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## North Carolina Watermelon Queen Scholarship Pageant Letter of Intent

Dear Contestant:

Thank you for your interest in the North Carolina Watermelon Association Scholarship Pageant to be held on March 17 and 18, 2017 at the Holiday Inn Sunspree Resort, Wrightsville Beach, NC. The pageant is scheduled to be held in conjunction with the North Carolina Watermelon Association Annual Convention. The North Carolina Watermelon Association will make every effort to provide an enjoyable experience for you.

### Requirements:

- The contestant must be between the age of 19 and 24 on April 1, 2017 and a resident of North Carolina.
- The contestant must have a valid N.C. driver's license and be able and willing to drive to promotions and events if necessary to meet with the NCWA Promotions Coordinator/Chaperone.
- The contestant shall be single, not living with a member of the opposite sex, has never been married, has never had a marriage annulled, has never been pregnant, is without children and has always been a female.
- The contestant has never been convicted of any crime and does not have any criminal charges pending.
- The contestant affirms that she has never posed nude or semi-nude for any film, publication or photographer, including private photographs.
- The contestant affirms that she does not use or abuse drugs or alcohol and will avoid improprieties which will reflect negatively on the North Carolina Watermelon Association and its Board of Directors or its members.
- The contestant will not use a cell phone and text message during promotion. She also must control all photos and negative comments appearing on her Facebook, Twitter, Instagram or other social media.
- The contestant must be in good health and able to travel without motion sickness.
- If chosen as the 2017 Watermelon Queen, she will compete at the National Pageant as the representative for North Carolina and if chosen as National Queen will complete her duties in accordance with the National requirements.
- The contestant should not be under contract or agreement of any kind as of April 1, 2017 in order to be eligible for the title of the North Carolina Watermelon Queen.
- A Pageant selection committee will choose up to ten contestants from the applications received. Past contests have seen from seven to ten contestants.

### Responsibilities

North Carolina Watermelon Queen responsibilities/duties shall include, but are not limited to:

1. Serving as a **public relations ambassador** for the North Carolina Watermelon Association as an industry representative with varying duties for the term of one year. This position must be taken seriously at all times as it is an important responsibility.
2. The following four events are mandatory for the 2017 NC Watermelon Queen:
  - **National Promotion Board Media Training, Florida**
  - **National Watermelon Association Annual Convention/North Carolina Watermelon Association Convention**
  - **Marine Corp. Marathon, Washington, DC**
  - **All NC Watermelon Festivals**

*If the NCWA Queen does not attend each of these events she may be asked by the Board to forfeit her crown and scholarship monies. An excused absence would include death in the immediate family or a doctor's note due to her health; any other unexcused absence could be grounds for forfeit of title.*

3. Media appearances, festivals, conventions, trade shows, in-store demos, parades.
4. Meeting government officials, TV personalities, civic groups, media and most importantly, the general public and interacting with farmers and growers.
5. Performing radio and press interviews as well as being photographed for printed feature articles.
6. Appearance schedule will include travel across the state of North Carolina and limited travel within the continental United States.
7. All sponsors and hosts are equally important and will be treated with respect and consideration. Thank-you notes will be sent by the Queen. As Queen you will share responsibility with the NCWA Promotions Coordinator for

obtaining names and addresses of all sponsors, hosts, association members and others who will need to receive thank-you notes for their participation in tour promotions, gifts and etc, received by the Queen during her reign.

8. Crown and banner are to be worn as required or requested.
9. Reign as North Carolina Watermelon Queen begins upon Crowning.
10. In case of double booking for the North Carolina Watermelon Queen, sickness or other unavoidable circumstances, the NCWA Promotions Coordinator will schedule the 1st or 2nd runner-up to fulfill certain tour schedules.
11. No family or boyfriends will be allowed to accompany the North Carolina Watermelon Queen on tour. The Queen is not allowed to stay with family or friends on tour in lieu of the Queen coordinator/chaperone without prior permission.

### **Scholarships**

Contestants entered in the North Carolina Watermelon Queen Scholarship Pageant will be eligible for the minimum scholarship of:

- North Carolina Watermelon Queen: \$3,000.00. \$500.00 given at crowning, \$500.00 as the summer tour begins, \$1000.00 in December prior to National Convention and \$1000 at relinquishing of crown.
- 1<sup>st</sup> Runner-up, \$500.00
- 2<sup>nd</sup> Runner-up, \$250.00
- The young woman chosen will be paid a \$60.00 scholarship allowance per appearance while on tour and mileage will be paid at the current IRS rate per mile for all Queen related travel. The North Carolina Watermelon Association pays all other expenses incurred while on tour.

The North Carolina Watermelon Queen, her reign and North Carolina Queen Tour is coordinated and directed by the NCWA Promotions Coordinator and the North Carolina Watermelon Association. They will handle specific procedures and questions regarding the Queen Pageant, her reign, tour, etc.

