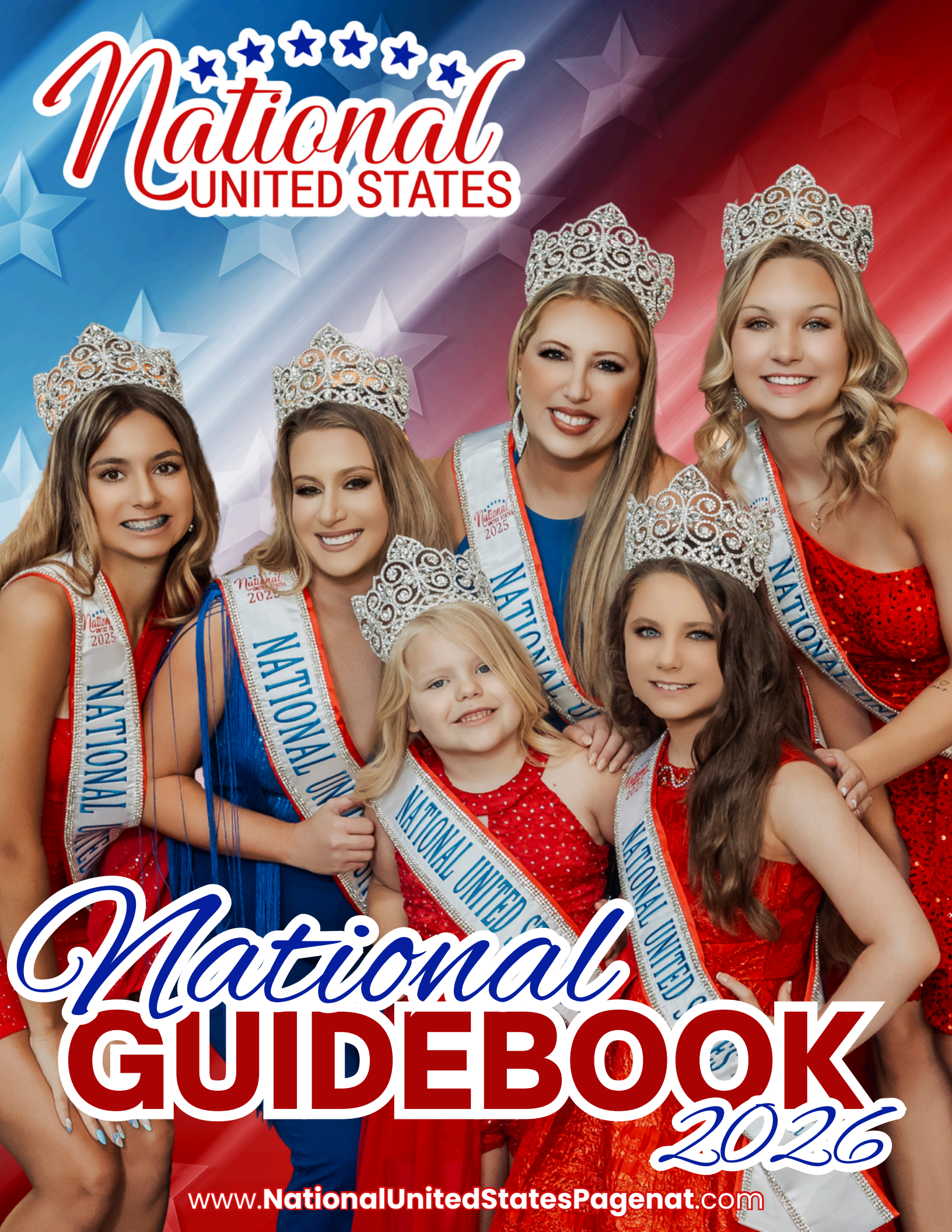
National
UNITED STATES



National GUIDEBOOK 2026

www.NationalUnitedStatesPagenat.com

Welcome







Welcome to the National United States Pageant, where service, leadership, and purpose take center stage. We are honored that you have chosen to be part of an organization dedicated to empowering young women who lead with compassion and inspire through action.

This guidebook has been thoughtfully prepared to guide you through your journey to the national stage. Within these pages, you will find important information, expectations, and resources designed to help you grow not only as a competitor, but as a confident leader and community advocate.

Our mission extends far beyond the crown. We believe true success is measured by the lives you touch, the causes you champion, and the example you set for others. As a delegate, you represent integrity, dedication, and the heart of service that defines our organization.

We are excited to walk alongside you as you prepare, grow, and shine. Your journey begins here—and your impact is just getting started.

Best Wishes,

Amber Smith

National Executive Director & Owner

National UNITED STATES

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About National United States

OUR MISSION

Empowering Leaders. Inspiring Impact.

