contestants. The rough estimate of \$500,000 across 86 contestants is based on the average amount raised when data were available and considers factors such as high-fundraising and non-fundraising teams. More accurate data will be collected in future years. It should be noted that the leaders of Trans USA take no salary, and **all money raised each year goes directly to supporting our community programming, representatives, and their advocacy projects.**



Rewriting the Narrative, One Sash at a Time

Narratives, storytelling, and the ability to create meaning—These are what define us as a truly unique human species. Part of our dehumanization as trans people has been a systematic, deliberate attack on our ability to control our own narratives, amounting to an attack on our humanity itself.

Individually, our representatives refine their own narratives and engage in grassroots efforts that substantially improve the lives of trans and non-binary people in their local communities. Collectively, these efforts constitute a full-fledged movement with the power to shift the dominant cultural narrative from one of victimhood to one of agency, resilience, and power.

The representation that our inclusive pageantry model provides has allowed trans people to take back the pen, so to speak, and to take those steps to regain control of not just their narrative but their humanity. In these new narratives, we become symbols of hope. We become bridges to opportunities and voices for those not yet ready or able to speak their truth.

The sash itself becomes a symbol, the title a tool that unlocks doors to spaces from which so many of us have been restricted.

Our first all-Black national court sat on the stage of the **World Pride Human Rights Conference** precisely because of an inclusive pageantry model that rejects the idea that we are victims, that those “on the ground” doing the hard are “on the bottom”, and that leadership, advocacy, and representation are terms that of an exclusive club that is tightly controlled by our own community’s elites.

It’s a model that emphasizes the astonishing power we have when our individual work, actions, and voices—no matter how seemingly small—add together.

HUMAN RIGHTS CONFERENCE
ADVOCATE EDUCATE ACTIVATE!

FEATURED SPEAKER
TRANS USA PANELISTS

Ms. Trans USA 2024
Miss Trans USA 2024
Mr. Trans USA 2024

worldpride WASHINGTON DC 2025
THE FABRIC OF FREEDOM

CAPITALPRIDE ALLIANCE

6.4 - 6.6
WorldPrideDC.org/conference

Trans USA 2026

Dates: April 10-12, 2026 | Hilton Milwaukee City Center

Honoring Black Trans Leaders: Past, Present, and Future

Hosted in our home city of Milwaukee, Wisconsin, the event's theme—**Black Nite Rising**—honors the 1961 Black Nite Uprising, one of the earliest documented LGBTQ+ uprisings in U.S. history, which took place 8 years before Stonewall. By grounding this event in Milwaukee's own legacy of resilience, we intentionally shine a light on the leaders and communities whose contributions have too often gone unrecognized in mainstream outlets.

"Black Nite Rising" also celebrates a historic milestone: the reign of the first all-Black Trans USA court. The symbolism is intentional. Just as stars shine brightest against the night sky, today's Black trans leaders rise against a backdrop of courageous ancestors whose advocacy, resilience, and sacrifice made this moment possible. The legacy of past leaders forms the night sky; today's leaders are the stars guiding us forward.

This historic, multi-day community event will feature the launch of the **National Trans Access Conference**—a powerful, unified gathering designed to empower, educate, and connect community members and allies from across the country.

Meeting the Moment in 2026

Trans USA 2026 will combine the artistry and empowerment of our respected, service-oriented national pageantry platform with the substance and impact of this community-driven initiative. This integrated model creates a space where celebration meets strategy, and where visibility meets action.

APRIL 10-12 MILWAUKEE, WI

TRANS USA 2026

Just as stars shine brightest against the night sky, today's Black trans leaders rise against a backdrop of courageous ancestors whose advocacy, resilience, and sacrifice have made this moment possible.

The 1961 Black Nite Uprising took place 8 years before Stonewall. Our national event honors Milwaukee's own legacy of resilience and pivotal contributions to the broader LGBTQ movement while celebrating the historic reign of Bleu Eclipse Darling, Beyonce Black St. James, and Scrappy Legacy.

