



2027 North Carolina Watermelon Queen Scholarship Pageant & Internship Information

Thank you for your interest in the North Carolina Watermelon Association Queen Scholarship Pageant & Internship. The pageant is held during the North Carolina Watermelon Association Convention, **February 12–14, 2027, at the Holiday Inn Resort in Wrightsville Beach, NC.**

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

The North Carolina Watermelon Association (NCWA) promotes and protects the state's watermelon industry from cultivation to consumption. Its public ambassador, the NC Watermelon Queen, must be passionate about agriculture, communicate effectively with diverse audiences, and demonstrate maturity, sound judgment, adaptability, and dedication. The role requires stamina for long hours, high temperatures, and sometimes challenging conditions. *Photo: 2026 NC Watermelon Queen – Miss Lilah Byrum*



Scholarship & Expenses:

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

- 2027 North Carolina Watermelon Queen Scholarship: \$10,000.00
 - \$1,500 given at crowning.
 - \$500 each month of the reign (February 2027 to February 2028)
 - Balance when giving up her crown at the 2028 NCWA Convention
- Adam & Joshua Jackson Memorial Scholarship of \$500
- Mileage paid at the current IRS rate per mile for Queen related travel. The NCWA pays position related expenses incurred while on tour.
- Scholarship Pageant: 1st Runner-up, \$600.00 / 2nd Runner-up, \$300.00

Contestants must meet the following requirements:

2. A resident of North Carolina, between the age of 19 and 23 on February 1, 2027.
3. Possess a valid N.C. driver's license and be able to drive to events if necessary.
4. Be in good health and able to travel without issues.
5. 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.
6. Never been convicted of a crime and does not have criminal charges pending.
7. 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.
8. Affirm she does not use or abuse drugs or alcohol.
9. Avoid improprieties which will reflect negatively on her, the NCWA, its Board of Directors and its members.
10. Not under contract or agreement of any kind February 15, 2027, to March 1, 2028, to be eligible for the title of the North Carolina Watermelon Queen.
11. The 2027 NC Watermelon Queen will compete in the National Watermelon Association Pageant to represent NCWA.

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's reign begins upon Crowning - February 2027 to February 2028)
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, farm 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 tour events in place of the Promotions Coordinator.
7. If selected, the Queen is required to attend all events organized by the NCWA during her tenure.

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. NCWA events should be her top priority.)*
- Dress code includes 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
2027 NC Watermelon Queen**

Contestant signature: _____

Internship Experience & Social Media:

1. The NC Watermelon Queen is responsible for generating content for the NCWA social media platforms. This content may encompass event recaps, seasonal or holiday posts, contests, watermelon facts, and recipes, as well as promotional videos. Social media maintenance and postings will be required throughout the entire year, not just during watermelon season. (*Facebook – NC Watermelon Association & Instagram – nc_watermelon*)
2. NCWA provides external learning experiences intended to increase the Queen's knowledge of the watermelon and produce industry. The program offers an opportunity for the Queen to gain a comprehensive understanding of the industry. Throughout the year, the NCWA Promotions Coordinator will arrange activities for the Queen to observe various agricultural sectors connected to watermelon and produce.

Example Queen Schedule:

Expect travel to be a regular requirement throughout the year. View our social media pages for example promotional events and schedules. (*Facebook – NC Watermelon Association & Instagram – nc_watermelon*)

2027

February – April = 4 to 6 days/month

May – June = 2 to 3 days/week

July – August = 3 to 5 days/week

September – December = 4 to 6 days/month

2028

January & February = conventions and as needed for promotions

2027 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 important to NCWA promotions and the 2027 Queen/Intern will be responsible for NCWA social media content.
- Promote watermelon in the post.
- Submit the post to Sharon ncwatermelonqueen@gmail.com by January 15, 2027

Speech 35%

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, an on-stage impromptu question will be asked during the promotion wear competition.

Interview 35%

An individual interview with the judges. 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%

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 is held at the Saturday evening banquet. The 2027 NCWA Watermelon Queen is crowned at the Banquet.

2027 North Carolina Watermelon Queen Scholarship Pageant Preliminary Schedule

Friday, JANUARY 15, 2027

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

Friday, February 12, 2027

- Contestants will arrive on Friday afternoon by 2:00 pm at 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” at 2:30 pm with the NCWA Promotions Coordinator, current Queen, and members of the NCWA Board of Directors to review the requirements of the Queen position.
- 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, February 13, 2027

- Speech competition: 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: Individual timed (7-minute) interview with the judges.
- Lunch and Promotion wear: Promotion wear competition and individual on-stage question is held during lunch. Choose one of the following categories of promotion wear: *Congressional visit or Retail In-Store Promotion*
- Seed spit contest: This is a fun event and an opportunity to compete for the “seed spit” title.
- Live Auction fundraiser for the NCWA: Each contestant has a special role in helping to display the items for bidders to view.
- Banquet: The evening gown portion of the contest is held at the Banquet. The 2027 NCWA Watermelon Queen is crowned at the Banquet.

Sunday, February 14, 2027

- The newly crowned 2027 North Carolina Watermelon Queen will meet the NCWA Board of Directors. After the 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 – [Click here to access Google Form](#)

Application and accompanying materials may also be mailed or emailed to the NCWA Promotions Coordinator by **January 15, 2027**. You will be notified upon acceptance as a 2027 North Carolina Watermelon Queen Scholarship Pageant Contestant.

The NC Watermelon Association will provide each contestant:

- 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.

2027 North Carolina Watermelon Queen Scholarship Pageant Application

Application may also be completed as a Google Form – [Click here to access form](https://forms.gle/Gmh4oUmdQWgUhL7t9)
<https://forms.gle/Gmh4oUmdQWgUhL7t9>

Name:	
Address:	
Date of Birth:	Age:
Phone:	
Email:	
Health insurance/provider:	
Are you medically able to manage 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:	
Add space as needed for answering the following questions	
Hobbies & Other interests:	
Honors & Awards:	
Future Plans:	
Give a brief description: Why would you 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 January 15, 2027:

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