The National United States Pageant is dedicated to empowering young women through service, leadership development, and confidence-building opportunities. Our organization provides a positive and professional platform where delegates are encouraged to grow, give back, and represent their communities with integrity.

We believe that true beauty is defined by compassion, character, and commitment to making a difference.

OUR PURPOSE

More Than a Crown.

National United States Pageant was founded on the principle that pageantry should cultivate purpose. While we celebrate elegance, poise, and stage presence, our foundation is rooted in community involvement and personal development.

Our delegates are not only competitors — they are volunteers, students, role models, entrepreneurs, and changemakers.

Through structured competition, mentorship, scholarship opportunities, and service initiatives, we strive to prepare each participant for success beyond the stage.



OUR VALUES

Service • Leadership • Confidence

We proudly uphold the following core values:

- **Service**: Encouraging meaningful community involvement and advocacy.
- **Leadership**: Developing strong communication skills and positive influence.
- **Confidence**: Building self-assurance through preparation and experience.
- **Integrity**: Maintaining professionalism on and off the stage.
- **Sisterhood**: Fostering supportive and uplifting relationships among delegates and titleholders.

About National United States

OUR COMMITMENT

The National United States Pageant is committed to providing a fair, transparent, and enriching experience for every delegate, titleholder, and family. We believe that every participant leaves our stage stronger, more confident, and inspired to continue serving her community.

Because at National United States, the crown represents more than achievement — it represents responsibility, opportunity, and heart.

CROWNS MAKING AN IMPACT

Where Influence Becomes Action

At the National United States Pageant, our crowns represent more than achievement — they represent responsibility.

“Crowns Making an Impact” is our commitment to ensuring that every titleholder uses her voice, visibility, and influence to serve with purpose. We believe a true queen leads beyond the stage, creating meaningful change within her community and inspiring others to do the same.

Through volunteer initiatives, advocacy efforts, school visits, community partnerships, and service projects, our titleholders actively demonstrate leadership in action. Whether supporting local charities, promoting educational awareness, or launching personal service campaigns, each queen carries her crown with heart.

Impact is measured not only in appearances, but in lives touched, conversations started, and communities strengthened.

Our goal is simple:
To cultivate leaders who leave a lasting legacy long after their reign.

Because at National United States, we don’t just crown winners — we crown changemakers.

“Purpose is the most powerful crown a woman can wear.”

NATIONAL PAGEANT

JULY 23 - 25, 2026

HERSHEY, PENNSYLVANIA

Designated as “The Sweetest Place on Earth,” Hershey is centrally located in the Commonwealth of Pennsylvania, within convenient traveling distance of Philadelphia, New York City, and Washington, D.C. The community offers a broad range of attractions suitable for visitors of all ages, including Hersheypark amusement park, Hershey Gardens, The Hershey Story Museum, Hershey’s Chocolate World, and ZooAmerica. Additional amenities include diverse shopping, dining, and entertainment options, making Hershey a well-rounded destination for families and travelers alike.



Travel Days

Check In:

Wednesday, July 22

Check Out:

Sunday, July 26*

**There will be additional mandatory activities for the 2026 National winners in the morning on Sunday, July 26.*

National UNITED STATES

NATIONAL FEE

NATIONAL FEE: $500

The National United States Pageant National Entry Fee of $500 represents an investment in a high-quality, professionally produced event designed to empower, develop, and celebrate each delegate.

This fee supports the overall experience and ensures that every participant receives a structured, organized, and rewarding national competition.

National Fee includes:

- Official State Crown and State Rhinestone Embroidered Sash
- Entry into the National Competition (Interview, Fun Fashion, Evening Gown, and Community Service)
- Delegate Standard Ad Page Fee and design for the National Program
- Delegate copy of the National Program
- Delegate Ticket for the Chocolate & Diamonds Awards Gala
- Delegate Ticket to attend Optional Competitions
- National United States T-Shirt
- National Logo Reusable Tote
- National Delegate Handbook to prepare for the National Pageant
- Eligibility to compete for the National Title in her division and amazing National Prize Package
- Opportunity to serve as a peer ambassador and promote our national motto: Crowns Making An Impact™
- Opportunity to promote your personal platform or cause with a state title
- Special room rate for her and her family at our host venue, Best Western Premier The Central Hotel & Conference Center

and MUCH MORE!

PAYMENT PLAN AVAILABLE

The National United States Pageant understands that families appreciate flexible payment options. To support accessibility, structured payment plans are available for the $500 National Fee.

PAYMENT PLAN DETAILS

- Initial deposit: $200
- Remaining balance of $300 is due within 30 days or by May 1st, which ever comes first.
- Full balance must be paid by the May 1st National Deadline
- Payment schedule will be provided upon registration
- All payments are non-refundable, non-transferrable

National UNITED STATES

HOST HOTEL & VENUE

the Central
HOTEL & CONFERENCE CENTER



Located on the outskirts of the “Sweetest Place on Earth”, The Central Hotel and Conference Center is just minutes away from popular Hershey attractions - HersheyPark, Hershey’s Chocolate World, Zoo America, Hershey Gardens, and the Hershey Story Museum.