*The North Carolina Watermelon Association reserves the right to ask for the resignation of the reigning North Carolina Watermelon Queen upon recommendation from the NCWA Promotions Coordinator and the North Carolina Watermelon Association Board of Directors.*

### **2017 North Carolina Watermelon Queen Scholarship pageant preliminary schedule:**

#### **Friday, March 17, 2017**

- Contestants will arrive Friday afternoon by 5:00 p.m., March 10, 2017, at the Holiday Inn Sunspree Resort, Wrightsville Beach, NC.
- Upon arrival all contestants will attend a “Meet and Greet” with the NCWA Promotions Coordinator and members of the Board of Directors.
- Following the “Meet and Greet” parents/guardians are required to meet as a group with the NCWA Promotions Coordinator to review the requirements of the Queen Title and for a questions and answer sessions.
- Contestants will attend a heavy hors d’oeuvres reception and dance on Friday evening. This will be a fun-filled evening and the opportunity for socializing with all convention attendees.

#### **Saturday, March 18, 2017 – Official judging begins**

- Speech competition: Each contestant will present a two-three minute (not to exceed three minutes) timed personalized speech before the convention attendees. Topic should be watermelon related and include why you would like to be the NC Watermelon Queen.
- Each contestant will be asked to respond to an individual on stage question at the conclusion of her speech
- Judges interview: Each contestant will have an individual timed 7-minute interview with the judges and auditor.
- Lunch and Promotion wear: Promotion wear competition will be held during lunch. You may choose one of the following categories of promotion wear. Promotion wear includes:
  1. Congressional visit wear would be considered professional dress or pantsuit with appropriate footwear and accessories.
  2. Chain Store Promotion wear would be considered higher-end sportswear (i.e. sundress, capri’s, skirts, business shorts, slacks, sweaters, blouse, tops or pantsuits. (No blue jeans allowed).
  3. Farmer’s Market Promotion wear should be cool and comfortable (i.e. sundress, capri’s, skirts no tennis shoes, but comfortable sandals are acceptable.

After your individual promotion wear showing you will enjoy lunch.

- Seed spit: Each contestant will take part in a seed spit contest immediately following lunch. This is a fun event and while this is not an official category of judging, it is an opportunity to compete with your competitors for a chance to win the “seed spit” title and plaque.
- Auction: This is a fundraiser for the NCWA and each contestant has a special role in helping display the items around the room for bidders to see.

- Banquet: The evening gown portion of the contest will be held at the Annual Banquet. The 2017 NCWA Watermelon Queen will be crowned at the Banquet.

### **Sunday, March 19, 2017**

- The newly crowned 2017 North Carolina Watermelon Queen will meet briefly with the NCWA Board of Directors. After the brief meeting the Queen, along with her parents/guardians will meet with the NCWA Promotions Coordinator and designated NCWA official to sign the NCWA Queen Scholarship Pageant Contract.

This official entry form should be printed and mailed to the NCWA Promotions Coordinator by February 1, 2017. You will be notified upon acceptance as a 2017 North Carolina Queen Contestant.

If you have questions please contact Sharon Rogers, NCWA Promotions Coordinator at email: [ncwatermelonqueen@gmail.com](mailto:ncwatermelonqueen@gmail.com) or mailing address: 945 Woodsdale Road, Roxboro, NC 27574

### **North Carolina Watermelon Queen Scholarship Pageant Guidelines**

The winner of the title of the North Carolina Watermelon Queen must sign a contract with the NCWA and comply with all promotions and events as set up during her year's reign by the NCWA Promotions Coordinator. NCWA reserves the following rights:

- The North Carolina Watermelon Queen will represent only the North Carolina Watermelon Association for a year (365 days) or until the new Queen is selected or appointed and will have no other activities that will interfere with her representation of NCWA during her reign including summer school or work schedule.
- In the event the North Carolina Watermelon Queen is unable to complete her reign for any reason, she will forfeit her crown and any unpaid scholarships. The first runner-up will be crowned the North Carolina Watermelon Queen.
- The runner-up must be ready to assume duties of Queen in the event of double booking or unforeseen events.
- Dress code to include skirts, sweaters, tops, blouses, dress slacks, dresses, suits and evening wear of a conservative nature, but always glamorous.

### **Qualities:**

- The North Carolina Watermelon Queen should be an "all American girl" one who can be "at home" with a 3-year-old or a 93-year-old, a president, mayor, farmer in the field, a celebrity or housewife.
- Exhibit outstanding personality and communication skills, adaptability and the ability to cheerfully do her job in many different situations.
- Willingness to do as requested, whether helping prepare product for demos, carrying items, including luggage or meeting dignitaries, consumers or media.
- Willingness to arrange her schedule for tours with the NCWA Promotions Coordinator's schedule and not to expect the NCWA's schedule to fit hers.
- Show stamina and the ability and eagerness to handle long hours and difficult situations as required.
- Promptness and neatness.
- The North Carolina Watermelon Queen must have and exhibit, patience, sympathy, consideration for consumers and others as well as coordinator and chaperone, hosts and sponsors.
- Maturity, common sense, sense of humor and the willingness to give 110%.

**I have read and understand the above listed requirements to serve as the NC Watermelon Queen:**

**Contestant signature:** \_\_\_\_\_