



## North Carolina Watermelon Queen Scholarship Pageant Requirement, Responsibilities, Schedule, Scoring Guidelines & Application – 2023

Dear Contestant:

Thank you for your interest in the North Carolina Watermelon Association Queen Scholarship Pageant being held on **March 10 and 11, 2023 at the Holiday Inn Sunspree Resort, Wrightsville Beach, NC** in conjunction with the North Carolina Watermelon Association (NCWA) Annual Convention.

### Scholarship Pageant Contestants must meet the following requirements:

1. A resident of North Carolina, between the age of 19 and 24 on April 1, 2023
2. Possess a valid N.C. driver's license. Be able and willing to drive to promotions and events if necessary to meet with the NCWA Promotions Coordinator.
3. Be in good health and able to travel without motion sickness.
4. Be single, not living with a member of the opposite sex, never been married, never had a marriage annulled, never been pregnant, is without children and has always been a female.
5. Never been convicted of any crime and does not have any criminal charges pending.
6. Affirm she has never posed nude or semi-nude for any social media, film, publication or photographer, including private photographs.
7. Must maintain control of all photos and content appearing on her social media.
8. Affirm she does not use or abuse drugs or alcohol and will avoid improprieties which will reflect negatively on her, the NCWA, its Board of Directors or its members.
9. Not under contract or agreement of any kind as of April 1, 2023 in order to be eligible for the title of the North Carolina Watermelon Queen.
10. If chosen as the 2023 Watermelon Queen, she will compete at the National Watermelon Association Pageant to represent NCWA and if chosen as National Queen will complete her duties in accordance with the National requirements.

*{A Pageant selection committee will choose up to ten contestants from the applications received.}*

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

1. Serving as a **public relations ambassador** for the NCWA with varying duties for the term of one year. This position must be taken seriously at all times, it is an important responsibility and is considered a job.
2. The following events are mandatory for the 2023 NC Watermelon Queen:  
**National Watermelon Promotion Board Media Training / NWA Annual Convention & NCWA Annual Convention / Marine Corp. Marathon / All NC Watermelon Festivals & NCDA Farmers Market Watermelon Days**

*If the NCWA Queen does not attend each of these events she may be asked to forfeit her crown and scholarship. 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/social media articles and postings.
6. Appearance schedule will include travel across the state of NC and limited travel within the continental US.
7. All sponsors and hosts are 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, etc.
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 Promotions coordinator/chaperone without prior permission.

**Qualities need to be the NC Watermelon Queen:**

1. 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 consumer. Who exhibits maturity, common sense, a sense of humor, neatness and the willingness to give 110%.
2. Exhibit outstanding personality and communication skills, adaptability and the ability to cheerfully do her job in many different situations. Show stamina and the ability and eagerness to handle long hours and difficult situations as required.
3. Willingness to do as requested. For example, meeting dignitaries, consumers or media, helping prepare product for demos, or carrying items to and from promotions.
4. Willingness to arrange her schedule for promotions/events with the NCWA Promotions Coordinator’s schedule and not to expect the NCWA’s schedule to fit hers. Must exhibit promptness.
5. The North Carolina Watermelon Queen must have and exhibit, patience, sympathy, consideration for consumers and others including the NCWA Promotions coordinator, hosts and sponsors.

**Scholarship**

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

- North Carolina Watermelon Queen Scholarship: \$4,000.00  
*(\$500.00 given at crowning, \$500.00 as the summer tour begins, \$1,000.00 in December prior to National Convention and \$2,000 when giving up her crown at the NCWA Convention.)*
- 1<sup>st</sup> Runner-up, \$500.00
- 2<sup>nd</sup> Runner-up, \$250.00
- The young woman chosen will be given a \$100.00 scholarship allowance per promotion appearance and mileage will be paid at the current IRS rate per mile for all Queen related travel. The NCWA pays other expenses incurred while on tour.

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The North Carolina Watermelon Queen, her reign and the North Carolina Queen Tour is coordinated 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 NCWA reserves the right to ask for the resignation of the reigning North Carolina Watermelon Queen upon recommendation from the NCWA Promotions Coordinator and the NCWA Board of Directors.

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 NCWA for a year (365 days) or until the new Queen is selected or appointed. She will have no other activities that will interfere with her representation of NCWA during her reign. (She may attend summer school and have a summer job but these should not conflict with her scheduled promotions.)
- The North Carolina Watermelon Queen will not use a cell phone for any reason during promotion.
- Dress code to include dresses, skirts, tops, blouses, slacks, suits and evening wear of a conservative nature, but always glamorous.
- 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.

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

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

## 2023 North Carolina Watermelon Queen Scholarship Pageant Preliminary Schedule

### Wednesday, March 1, 2023

- Promotional video due to Sharon Rogers. Email video: [ncwatermelonqueen@gmail.com](mailto:ncwatermelonqueen@gmail.com)

### Friday, March 10, 2023

- Contestants will arrive Friday afternoon by 3:00 p.m., March 10, 2023, at the Holiday Inn Sunspree Resort, Wrightsville Beach, NC. Address: 1706 N Lumina Avenue – Wrightsville Beach, NC 28480
- Upon arrival all contestants along with their parents/guardians will attend a “Meet and Greet” with the NCWA Promotions Coordinator and members of the NCWA Board of Directors to review the requirements of the Queen Title and for a questions and answer sessions.
- Contestants will attend a reception and dance on Friday evening. This will be a fun-filled evening and the opportunity for socializing with all convention attendees.