The Central Hotel offers guests a comfortable stay and is offering our national contestants and their families a discounted room rate for a Double Standard Queen room. Guest rooms come with microwave, refrigerator, free Wifi, spacious area, and other amenities. Complimentary airport shuttle available for those flying into Harrisburg International Airport.

Delegates are required to stay at the host hotel for the entire duration of the national pageant and attend all mandatory events/activities.

GROUP RATE

Pageant Room Rate:
$164.95 per night + tax
Double Queen Standard Room

Check In: Wednesday, July 22
Check Out: Sunday, July 26

Group rate reservation information will be emailed to delegates.



TRAVEL INFORMATION





Airport Information

Harrisburg International Airport
1 Terminal Dr.
Middletown, PA 175057

The Harrisburg International Airport is conveniently located approximately 20 minutes (pending traffic) from our host hotel.

TRAVEL TIPS

- Book your flight early!
- Make sure to tag all your luggage with your name & contact info.
- Call the Host Hotel 24 hours prior to your arrival to schedule your FREE shuttle from the airport.

National UNITED STATES

DIVISIONS

PRINCESS Ages 5-6

JR. PRETEEN Ages 7-9

PRETEEN Ages 10-12

JR. TEEN Ages 13-15

TEEN Ages 16-18

MISS Ages 19-25

MS./MRS. Ages 21+
(married 21+/single 26+)

Division is determined by age as of July 1, 2026.
There are no fallbacks and no bumping up of divisions.



PAGEANT SCHEDULE

The following is a **TENTATIVE SCHEDULE** of the pageant's events and activities. Delegates will receive a final schedule with room locations prior to Nationals and in their packet at Pageant Check In. In order to keep to our schedule and for everything to run smoothly delegates are expected to arrive on time to all events and activities.

Times are subject to change based on the overall number of national delegates.



THURSDAY, JULY 23

9am – 10am: Pageant Check In
10:15am – 11:15am: Kick Off Event (Orientation)
12:15pm – TBD: Optional Competitions
TBD: Rehearsal

FRIDAY, JULY 24

10am – 2pm: Interviews
TBD: Top Model Photo Shoot
6pm: Chocolate & Diamonds Awards Gala

SATURDAY, JULY 25

8am – 9:30am: Rehearsal
11am – 1pm: Fun Fashion & Evening Gown Competition
2:30pm: Ready for Opening Number
3pm – 5pm: Finale Show & Crowning
5pm – 7pm: Winner's Meeting & Contract Signing

SUNDAY, JULY 26

TBD: 2026 National Royalty Photo Shoot

National UNITED STATES

REQUIRED Competitions

The National United States Pageant utilizes a transparent and balanced scoring system designed to reflect the values of service, leadership, confidence, and overall presentation.

Each delegate will compete in the following areas:

INTERVIEW 50%

FUN FASHION 20%

EVENING GOWN 20%

COMMUNITY SERVICE 10%







INTERVIEW

Your voice is your power.

The private interview is the most significant phase of competition. Judges evaluate communication skills, confidence, authenticity, poise, and depth of community involvement. Delegates should be prepared to speak genuinely about their service initiatives, leadership experiences, goals, and personal achievements.

This phase reflects the heart of our organization — leadership through service.

Interview will be one on one with each judge and judges will use your Interview Sheet for questions. Interviews will be 3 minutes with each judge. No political, religious, or current event questions will be asked.



FUN FASHION

Confidence in every step.

This is an opportunity for delegates to shine and showcase their unique style. Fun Fashion highlights personality and stage presence. Delegates model age-appropriate high fashion outfit of their choice while demonstrating energy, individuality, and confidence. Judges look for natural stage presence and overall presentation.

Denim jeans and casual wear are not allowed.



National UNITED STATES

EVENING GOWN

Grace under the spotlight.

Evening Gown competition evaluates elegance, poise, posture, and stage presence. Delegates are scored on confidence, stage presence, and their ability to command attention with grace and professionalism.

Junior Divisions *(Princess, Jr. Preteen, Preteen, & Jr. Teen)* should have a full skirt or ball gown floor-length style dress.



COMMUNITY SERVICE

Impact that extends beyond the stage.

This phase recognizes each delegate's commitment to volunteerism and advocacy. Judges consider the quality and meaningful impact of community involvement efforts.

Each delegate is required to submit 5 hours of community service that benefit a local, area, or state/national non-profit organization with their state title to be awarded the full 10% towards their overall score. Community service will be submitted via a submission form at Pageant Check In, along with emailing photos actively showing your service work – collecting items, volunteering, making a donation (must be donating items), etc.