Details on our National Pageant, Conference, and Community Exposition Coming Soon

A Pivotal Moment for Milwaukee

Trans USA 2026 was originally slated to take place in Washington, DC (November 2025). However, due to evolving safety concerns within the region, community feedback, and the broader climate affecting transgender communities nationwide, the event has been thoughtfully relocated to our home city of Milwaukee.

This shift presents Milwaukee with a powerful opportunity.

As the historic site of the Black Nite Uprising and the birthplace of Trans USA, Milwaukee is uniquely positioned to host a gathering rooted in both legacy and forward momentum. By supporting programming for the national event, Milwaukee has the opportunity to demonstrate itself as a city that is progressive, community-centered, and committed to safety, inclusion, and civic partnership.

At a time when many communities are watching how cities respond to the needs of transgender residents and visitors, Milwaukee can stand as a model, showing that economic impact, cultural vibrancy, and equity go hand in hand. **Hosting this event places Milwaukee at the forefront of a national conversation about belonging, leadership, and visibility.**

Building Bridges: MKE and Beyond

Trans USA's Milwaukee homecoming draws on the strength of our 2024 partnerships with the Pabst Theater Group, Hilton Milwaukee City Center, Milwaukee Turners, the Marcus Center for the Performing Arts, This is It!, Mayor Cavalier-Johnson, Tu Casa, Villanas, Milwaukee Area Technical College, the Milwaukee Police Department, Wisconsin Emergency Management, the Milwaukee LGBT Community Center, 16th Street Center, and Tony Snell of the Milwaukee Equal Rights Commission.

These hometown partnerships and displays of solidarity set the stage for Trans USA's intensive partnership with World Pride and dozens of local organizations in Washington, DC, where our reigning representatives and national director presented a panel discussion at the International Human Rights Conference and were featured at numerous official World Pride events. The team was also selected for a prime workshop slot to present on the final day of the National LGBTQ+ Task Force's Creating Change Conference in Washington, DC, this January.

We have also received a small amount of funding through the **Action for Transformation Fund of the Transgender Law Center** to assist in the development of our conference programming, in solidarity and collaboration with other local, regional, and national groups.



Tony Snell, Chair of the Milwaukee Equal Rights Commission, enthusiastically welcomed and thanked community leaders from across the nation at Trans USA 2024.

Trans USA 2026: Impact and Importance

Despite the universally recognized and pivotal role of transgender people—particularly transgender women of color—in spurring the queer liberation movement, members of our community organizations expressed that they felt like even more of an afterthought in the planning and execution of large-scale conferences and events. Many concurred that most broadly focused, major national LGBTQ+ organizations and the conferences they present are fully inaccessible, along with the connections and resources whose access would be critical and transformative.

At a time when anti-trans violence and legislation have reached critical levels, it is now more important than ever to provide a safe, affirming space for leadership development; opportunities to gain valuable professional skills; and a community-driven platform for practical sharing of knowledge and resources.

Trans USA 2026 aims to dismantle the silos that too often isolate us and instead cultivate a bold coalition of grassroots leaders, culture workers, healers, and advocates. Together, we aim to confront the root causes of systemic exclusion, uplift underrepresented voices, and build concrete strategies for lasting change.

Tangible Support Is Critical

It is undeniable that those within our movement who have the fewest resources are often the most resourceful and innovative.

Without large-scale sponsorships or the resources of mega-nonprofit organizations, Trans USA has achieved national and international recognition, and each year we make an even bigger impact on individual lives and community resilience. The stage is set, and our team is more than ready to meet this moment. But it's going to take all of us, including our allies and partners across the region, to realize this vision.

Your partnership will help create a landmark event that honors the past, celebrates the present, and cultivates a better, more connected future.