### Saturday, March 11, 2023

- Speech competition: Each contestant will present a two-three minute (not to exceed three minutes) timed personalized speech before the convention attendees. Topic should include why you would like to be the NC Watermelon Queen.
- Following her speech, each contestant will be asked to respond to an individual on stage question.
- 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:
  - Congressional visit wear would be considered professional dress, business suite or pantsuit with appropriate footwear and accessories.
  - Retail In-Store Promotion wear would be considered higher-end sportswear (i.e. dress, sundress, skirt, slacks, sweaters, blouse, tops or pantsuits. No blue jeans allowed).

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.
- Live 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 view.
- Banquet: The evening gown portion of the contest will be held at the Annual Banquet. The 2023 NCWA Watermelon Queen will be crowned at the Banquet.

### Sunday, March 12, 2023

- The newly crowned 2023 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.

The official pageant application is also available as a Google Form ( <https://forms.gle/qZU4MrZoHeB1eSdQ8> ) or can be mailed or emailed to the NCWA Promotions Coordinator by **February 10, 2023**. You will be notified upon acceptance as a 2023 North Carolina Watermelon Queen Scholarship Pageant Contestant.

#### **The NC Watermelon Association will provide contestants:**

- Contest and two parents/guardians (*immediate family only*) will receive complimentary registrations to the NCWA Annual Convention.
- Complimentary Friday night hotel room. Contest will be responsible for their hotel room cost if they choose to stay on Saturday night. Cathy Price Horton, NCWA Executive Director, will contact each contestant to arrange hotel room nights.

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 / phone or text: 336-583-9630

**2023 NC Watermelon Queen Scholarship Pageant Guidelines/Scoring:**  
**Speech 25% ▪ Interview 35% ▪ Promotional Video 15%**  
**Promotion Wear 10% & Evening Gown 15%**

Listed below are a few thoughts on how to best prepare for each segment:

**Promotional Video 15%**

*This is where you need to use your creativity and really express yourself!*

Video criteria:

- Time 2 minutes
- You can utilize the video format of your choice. You can edit, use filters, graphics, etc. Whatever you want to do for the final version. Show us your “skills” (I recommend you do all of this on your own without help. Social Media is very important to our promotions and if selected as the 2023 NC Watermelon Queen you will do lots of social media videos and promotions.)
- You must be promoting watermelon in the video (creating a recipe, talking about nutrition, creating a craft, offering a selection tips, making a workout video.....opportunities are endless).
- This video should be appropriate for posting on the NC Watermelon Association social media.
- Submit the video to Sharon [ncwatermelonqueen@gmail.com](mailto:ncwatermelonqueen@gmail.com) by **Wednesday - MARCH 1, 2023**

**Speech 25%**

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. Plus on stage impromptu question.

**Interview 35%**

Each contestant will have an individual timed 7-minute interview with the judges and auditor. Be sure to take your time and give plenty of detail for each answer, we want the judges to get to know you and why you want to become the NC Watermelon Queen.

**Promotion Wear Outfit 10%**

Promotion wear competition will be held during lunch. You may choose one of the following categories of promotion wear. Promotion wear includes:

- Congressional visit wear would be considered professional dress, business suite or pantsuit with appropriate footwear and accessories.
- Retail In-Store Promotion wear would be considered higher-end sportswear (i.e. dress, sundress, skirt, slacks, sweaters, blouse, tops or pantsuits. No blue jeans allowed).

**Evening Gown 15%**

Banquet: The evening gown portion of the contest will be held at the Annual Banquet. The 2023 NCWA Watermelon Queen will be crowned at the Banquet.

## 2023 North Carolina Watermelon Queen Scholarship Pageant Application

Application may also be completed as a separate Google Form <https://forms.gle/qZU4MrZoHeB1eSdQ8>

<b>Name:</b>	
<b>Address:</b>	
<b>Date of Birth:</b>	
<b>Phone:</b>	<b>Email:</b>
<b>Age:</b>	<b>Height:</b>
<b>Health insurance/provider:</b>	<b>Are you medically able to handle promotions?</b>
<b>Do you currently have a job? Employer?</b>	<b>Job description?</b>
<b>School:</b>	<b>Major:</b>
<b>Name of Parents or Guardians:</b>	
<b>Address Parents or Guardians:</b>	
<b>Phone Parents or Guardians:</b>	<b>Email Parents or Guardians:</b>
<b><i>Add spaces as needed for answering the following questions</i></b>	
<b>Hobbies &amp; Other interests:</b>	
<b>Honors &amp; Awards:</b>	
<b>Future Plans:</b>	
<b>Give a brief description: Why you would like to be selected the North Carolina Watermelon Queen to serve as Public Relations Representative for the NCWA?</b>	

**CONTESTANT MUST SUBMIT an electronic 5x7 COLOR PHOTO. (Headshot preferred) email photo to: [ncwatermelonqueen@gmail.com](mailto:ncwatermelonqueen@gmail.com)**

**PLEASE RETURN BY FEBRUARY 10, 2023 by mail or email to:**

Sharon Rogers  
945 Woodsdale Road Roxboro, NC 27574  
Phone: 336-583-9630 (cell)  
Email: [ncwatermelonqueen@gmail.com](mailto:ncwatermelonqueen@gmail.com)