National UNITED STATES

FINALE SHOW
Opening Number

For the Finale Show each delegate is to wear their choice of either a red or royal blue fancy outfit for Opening Number. Your outfit can be as fancy as you like with stoning, feathers, beads, sequins, ruffles, etc. Short dress, high-low, romper, pants, jumpsuit, etc. Please no long gowns. Your opening number outfit should show off your sense of style and is your first impression on stage to the overall panel of judges.
State sashes will be worn with your Opening Number outfit.











National UNITED STATES

HAIR & MAKEUP GUIDELINES

Enhancing Your Natural Confidence

The National United States Pageant encourages delegates to present themselves in a polished, age-appropriate manner that reflects confidence, poise, and individuality.

Hair and makeup should enhance your natural beauty while maintaining a clean and elegant appearance suitable for each division.

Delegates are free to style themselves in a way that feels comfortable and authentic, while respecting the following guidelines.

GENERAL GUIDELINES

- Hair and makeup should be age-appropriate and tasteful.
- Styles should complement your overall look and wardrobe.
- The goal is to enhance natural beauty, not overpower it.
- Judges are evaluating confidence, presentation, and authenticity. Judges may deduct points at their discretion if makeup and hair styling is not age appropriate for the division..

Delegates may choose to do their own hair and makeup or work with a professional stylist.

YOUNGER DIVISIONS

(Princess, Jr. Preteen, & Preteen – Under 12)

To preserve age-appropriate presentation, the following guidelines apply:

- Makeup is not required.
- If worn, makeup should be minimal and natural.
- Light lip gloss, light powder, or light blush is acceptable.
- Heavy contouring, dramatic eye makeup, false eyelashes, or bold lipstick are discouraged.

The goal for younger divisions is a fresh, natural appearance that reflects youth and confidence.

OLDER DIVISIONS

(Jr. Teen, Teen, Miss, & Ms./Mrs.)
Delegates may wear makeup appropriate for stage lighting and photography.

Acceptable styling may include:

- Foundation and powder
- Blush and contour (natural application)
- Eye makeup suitable for stage presentation
- False eyelashes if desired
- Lip color that complements the overall look

Makeup should remain refined, balanced, and elegant.

National UNITED STATES

HEADSHOT PHOTO









All delegates are required to submit an official headshot to the National office by June 1st. Headshot photos must follow the guidelines listed below and be submitted by the deadline. Photos that do not follow these guidelines will not be accepted.

- **Professional Photo** in Color with Solid Color Background
- **Size:** 5x7 vertical photo
- **High Resolution:** 300 dpi in JPEG Format
- Photo should be recent and look like the delegate
- No filters - photo should be clear and in focus

SUBMIT YOUR HEADSHOT PHOTO BY JUNE 1ST

Deadline is firm and all photos must be received by the deadline.

Link to submit your Headshot photo will be emailed out and listed in the Delegate Handbook.

PLEASE NOTE

- Screen shots will not be accepted.
- Do not send via social media or email – Photos must via the submission form.
- Do not save the photo to your phone and then upload to the form - it will compress your image and the image will become blurry to print.

AD PAGE INFORMATION

All national delegates receive one Ad Page and design as part of their National Fee. Ad page design will include your headshot photo submitted to the National Office, your name, and your state title.

National UNITED STATES

EVENTS

At National United States we want our delegates and their families to have the BEST experience! We take pride in planning fun and exciting events and activities for everyone! **All events and activities during Nationals are mandatory for all delegates.**

Please note: Minor delegates under 18 are required to have at least one parent/guardian attend events/activities with them.

PAGEANT CHECK IN

Thursday

Kick off the excitement of Nationals week with Pageant Check In. Meet the National titleholders and other delegates from across the country. Get ready to take lots of photos!!!

You will turn in your last items for Nationals. A Checklist will be emailed out closer to Nationals with everything you need to bring.

KICK OFF ORIENTATION

Thursday

At Orientation will be providing important information to have a successful Nationals week, along with some surprises!

Delegates and one parent/guardian (if under 18) are required to attend Orientation, as important information will be provided.

CHOCOLATE & DIAMONDS GALA

Friday

The Chocolate & Diamonds Gala is another highlight of Nationals week with state and national royalty introductions, dinner and dessert, Silent Auction, and Optional Awards ceremony.

National UNITED STATES

Chocolate & Diamonds

AWARDS GALA



FRIDAY EVENING

Delegate & Royalty Introductions

Dinner

Optional Competition Awards

Community Service Awards

Raffle Baskets

TICKETS

Tickets for parents, family, and guests are $60 per person.

All Gala Tickets must be **pre-purchased by the deadline** and will not be available during Nationals. Tickets will be available to purchase via our online form and the link will be emailed to delegates closer to Nationals.