Accessibility as a Core Value

Too often, conferences and national gatherings remain inaccessible due to cost barriers, travel limitations, and institutional gatekeeping. Trans USA 2026 is committed to disrupting that pattern. Our goal is to make this gathering financially and physically accessible to as many community members as possible, especially those who are typically excluded from national spaces. Through sponsorships and donor support, we aim to offer a free/low-cost experience to as many community members as possible, to ensure the highest standards of ADA accessibility and inclusive event design, and to compensate speakers and presenters equitably.

Funding Goals for Trans USA 2026

To realize the full vision of Trans USA 2026 and the inaugural Trans Access Conference, we are working toward a fundraising goal of **\$100,000**, with a critical **minimum operating threshold of \$25,000** required to move forward responsibly. These funds directly support venue access, security, ADA accommodations, speaker compensation, and free or low-cost community admission—elements that are non-negotiable for creating a safe, affirming, and truly accessible national gathering.

This moment is especially urgent. Across the country, LGBTQ+ and trans-centered events are being scaled back or canceled altogether due to safety concerns, funding withdrawals, and institutional retreat. As these spaces disappear, our community is losing access to professional development, organizing opportunities, healing spaces, and the chance to connect with one another in meaningful, life-affirming ways. These losses are felt most acutely by trans people of color, disabled community members, and those already facing systemic exclusion due to economic barriers.

The need to **fight for our ability to remain connected** has never been greater. Trans USA 2026 is a national intervention that aims to fight back against the fragmentation, invisibility, and disconnection that can obscure what really matters: our shared humanity.

Meeting our fundraising goal ensures that this gathering can exist as a space of empowerment, resilience, and community healing.

Featured Experiences at Trans USA 2026

- ✓ National Competition for Mr., Miss, and Mx. Trans USA 2026
- ✓ Keynote Speakers, Breakout Sessions, and Panel Discussions
- ✓ Skill-Building Workshops, Information Sessions, and Professional Development Opportunities
- ✓ Community Awards Brunch Honoring Trailblazers and Emerging Leaders
- ✓ Community Vendor Exposition and Resource Fair
- ✓ Community Performances, Entertainment, and Social Programming
- ✓ Networking and Strategizing Opportunities for Organizations, Community Members, and Local Businesses



The True Value of Trans USA Sponsorship

By supporting Trans USA 2026 and the inaugural Trans Access Conference, partners affirm their alignment with a nationally recognized platform for community visibility and a historic, culturally significant theme rooted in Milwaukee's legacy (Black Nite Rising). Sponsorship at any level further affirms each organization and individual's commitment to equity, accessibility, and authentic representation while providing brand access within a national, multi-sector gathering of advocates, professionals, artists, entrepreneurs, and community leaders.

Long-term Impact

Across the country, major LGBTQ+ conferences and convenings have demonstrated significant value for host cities, generating tourism revenue, increasing hotel occupancy, supporting local restaurants and retailers, and elevating civic reputation. National gatherings such as the Out & Equal Workplace Summit, Creating Change, and other large-scale LGBTQ+ conferences began as focused community events and, through sustained investment and partnership, grew into nationally recognized convenings drawing thousands of attendees annually.

Trans USA 2026 represents the inaugural edition of this expanded conference model. While this first year may be relatively more intimate in scale, it is intentionally designed as a foundation for long-term growth. With continued sponsorship and civic partnership, Trans USA has the potential to evolve into a recurring *international* convening that consistently brings attendees, media visibility, and economic activity to its host city—while solidifying Milwaukee's reputation as a leader in inclusive, community-centered engagement.

For local and regional businesses, sponsorship offers:

- **Direct brand visibility** to a national and regional audience
- **On-site engagement opportunities** through vendor space, materials distribution, and networking
- **Association with a historic and culturally meaningful event**
- **Demonstrated commitment to diversity, equity, and belonging** in action — not just messaging
- **Positive media and public relations opportunities** tied to a landmark gathering
- **Alignment with workforce values**, signaling to employees and prospective talent that your organization supports inclusive civic spaces

Early sponsors are not simply supporting a single event. They are helping to build an institution that can grow in attendance, influence, and economic impact year after year. Beyond demonstrating an overt commitment to inclusion, becoming a Trans USA partner is a strategic investment in economic impact, civic leadership, and brand visibility.

