

Miss Rodeo North Dakota Pageant Association's Sweetheart of the Rodeo Program



The Sweetheart of the Rodeo Program will be held during the Miss Rodeo North Dakota Pageant as a fundraiser for the Scholarship Program and an opportunity to grow the Association.

Pageant Dates: June 15-16, 2023

Miss Rodeo North Dakota Mission Statement:

To create cowgirls with character, while promoting the sport of professional rodeo, the western way of life, and the state.

The Miss Rodeo North Dakota Pageant Board is excited to highlight our youngest rodeo enthusiasts in a special way! The Sweetheart of the Rodeo Pageant will be held during a portion of the Miss Rodeo North Dakota Pageant; and **100% of the ‘entry fee’ will serve as a fundraiser for the Scholarship Program.** This is a fun opportunity for girls who love rodeo and the western way of life.

Sweetheart participants can continue to enter the sweetheart program in subsequent years. We hope this opportunity gives our Sweethearts the chance to attend rodeos and community events wearing their crown and banner during the months following the Miss Rodeo North Dakota pageant.

The Sweetheart participants will participate in the Fashion Show and the Pageant Brunch* during this year’s MRND pageant! Family and friends are encouraged to attend, as well as watch the below events via Facebook Live on the Miss Rodeo North Dakota Facebook Page!

Sweetheart of the Rodeo Schedule	
Thursday, June 15, 2022	
4:30 p.m.	Doors Open for Fashion Show & Sweetheart Check-In
5 p.m.-5:30 p.m. 6 p.m. 6:30 p.m.	Sweetheart Crowning & Social Dinner Miss Rodeo North Dakota Fashion Show
Friday, June 16, 2022 *Optional*	
9:30 a.m. 10 a.m.	Doors Open for Pageant Brunch Pageant Brunch & Speeches
All events will be held at the North Dakota Cowboy Hall of Fame, 205 Main St.	

**Other optional events for participation: autograph signings, speech portion during brunch, & MRND coronation on Saturday. The optional event information will be sent when entries are received.*

Sweetheart Pageant Categories:

- Personality
 - This is an opportunity for the girls to showcase their personalities, as well as gain confidence on stage for the future.
- Appearance/Modeling
 - We ask that each girl wear a cowboy hat and boots during the events, as the goal is to promote the western heritage. Long sleeves are not required. The *cost* of the clothing is not important.
 - Each girl will model her selected wardrobe during the Fashion Show and Brunch.

- Each girl will model one outfit of their choice. This event will highlight fun vintage or current western trends. There is no required “style” for our Sweetheart participants . Skirts, dresses, jeans, jackets, vests are all okay.
 - The older girls will wear sponsored clothes, as well as their own custom outfit.
 - The theme of the Miss Rodeo North Dakota Fashion Show will be a Western Red Carpet theme. All participants and guests can use this theme as guidance when planning outfits, if they choose!
 - Hat and boots required.
 - Pageant Brunch* (optional):
 - Each girl will model one outfit of their choice. This event will highlight the elegant western trends. There is no required “style” for our Sweetheart participants . Skirts, dresses, jeans, jackets, vests are all okay. For reference, the older girls will be wearing more formal western dresses or skirts for this event.
 - Hat and boots required.
- Sash and crown will be officially handed out upon paid registration during the crowning event Thursday, and worn for all Sweetheart events.
- Impromptu Speaking:
 - During both the Fashion Show and Pageant Brunch*, we will ask each young lady a fun question about themselves! This portion gives the girls an opportunity to showcase their personalities and gain confidence speaking on stage.
 - The Sweetheart participants also may have the opportunity to be interviewed on our social media platforms for friends and family to see!
- Speech [OPTIONAL]:
 - Sweetheart participants are allowed to participate in the speech portion on Friday morning. The speech topic is: *Anything with a Western Theme*.
- The Sweetheart participants will NOT participate in Horsemanship, Written Test, or Interview.

Sweetheart Pageant Rules:

- Girls who are eligible for the Sweetheart category must have obtained the age of 3* and not yet obtained the age of 11 as of June 1st of the competition year.
- Not designed to be competitive.
- We ask that participants promote western fashion: hat and boots required.
- Each participant will receive a crown and 2023 banner during their official crowning.
- Colored headshot [digital] photos are required for pageant promotion and pageant programs.

Miss Rodeo North Dakota Sweetheart of the Rodeo Application

Name: _____

Parent(s) Name: _____

Address: _____

Hometown: _____ Age: _____

If she has a horse, what is it's name? _____

What is her favorite color? _____

What does she want to be when she grows up? _____

Favorite part of rodeo? _____

Fun Fact: _____

Short Bio: _____

Souvenir Rodeo Program

Advertising Contract (Optional)

Contestant Name: _____

Advertising Rates

(Make checks payable to MRNDPA)

Size	Amount
Full Page	\$200.00
1/2 Page	\$100.00
1/4 Page	\$50.00
No advertising	\$0.00

The ad does not have to be "camera ready", but you must include at least a rough layout indicating any text, photos, logos, or other graphics to be included. The designer will work with this information. If you want to use a different photo other than your contestant photo, please enclose that as well.

Participation Agreement

As the guardian of _____, I hereby allow dependant to participate in the Miss Rodeo North Dakota Sweetheart of the Rodeo program hosted by the Miss Rodeo North Dakota Pageant Association.

- a) I hereby release all right, title and interest to photographs and/or public relations materials involving dependent to The Pageant Association for use in Pageant promotion.
- b) The Pageant Association has no responsibility or liability for injury resulting from this activity.
- c) I certify that the above information is given freely and is true and accurate.
- d) I agree to pay the \$100 entry fee* to the MRNDPA.

Signature of Parent or Guardian

Date

Applicants for the Miss Rodeo North Dakota Sweetheart Pageant must submit the following:

1. Official Application Form;
2. \$100 Scholarship Donation as the Entry Fee* (payable to the "MRNDPA");
4. Digital Photo (emailed to missrodeonorthdakota@gmail.com);
5. Photograph Copyright Release;
8. Optional Souvenir Rodeo Program Advertising (payable to "MRNDPA")

******DUE MAY 15TH******

Documents and fees should be mailed to:

**Miss Rodeo ND Pageant Assoc.
% Sweetheart Program
PO Box 381
Bismarck, ND 58502-0381**

Documents and fees can also be done digitally!

Documents can be sent to MissRodeoNorthDakota@gmail.com and paid through:

FRIENDS & FAMILY on PayPal: **MissRodeoNorthDakota@gmail.com**

Venmo: **@MRNDPA**