Deadline to order tickets is June 10th.

National delegates do not need tickets. Delegate tickets are included in their National Fee.
Any minor national delegates under 18 must be accompanied by a parent.

Any event tickets ordered past the deadline between June 11 and July 1 are subject to an additional fee of $15 per ticket, per event. Please contact the National Office if you need to order tickets past the deadline.

SHOW TICKETS

Show Tickets must be pre-purchased by the deadline. Tickets will be available to purchase via our online form. After the order deadline July 18, tickets will be available at the door for an additional charge.

Tickets are final sale and non-refundable. You will receive your Show Tickets at Pageant Check In.

Order Show Tickets for Fun Fashion/Evening Gown, and the Finale Show online starting June 1st. ***Last Day to order show tickets is July 18.***

OPTIONAL COMPETITIONS

Thursday, July 23

Tickets: $30 per person

At the Door: $40 per person

Ticket includes admission to ALL Optional Competitions.

- State titleholders receive FREE entry to Optional Competitions wearing their state sash. Even if you are not competing in Optionals, all state titleholders are encouraged to come and support each other.
- Any state titleholders under 18 must be accompanied by a parent.

FUN FASHION & EVENING GOWN

Saturday, July 25

Tickets: $35 per person

At the Door: $45 per person

*Doors open at 10:45am; Competition Starts at 11am**

FINALE SHOW

Saturday, July 25

Tickets: $50 per person

At the Door: $60 per person

*Doors open at 2:45pm; Show starts at 3pm**

*Times are tentative and may be adjusted, pending on overall number of national delegates. Final times will be listed on the National Pageant Schedule sent out closer to Nationals.

National UNITED STATES

OPTIONAL COMPETITIONS

A great way to win additional awards at Nationals!

In addition to our divisional titles, the National United States Pageant proudly offers a variety of Optional Competitions. These competitions provide delegates with additional opportunities to showcase their talents, achievements, and dedication beyond the required areas of competition.

Optional Competitions and Awards are designed to recognize excellence in specific categories and celebrate the unique strengths of each delegate. Participation in optional competitions is not required and does not affect the overall divisional title score unless otherwise stated.

Each optional category is judged independently, and awards are presented within each age division whenever possible.

Optional competitions allow delegates to highlight special skills, personal accomplishments, and additional areas of passion. We encourage participants to view these awards as opportunities for growth, confidence-building, and recognition of their hard work.

At the National United States Pageant, every delegate brings something exceptional to the stage—and our Optional Competitions help us celebrate those individual strengths.

Deadline to enter & pay your Optional Competition Entry Fees is June 1st.







OPTIONAL COMPETITIONS

CASUAL WEAR

Shine in your individuality.

Confidence and personality take center stage in this optional competition. Delegates will model age-appropriate casual attire of their choice. Judging is based on stage presence, individuality, energy, and overall presentation.

Fee: $100 per entry. Limit 2 entries.
What to Submit: Online Optional Competition Form and Fee.
Wardrobe: Casual wear outfit of your choice. Outfits should be off the rack. No cocktail dresses.

SPOKESMODEL

Use your voice to inspire.

This competition evaluates a delegate's ability to communicate effectively and confidently. Judges look for articulation, clarity, poise, and the ability to represent a platform, sponsor, or message while reflecting the values of the National United States Pageant. Delegates will deliver a 60 to 90 second speech about a cause, their personal platform, or subject that is important to them.

Fee: $100 per entry. Limit 1 entry
What to Submit: Online Optional Competition Form and Fee.
Wardrobe: Business or career dress, jumpsuit, or suit

NUS WEAR (National United States Wear)

Celebrate the brand. Represent with pride.

A spirited and creative competition where delegates showcase attire inspired by the National United States Pageant brand. Judges consider creativity, confidence, presentation, and overall visual impact. Red, white, or blue outfit of your choice that shows your personality. Outfit can be as fancy as you like - cocktail, romper, hi-low, etc.

Fee: $100 per entry. Limit 1 entry.
What to Submit: Online Optional Competition Form and Fee.
Wardrobe: Red, white, or blue outfit of your choice that is appropriate for your age division. No swimsuits, costumes, gowns, or props are allowed.

National UNITED STATES

OPTIONAL COMPETITIONS

TALENT *New!*

Showcase Your Passion and Creativity.

The Talent Competition provides delegates the opportunity to share their unique skills, creativity, and personal talents. This optional category allows participants to highlight abilities such as singing, dancing, musical performance, spoken word, or other creative expressions.

Delegates may choose to perform their talent live on stage during the national event or submit a recorded video performance prior to the competition.

Each performance should be no longer than two (2) minutes.

For live performances, a handheld microphone will be provided if needed. Delegates may use props as long as they are part of the talent performance and can be easily set up and removed within the allotted time.

