

North Carolina Watermelon Queen Scholarship Pageant & Internship Information Packet - 2025



We are grateful for your interest in the North Carolina Watermelon Association Queen Scholarship Pageant & Internship. The pageant will take place on **March 7-9, 2025, at the Holiday Inn Resort in Wrightsville Beach, NC** in conjunction with the North Carolina Watermelon Association Convention.

The Role of the NC Watermelon Queen and the NCWA in Promoting the State's Watermelon Industry

The North Carolina Watermelon Association (NCWA) is dedicated to safeguarding and advancing the interests of the state's watermelon industry, from cultivation to consumption. One of the ways they do this is through the NC Watermelon Queen, who serves as the public ambassador of the association. The chosen candidate must have a passion for agriculture and the watermelon industry, as well as the ability to communicate effectively with people of all ages and backgrounds.

The ideal candidate for the role must demonstrate maturity, common sense, a good sense of humor, and a willingness to go above and beyond in their duties. Exceptional communication skills and adaptability are also essential, as the role requires the ability to perform well in various situations. Stamina is a must-have, as the position often requires long hours with hot temperatures and challenging circumstances.

Scholarship Pageant & Internship Contestants must meet the following requirements:

1. A resident of North Carolina, between the age of 19 and 23 on March 1, 2025
2. Possess a valid N.C. driver's license and be able to drive to promotions and events if necessary.
3. Be in good health and able to travel without issues or 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 a crime and does not have criminal charges pending.
6. Never posed nude or semi-nude for any social media, film, publication or photographer, including private photographs. Must maintain control of all photos and content appearing on her social media.
7. Affirm she does not use or abuse drugs or alcohol.
8. 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, 2025 in order to be eligible for the title of the North Carolina Watermelon Queen.
10. If chosen as the 2025 Watermelon Queen, she will compete in the National Watermelon Association Pageant to represent NCWA.

Scholarship & Expenses

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

- North Carolina Watermelon Queen Scholarship: \$10,000.00
 - *\$1,500 given at crowning*
 - *\$500 each month of the reign (March 2025 to March 2026)*
 - *Balance when giving up her crown at the NCWA Convention*
- Adam Brent Jackson Memorial Scholarship of \$500
- Mileage paid at the current IRS rate per mile for related travel. The NCWA pays other expenses incurred while on tour.
- Scholarship Pageant: 1st Runner-up, \$600.00 / 2nd Runner-up, \$300.00

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

1. For a one-year term, take on the role of public relations and social media ambassador for the NCWA, with a range of responsibilities. (NC Watermelon Queen reign begins upon Crowning - March 2025 to March 2026)
2. Attend events and travel across the state of NC and the continental US. Events may include media appearances, festivals, conventions, trade shows, in-store demos, farmers markets, agriculture industry meetings, farm and agribusiness tours.
3. Perform media interviews and be photographed for articles, signage, and other promotional materials.
4. Send thank you letters via mail to express appreciation for all gifts and opportunities given to the Queen.
5. Become extremely knowledgeable about the life cycle of a watermelon, watermelon facts, how to pick a ripe watermelon and be able to easily answer consumer-related questions.
6. To ensure a professional atmosphere, no cell phone usage and the presence of family members are to be avoided during official promotions. Unless previously authorized, the Queen is not permitted to stay with family or friends during tours events in place of the Promotions Coordinator.
7. If chosen, applicant must attend the following events: National Promotion Board Media Training, National Watermelon Association Annual Convention/North Carolina Watermelon Convention, select NC Watermelon Festivals and Marine Corp. Marathon

The North Carolina Watermelon Queen's reign, tour, and internship are managed by the NCWA Promotions Coordinator and the NCWA. For procedures and questions related to the pageant, the Queen, or the tour, contact Sharon Rogers. The winner of the North Carolina Watermelon Queen title must sign a contract with the NCWA and comply with all promotions and events as set up during her reign by the NCWA Promotions Coordinator. NCWA reserves the following rights:

- The North Carolina Watermelon Queen will represent only the NCWA for a year 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 watermelon events.)*
- Dress code to include properly fitted 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.
- The NCWA reserves the right to ask for the Queen's resignation based on recommendations from the Promotions Coordinator and the Board of Directors.

