



2021 North Carolina Watermelon Queen Scholarship Virtual Pageant Letter of Intent

Dear Contestant:

Thank you for your interest in the 2021 North Carolina Watermelon Association Virtual Scholarship Pageant. We are all aware of the uncertainties currently facing our nation with the COVID 19 pandemic but the NC Watermelon Association recognizes the importance of having a positive voice to promote watermelon. 2020 brought us our first "virtual queen" and she was exceptional at promoting watermelon in many nontraditional ways. So 2020 taught us the watermelon story is important and impactful no matter how we share the message.

Our goal is to hold the 2021 Virtual Pageant during the month of March 2021 with the exact date to be determined based on availability of all contestants. As you review the requirements for the NC Watermelon Queen and the guidelines for the virtual pageant please feel free to contact me with any questions. I look forward to working with you.

Sharon Rogers

NCWA Promotions Coordinator

336.583.9630 or email: ncwatermelonqueen@gmail.com

Requirements to participate in the virtual pageant:

- The contestant must be between the age of 19 and 24 on April 1, 2021 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 and its members.
- The contestant will not use a cell phone and text message during promotion. She also must control all photos and negative content appearing on her Facebook, Twitter, Instagram or other social media. The North Carolina Watermelon Association reserves the right to require the current Queen to remove inappropriate material from her social media.
- The contestant must be in good health and able to travel without motion sickness.
- The contestant should not be under contract or agreement of any kind as of April 1, 2021 in order to be eligible for the title of the North Carolina Watermelon Queen.
- A Pageant selection committee will choose up to eight contestants from the applications received.
- The 2021 Pageant will be help via Zoom (see virtual pageant guidelines)

- If chosen as the 2021 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.

Requirements for the North Carolina Watermelon Queen:

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 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.

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

- Serve as the **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 job.
- Reign as North Carolina Watermelon Queen begins upon Crowning.
- The following events/activities are mandatory for the 2021 NC Watermelon Queen (if these events are not cancelled due to pandemic):
 - 1. National Promotion Board Media Training**
 - 2. National Watermelon Association Annual Convention/North Carolina Watermelon Association Convention**
 - 3. Marine Corp. Marathon, Washington, DC**
 - 4. All NC Watermelon Festivals & NCDA Farmers Markets Watermelon Days**
 - 5. Produce a weekly watermelon promotional videos for the NC Watermelon Association social media**

(If the NCWA Queen does not attend/complete each of these events/activities 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.)

- Media appearances, festivals, conventions, trade shows, in-store demos, parades.
- Meeting government officials, TV personalities, civic groups, media and most importantly, the general public and interacting with farmers and growers.
- Performing radio and press interviews as well as being photographed for print feature articles.
- Appearance schedule will include travel across the state of North Carolina and limited travel within the continental United States (if allowed under current health & safety guidelines).
- Crown and banner are to be worn as required or requested.
- All sponsors and hosts are equally important and will be treated with respect. 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.

- 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.
- 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.

Qualities of the North Carolina Watermelon Queen:

- 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%.

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.
- 1st Runner-up, \$500.00
- 2nd Runner-up, \$250.00
- The young woman chosen will be paid an \$85.00 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.

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

Contestant signature: _____