Any musical instruments must be provided by the delegate. Delegates are responsible for ensuring their instruments and any necessary equipment are ready for performance.

The Talent Competition celebrates individuality, confidence, and artistic expression while allowing delegates to showcase their passions in a creative and inspiring way.



Fee: $100 per entry. Limit 2 entries.
What to Submit: Online Optional Competition Form and Fee. Talent description form and any accompanying music, if needed.
Wardrobe: Talent outfit that is appropriate for your age division.

National UNITED STATES

OPTIONAL COMPETITIONS

ACTIVEWEAR

Strength. Confidence. Energy.

The Activewear competition highlights confidence and healthy lifestyle representation. Judges evaluate stage presence, personality, and overall confidence in age-appropriate athletic attire.

Your choice of age-appropriate workout activewear outfit to model. For the safety of our delegates, no acrobatic moves are permitted while modeling.

Fee: $100 per entry. Limit 1 entry.
What to Submit: Online Optional Competition Form and Fee.
Wardrobe: Suggested items for activewear outfits are leggings, biker shorts, capris, athletic shorts, sports bra/tanks, t-shirts, etc. with sneakers or athletic shoes. No bra tops or swimsuits allowed.

PHOTOGENIC

Let your confidence shine through the lens.

The Photogenic Award honors delegates who demonstrate exceptional camera presence. Judging is based on submitted photographs and evaluates expression, authenticity, and visual connection. Photo can be a close up, headshot, full body in black & white or color.

Photos should not show any reference to your title or another pageant. Photogenic photo entries must be a professional high-resolution photo.

Fee: $75 per entry. Limit 2 photo entries.
1 photo entry = $75; 2 photo entries = $150
What to Submit: Online Optional Competition Form and Fee.

PORTFOLIO

Available to all divisions.

Delegates will submit 6 to 8 photos in a modeling portfolio. Can be any combination of editorial photos with and/or without your NUS state crown and sash. Editorial photos are those that could appear in a publication, magazine, sales ads, etc.

Fee: $125 per entry. Limit 1 entry.
What to Submit: Online Optional Competition Form and Fee.

National UNITED STATES

OPTIONAL COMPETITIONS

STAR MODEL

Own the moment. Be unforgettable.

Star Model celebrates charisma and "star quality." In addition to strong modeling skills, judges look for personality, audience connection, energy, and the overall presence that sets a delegate apart.

Our Star Model competition is based on entries for:

- Casual Wear
- Photogenic

Delegate must enter both optional competitions Casual Wear, Photogenic (at least one photo entry), and enter the Star Model optional competition to qualify.

Fee: $75 per entry. Limit 1 entry.

What to Submit: Online Optional Competition Form and Fee. Photo for Photogenic.

EXCELLENCE AWARD New!

Lead with heart. Represent with integrity.

Presented to delegates who exemplify outstanding performance, positive attitude, and consistent representation of the organization's core values throughout the event. Delegates who participate in Optional Competitions during the National Pageant, can earn the NUS Excellence Award by earning 5 credits or more. The Excellence Award is a great keepsake for all your hard work and performances during Nationals.

Casual Wear: 1 credit per entry. Limit 2 entries.

Spokesmodel: 1 credit per entry. Limit 1 entry.

NUS Wear: 1 credit per entry. Limit 1 entry.

Talent: 1 credit per entry. Limit 2 entries.

Activewear: 1 credit per entry. Limit 1 entry.

Photogenic: 1 credit per entry. Limit 2 entries.

Portfolio: 1 credit per entry. Limit 1 entry.

Top Model: 2 credits per entry. Limit 1 entry.

National UNITED STATES

OPTIONAL COMPETITIONS

TOP MODEL

Confidence Captured. Presence Preserved.

The Top Model photoshoot experience is designed to showcase each delegate's natural confidence, camera presence, and versatility in front of the lens.
During this session, delegates will participate in a professionally guided photoshoot with our national photographer - Catherine Fiehn Photography, where our photographer will observe posing ability, facial expression, posture, and overall comfort. This experience highlights the ability to transition seamlessly from stage presence to photographic presence.







Judging will consider:

- *Camera awareness*
- *Expression and authenticity*
- *Variety and fluidity of poses*
- *Confidence and composure*
- *Overall visual impact*

Top Model is not only an evaluation opportunity, but also a confidence-building experience that allows delegates to grow in professionalism and presentation.
This session celebrates the art of modeling while encouraging individuality, poise, and self-assurance.

Delegates will receive a link to download your photos with rights to use for your modeling portfolio, printing, and social media.

Fee: $150 per entry. Limit 1 entry.
What to Submit: Online Optional Competition Form and Fee.
Wardrobe: Short dress/cocktail, pant outfit, romper, gown, etc. of your choice that is not casual wear
No crowns and sashes are to be worn for the Top Model Photo Shoot.