“The Trans USA organization brought out a side of me I didn't know fully existed. It brought out the best in me. It helped me realize my potential of being a visible advocate, an administrator, and taught me how to market myself while building a platform from scratch that I will continue to have for the rest of my life.”

--Jamie Ashby, Miss Trans Michigan 2023, Outstanding Advocate Winner 2023

Trans USA 2026: Partnership Levels

Bronze Partner (\$250)

- Logo Placement on Website
- Half-page Color Advertisement in National Souvenir Book
- Free copy of National Souvenir Book
- Official 501(c)(3) recognition letter

Silver Partner (\$500)

- Logo Placement on Website
- Full-page Color Advertisement in National Souvenir Book
- Free copy of National Souvenir Book
- General admission for one (1) to all nights of competition
- Official 501(c)(3) recognition letter

Gold Partner (\$750)

- Logo Placement on Website
- Logo Placement on Official Trans USA 2026 T-shirt
- Dedicated Social Media Shoutouts Before, During, and After National Event
- Full-page Color Advertisement in National Souvenir Book
- Two Free Copies of National Souvenir Book
- General admission for two (2) to all nights of competition
- Two Trans USA T-Shirts
- Official 501(c)(3) recognition letter

Platinum Partner (\$1500)

- Logo Placement on Website
- Logo Placement on Official Trans USA 2026 T-shirt
- Dedicated Social Media Shoutouts Before, During, and After National Event
- Full-page Color Advertisement in National Souvenir Book
- Two Free Copies of National Souvenir Book
- VIP admission for two (2) to all nights of competition
- Two Trans USA T-Shirts
- Two (2) Trans USA Welcome Bags
- Invitation for two (2) to the National Awards Brunch
- Official 501(c)(3) recognition letter

Diamond Partner (\$2500)

- Premium Logo Placement on Official Marketing Materials, T-shirt, and Website Page
- Two-page, full-color spread in National Souvenir Book in Prime Location
- VIP Admission for four (4) to all nights of competition

- Dedicated Social Media Shoutouts Before, During, and After National Event
- Naming Opportunity for Category or Community Award
- Additional Social Media Shoutouts and Brand Visibility throughout 2026
- Four (4) Trans USA T-shirts
- Four (4) Trans USA Welcome Bags
- Vendor/exposition space at national event
- Photo opportunity with national titleholders at crowning
- Invitation for four (4) to the National Awards Brunch
- Official 501(c)(3) recognition letter

Diamond Elite Partner (\$5000+)

- Premium Logo Placement on Official Marketing Materials, T-shirt, and Website
- Dedicated Social Media Shoutouts Before, During, and After National Event
- Premium Logo Placement on Step-and-Repeat Banner
- Premium Logo Placement on Event Screens
- Naming Opportunity for Category or Community Award
- Direct Session Sponsorship Included (e.g., Session on HIV Research in Trans Men Sponsored By...)
- Additional Social Media Shoutouts and Brand Visibility throughout 2026
- Two- page spread (2) in National Souvenir Book in Prime Location
- VIP Admission for six (6) to All Nights of Competition
- Six (6) Trans USA T-shirts
- Six (6) Trans USA Welcome Bags
- Opportunity to speak/present at the national event on final night
- Photo opportunity with national titleholders at crowning
- Vendor space at national event
- Invitation for six (6) to the National Awards Brunch
- Personalized crystal plaque
- Official 501(c)(3) recognition letter



TRANS[♂]USA
 NATIONAL PAGEANTRY

Mr. Miss Ms.
 EST. 2018

Individual Session Sponsorship (\$1000+)

Sponsoring an individual session--such as a resume workshop, document clinic, or forum for parents of trans youth--provides critical funding to secure and maintain appropriate space and security for programming. Session support also helps to promote equity by ensuring that presenters from traditionally marginalized communities receive fair compensation for their professional expertise and lived experience.