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

Contestant signature: _____

Internship Experience - Enhancing Knowledge of the Watermelon and Produce Industry

Alongside participating in promotional events as the NC Watermelon Queen, the NC Watermelon Association is excited to offer external learning experiences. These will enhance your understanding of the watermelon and produce industry. We want the Queen to have an immersive experience and learn as much as possible about the industry. Throughout the year, the NCWA Promotions Coordinator will help schedule shadowing days for the Queen to observe various areas of agriculture related to watermelon and the produce industry. *Here are some examples: Crop protection sales ▪ Seed sales ▪ Plant production ▪ Transplanting ▪ Variety trials ▪ Produce packaging ▪ Watermelon broker ▪ Field maintenance ▪ Marketing/Sales ▪ Food Safety ▪ Harvesting ▪ Distribution ▪ Retail*

*****As part of the NCWA internship, you will maintain and create content for the NCWA social media accounts.***

Example Promotion/Internship Schedule - Expect travel to be a regular requirement throughout the year. View our social media pages for promotional event examples and schedules.

(Facebook – NC Watermelon Association & Instagram – nc_watermelon)

2025

March – June = 1 to 2 days/week ▪ July – August = 3 to 5 days/week ▪ September – December = 4 to 6 days/month

2026

January – March = as needed

2025 NC Watermelon Queen Scholarship Pageant Scoring Guidelines

Speech 35% ▪ Interview 35% ▪ Social Media Post 10% ▪ Promotion Wear 10% ▪ Evening Gown 10%

Social Media Post 10%

- Utilize the format of your choice. Social Media is very important to NCWA promotions and if selected as the 2025 Queen/Intern you will be responsible for NCWA social media content.
- Promote watermelon in the post
- Submit the post to Sharon ncwatermelonqueen@gmail.com by **FEBRUARY 1, 2025**

Speech 35%

Each contestant will present a two-three minute (not to exceed three minutes) timed personalized speech to convention attendees. Topic should be watermelon related and include why you would like to be the NC Watermelon Queen. Plus on stage impromptu question to be asked during the promotion wear competition.

Interview 35%

Each contestant will have an individual interview with the judges and auditor. 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/Intern.

Promotion Wear Outfit 10%

You may choose one of the following categories of promotion wear.

- Congressional visit - professional dress, business suite or pantsuit with appropriate footwear and accessories.
- Retail In-Store Promotion - dress, skirt, slacks, blouse, tops or pantsuits. (No blue jeans allowed).

Evening Gown 10%

The evening gown portion of the contest will be held at the Saturday evening banquet. The 2025 NCWA Watermelon Queen will be crowned at the Banquet.

2025 North Carolina Watermelon Queen Scholarship Pageant Preliminary Schedule

Saturday, February 1, 2025

- APPLICATION, RESUME, SOCIAL MEDIA POST, PHOTO HEADSHOT & 2 LETTERS OF REFERENCE DUE TO NCWA PROMOTIONS COORDINATOR – SHARON ROGERS

Friday, March 7, 2025

- Contestants will arrive Friday afternoon by 3:00 p.m. to the Holiday Inn Resort, Wrightsville Beach, NC. Address: 1706 N Lumina Avenue – Wrightsville Beach, NC 28480
- All contestants and 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 evening and the opportunity for socializing with all convention attendees.

Saturday, March 8, 2025

- 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.
- Judges interview: Each contestant will have an individual timed (7-minute) interview with the judges and auditor.
- Lunch and Promotion wear: Promotion wear competition and individual on stage question will be held during lunch. You may choose one of the following categories of promotion wear: *Congressional visit or Retail In-Store Promotion*
- Seed spit: Each contestant will take part in a seed spit contest. This is a fun event and an opportunity to compete 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 for bidders to view.
- Banquet: The evening gown portion of the contest will be held at the Banquet. The 2025 NCWA Watermelon Queen will be crowned at the Banquet.

Sunday, March 9, 2025

- The newly crowned 2025 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/pnzTGQHRfaEg1HpV6> Application and accompanying materials may also be mailed or emailed to the NCWA Promotions Coordinator by **February 1, 2025**. You will be notified upon acceptance as a 2025 North Carolina Watermelon Queen Scholarship Pageant Contestant.

The NC Watermelon Association will provide contestants:

- Contestant and two parents/guardians (*immediate family only*) will receive complimentary registrations to the North Carolina Watermelon Association 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 contact Sharon Rogers, NCWA Promotions Coordinator at email: ncwatermelonqueen@gmail.com or phone/text: 336-583-9630

2025 North Carolina Watermelon Queen Scholarship Pageant Application

Application may also be completed as a Google Form

<https://forms.gle/pnzTGQHRfaEg1HpV6>

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

CONTESTANT MUST SUBMIT the following by FEBRUARY 1, 2025:

- 1. Application**
- 2. Resume**
- 3. Photo headshot (Electronic headshot preferred)**
- 4. Social media post promoting watermelon**
- 5. 2 Letters of Reference**

Via Google Form, Email or Mail to:

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