FREE OPTIONAL COMPETITIONS

Extra Opportunities. No Extra Cost.

The National United States Pageant proudly offers select Free Optional Competitions to provide delegates with additional opportunities to shine — at no additional entry fee.

These complimentary categories are designed to encourage participation, recognize unique strengths, and celebrate well-rounded excellence.

We believe opportunity should be accessible. Free Optional Competitions are one more way we celebrate effort, initiative, and individuality.

ACADEMIC EXCELLENCE

The Academic Excellence Award honors delegates who demonstrate outstanding commitment to their education while balancing leadership, service, and competition.

At the National United States Pageant, we believe true achievement is reflected not only on stage — but also in the classroom.

This award recognizes the discipline, focus, and perseverance required to maintain strong academic performance while pursuing personal growth and community involvement. Delegates will submit their most recent report card or academic transcript for the 25-26 school year and you may include optional academic honors, awards, or certifications.

CROWNS MAKING AN IMPACT VOLUNTEER SERVICE

At the National United States Pageant, we believe a crown is not just worn — it is lived.

The Crowns Making an Impact Volunteer Service Award recognizes delegates who actively use their state title to create meaningful change within their communities. This award honors those who lead through service, initiative, and consistent involvement.

We want to see the real impact you are making while representing your state. Delegates will submit a log of their service and a digital scrapbook of all your work.

CHARITY SPOTLIGHT ESSAY

The Charity Spotlight Essay Award recognizes delegates who demonstrate thoughtful advocacy, heartfelt compassion, and a deep understanding of service through the power of written expression.

Delegates are invited to submit a 1,500-word essay describing why their charity of choice deserves the spotlight.

This award celebrates more than writing ability — it honors passion, purpose, and the ability to inspire action through words.

- Maximum of 1,500 words, must focus on one primary charity or nonprofit organization
- May include personal experiences, volunteer involvement, or impact stories
- Must explain why the charity deserves greater recognition or support
- Must be original work written solely by the delegate regardless of division

National UNITED STATES

SPOTLIGHT PAGES

Celebrate. Promote. Support.

The official National United States Pageant Program Book provides an opportunity for delegates, families, sponsors, and businesses to be featured in a professionally designed publication distributed during the national event.

Spotlight Pages are a premier advertising opportunity designed to highlight and celebrate an individual delegate in a featured, full-page layout within the official National United States Pageant program book.

This special spotlight allows delegates to showcase their personality, accomplishments, platform, and journey in a professionally displayed format. Spotlight Pages are ideal for honoring dedication, recognizing sponsors, or sharing a meaningful message of support from family and friends.

All Spotlight Pages must be high resolution (300 dpi for best print quality). Format in jpeg or pdf. All ads will be printed in full color.

You are responsible for the design of any Spotlight Pages.

GOOD LUCK WISHES

Share Your Encouragement

Family and friends may submit **text-only messages of 50 words or fewer** for $25 to wish delegates good luck and will be featured in the National Program. No photos, logos, or promotional content are allowed. Keep messages positive, uplifting, and supportive — a simple way to celebrate encouragement and camaraderie throughout the National United States Pageant.

Ad Size	Price
FULL PAGE 8½” wide x 11” tall; 300 dpi high resolution	$150
GOOD LUCK WISHES 50 word max. Text Only – No photos/logos	$25

DEADLINE for submitting Spotlight Pages, Good Luck Wishes, & fees is June 1st.

Deadline is firm – no exceptions.

National UNITED STATES

SPOTLIGHT PAGE CONTEST

Step Into the Spotlight. Shine With Purpose.

The Spotlight Page Contest is a featured advertising competition within the official National United States Pageant Program Book. This opportunity allows delegates to showcase their personality, accomplishments, platform, sponsors, and personal journey in a professionally designed spotlight layout and qualify to win national optional titles.

More than an advertisement, the Spotlight Page is a celebration of each delegate's story.

HOW IT WORKS

- Delegates sell a full-page Spotlight Page in the official program book.
- Pages may include photos, personal bios, platform highlights, sponsor recognition, or special messages from family and friends.
- Spotlight Pages are your own design and spotlight YOU.
- Delegates compete based on ad sales participation by how many Spotlight Pages they sell.
- No entry limit. You can sell as many Spotlight Ads as you wish to earn awards and recognition during Nationals.



SPOTLIGHT PAGE GUIDELINES

- Cost: $150 per page
- Sold as whole page and can not be divided
- 8.5 x 11 design with a 0.5 bleed around the edge to make sure important information/photos are not cut off during printing
- Printed in full color
- Jpeg or PDF format at 300 dpi resolution

AWARDS & RECOGNITION

1 Spotlight Page: Trophy
3 Spotlight Pages: National Cover Girl title, crown, sash, and award
6 Spotlight Pages: National Cover Model title, crown, sash, and award
10 Spotlight Pages: National Cover Miss title, crown, sash, and award

DEADLINE for submitting Spotlight Ad page designs & fees is June 1st.