Community Access Partner (\$500+)

Community Access Partnerships enable organizations or individuals to allocate their donations towards free event admission for local community members. Each donation of \$500 can provide up to 20 Milwaukee community members with access to our main event.

Souvenir Book Advertisement (\$50-\$100)

Our national souvenir book provides a unique opportunity to include educational content, event or program advertisements, coupons, resource lists, and messages of support. This full-size, full-color magazine is a treasured keepsake for our guests in an age that often prioritizes digital media. Half-page placements are \$50, while full-page placements are \$100.

Award Sponsorship (\$250+)

Dozens of awards across three divisions are available for sponsorship/naming opportunities, including Community Champion Awards for local, regional, and national leaders; our coveted Outstanding Advocate and Most Visible Awards; and numerous individual category and placement awards.

Additional Sponsorship and Partnership Opportunities

Trans USA is also currently seeking mission-aligned partners to support our national event through targeted sponsorship opportunities. Specifically, we are looking for:

- **Health Sponsors** to support on-site wellness resources and physical health initiatives.
- **Technology Sponsors** to provide the infrastructure and digital/audiovisual tools needed for accessible, high-quality programming.
- **Mental Health Sponsors** to ensure participants and presenters have access to affirming, trauma-informed support.
- **Legal Sponsors** to help provide critical legal education, resources, and protections for our community.
- **Hospitality Sponsors** to support inclusive food options, lodging, and welcoming spaces that foster connection and care.
- **Accessibility Sponsors** to fund accommodations such as interpretation, captioning, mobility access, and other inclusive supports that ensure full participation for all attendees.
- **Security Sponsors** to support on-site security personnel, coordination with local emergency management, and proactive safety planning. This role is especially critical given the national scope of the gathering and the decision to relocate the event in response to evolving safety concerns.

- **Printing Sponsors** to support the production of programs, schedules, signage, accessibility guides, badges, and educational handouts. Printing support directly advances Trans USA’s goal of removing barriers and creating an experience that is welcoming and navigable for all attendees.

Each sponsorship directly contributes to creating a secure, affirming environment while ensuring a strong foundation for continued growth and national involvement.

For more information on any of the above opportunities or discuss other ways to partner, please reach out to our team at admin@transusnationalpageantry.com.

Additional Information

Web: www.transusnationalpageantry.com

Note: *Our website is currently undergoing extensive maintenance in preparation for our expanded national event in April 2026. Some pages may not be fully updated until March 1, 2026.*

Email:

admin@transusnationalpageantry.com;
ddrobish@transusnationalpageantry.com

Media and Press

TMJ News 2023: [Mr. and Miss Trans USA Pageant draws contestants and audience to Milwaukee](#)

Miss Trans USA Interview 2024: [A Spokane woman was just named Miss Trans USA, and she hopes to use the platform to protect and 'inspire greatness'](#)

First Mx. Trans USA Interview 2024: [Don't Let Them Dim Your Sparkle: Ohio's Damien Serrato inspires as Mx. Trans USA 2024 – The Buckeye Flame Mx. Trans U.S.A.](#)

Blossom Gala 2023: [DC To Host 1st National TDOV Gala on Easter Sunday](#)

Leadership Rooted in Resilience

Trans USA 2026 is led in part by a co-National Director (Dylan Drobish) whose commitment to community has endured profound personal hardship. In the summer of 2025, he survived a near-fatal transphobic assault and recently spent several months hospitalized and in treatment for severe PTSD. Even while recovering, he continued securing partnerships and building the foundation for this national gathering.

His experience reflects a broader reality within transgender communities: Leaders often carry extraordinary burdens while still creating spaces of visibility, safety, and opportunity for others. Resilience has long defined our community, but sustainability requires partnership.

At a time when transgender communities nationwide are facing heightened hostility and deep exhaustion, ally support is not symbolic: It is essential.

Sponsorship ensures that this work continues, that leadership is supported, and that our community does not have to carry this moment alone!