Deadline is firm – no exceptions.

National UNITED STATES

OTHER INFORMATION

HAIR & MAKEUP ARTISTS

All Hair & Makeup Artists are required to register and be verified by the National Office in order to attend Nationals. All information, including host hotel reservation information will be sent to them directly by the National Office. If you know a Hair & Makeup Artist who would like to attend Nationals, please have them contact the National Office for registration information and verification. Once registered & verified H&M Artists will be emailed out to delegates with booking information. Delegates will make arrangements and payments for H&M Artist services directly with the verified artist. **All H&M Artists must be registered and verified by June 1st**.

Hair & Makeup Artists will not be permitted in the dressing room and backstage at any time.

SOCIAL MEDIA INFORMATION

Delegates are encouraged to create and maintain social media accounts representing their state title in alignment with the values of National United States Pageant.

Social media provides a powerful platform to:

- Share your community service initiatives
- Highlight your pageant journey and leadership growth
- Engage with supporters and sponsors
- Promote positive messaging and personal advocacy
- Represent your title with professionalism and pride

Delegates are expected to maintain respectful and age-appropriate content that reflects the integrity of their title. All posts should align with the organization's values and standards of conduct.

Social media is a tool for inspiration and connection — use it to amplify your impact and share your story.

OTHER INFORMATION

SPORTMANSHIP & BEHAVIORAL EXPECTATIONS

The National United States Pageant is committed to fostering an environment of respect, encouragement, and positive leadership. Every delegate, parent, and supporter plays an important role in creating a welcoming and uplifting experience for all participants.

Delegates are expected to conduct themselves in a manner that reflects the values of the organization both on and off the stage.

Sportsmanship includes:

- Encouraging fellow contestants
- Respecting judges, staff, and volunteers
- Following event rules and instructions
- Demonstrating grace in both winning and losing
- Maintaining positive behavior on and off stage

Unsportsmanlike conduct, bullying, or negative behavior may result in disciplinary action, including removal from competition.

We believe pageantry builds character and leadership — and that begins with respect.

JUDGES

To maintain the integrity of the competition, delegates, parents, and family members may not approach or communicate with judges at any time before, during, or after the National Pageant.

This includes requesting or discussing scores, feedback, judging decisions, advice for future competitions, or any other pageant-related matters. This policy applies to in-person contact, email, social media, or any other form of communication.

Photos with judges are not permitted. The only exception is the official judges photo taken on stage following crowning with the newly crowned 2025 national royalty by the official event photographer.

We appreciate your cooperation in respecting these boundaries and helping maintain a fair and professional competition environment.

OTHER INFORMATION

NATIONAL PAPERWORK

All delegates competing at the national level are required to complete and mail their National Paperwork to the National Office by June 1. Each form must include original signatures. Delegates who are under 18 years of age must have all documents signed by a parent or legal guardian.

RAFFLE BASKET

Each National Delegate will be asked to bring a Raffle Basket for the Chocolate & Diamonds Awards Gala. Baskets can be themed and should be a value of $75. More information will be included in the Delegate Handbook.

WALKING PATTERNS

Walking patterns will be emailed out once our staging is finalized with the production team and hotel.

DRESSING ROOM

A Dressing Room will be available for delegates to change during the Fun Fashion & Evening Gown Competition and Finale Show on Saturday.

Each National Delegate may have one female parent/relative assist them with changing in the dressing room. Dressing Room Forms must be received at the National Office by July 1st to receive your Dressing Room Badge at Nationals. Additional information will be given in the Delegate Handbook.

IMPORTANT CONTACT INFORMATION

Please add our email to your contacts so you do not miss important information, announcements, schedules, and updates regarding the national pageant.

nationalunitedstatespageant@gmail.com

National UNITED STATES

IMPORTANT DATES & DEADLINES

Staying Organized

It is important to stay organized to meet all deadlines. Deadlines are firm. Please read over everything carefully. More information and links for submissions can be found in the Delegate Handbook.

If you have any questions, please contact the National Office.

MAY 1 – NATIONAL DEADLINE DAY

- Last day to pay the National Fee ($850) for Nationals! Must be paid in full (if not already paid) to secure your spot and be eligible to compete at Nationals.

JUNE 1

- Last day to book your room at The Central Hotel for Nationals
- Last Day to enter Optional Competitions
- Headshot Photo Due
- Spotlight Ads & Good Luck Wishes for Program

JUNE 20

- Last day to order tickets for the Chocolate & Diamonds Awards Gala

JULY 1

- Dressing Room Form

JULY 18

- Last day to order Show Tickets for Optionals, Fun Fashion & Evening Gown Show, and the Finale Show

National UNITED STATES