

MAR-DEL WATERMELON QUEEN & TOUR GUIDELINES

A) SCHOLARSHIPS: Contestants entered in the Mar-Del Watermelon Queen pageant will be eligible for minimum scholarships of:

Cash prize night of contest- \$1250

Cash prize -\$500

Queen - \$1500.00 – Scholarship given at Conclusion of reign.

Wardrobe Allowance- \$1000.00 after Mar-Del before Nationals

This is the minimum; the actual monies awarded may be higher.

This is a paid position

B) REQUIREMENTS: Contestants for Mar-Del Watermelon Queen shall meet the following guidelines:

- 1) **When competing for “Nationals” must be at least 19 and no more than 24 years of age by April 1, of the year of national competition.**
- 2) **Candidates for Mar-Del Watermelon Queen shall be single, never before married, never having had a marriage annulled, never before pregnant, and without children.**
- 3) **She affirms that she has never posed nude or semi-nude for any film, publication, or photographer.**
- 4) **She affirms that she does not use or abuse drugs and alcohol.**
- 5) **She will avoid improprieties which will reflect negatively on MDWA.**
- 6) **She is in good health and good moral character.**
- 7) **She must compete for National Title following year.**

Competition

1. **Written Segment : A written segment consists of an impromptu topic chosen by the Promotion Coordinator that totals 5 points as a portion of the interview, this will precede personal interviews**
2. **Personal Interviews Each contestant will have a timed 7 minute interview with the judges**
3. **Speech Competition A timed 3 minute personalized speech**
4. **Each contestant will have an impromptu portion following individual speeches. This impromptu segment will consist of one of the following; 1) Question 2) Mock interview 3) Commercialthis segment is approximately 30 seconds**
5. **Evening gown portion of contest will be held at annual banquet.**

6. Upon entering competition, Mar-Del queen contestants must sign an application form/contract. Mar-Del Queen must also comply with all promotions/events as set up during her year's reign by the Coordinator and/or Queen Committee. MDWA reserves the following rights:

- (a) The Mar-Del Queen will represent only the Mar-Del Watermelon Association for a year or until the new queen is selected, and will have no other activities that will interfere with her representation of NWA during her reign.
- (b) In the event the Mar-Del Queen is unable to complete her year's reign for any reason, the Mar-Del Queen will return all monies, gifts, prizes, etc received as Mar-Del Queen.
- (c) Mar-Del Queen must be available by phone at all times.
- (d) Mar-Del Queen **MUST** be available for ALL scheduled promotions during reign
- (e) The runner-up must be ready to assume duties of Queen in the event of double booking, or other unforeseen events
- (f) Crown and banner are to be worn as requested.
- (g) Dress code to include skirts, sweaters, tops, blouses, dress slacks, dresses, suits and evening wear of a conservative nature.

C) QUALITIES.

- 1) The Mar-Del 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 fields, a celebrity, or a housewife.
 - 2) Exhibit outstanding personality
 - 3) Willingness to do as requested – whether helping prepare product for demos, carrying items, including luggage, or meeting dignitaries, consumers, or media
 - 4) Willingness to fit her schedule to tour & coordinator's schedule, not expect MDWA's schedule to fit her
 - 5) Stamina – ability & eagerness to handle long hours & difficult situations required
 - 6) Promptness & neatness
 - 7) Availability at a moment's notice for all scheduled promotions
- Mar-Del Watermelon Queen responsibilities/duties shall include,

D) RESPONSIBILITIES:
but not limited to:

- 1) This is a **paid job as a public relations ambassador** for the Mar-Del Watermelon Association as an industry representative with varying duties, for the term of Mar-Del Queen's reign. This job will provide some wonderful opportunities and experiences; however, the duties of this job must be taken seriously at all times as it is an important responsibility. The job will cover such areas as:
 - a) Media appearances, festivals, conventions, trade shows, in-store demos, parades, nursing homes, hospitals, and others

- b) meeting government officials, personalities, civic groups, media and most importantly – the general public ... our consumers
 - c) experiences will include television & radio appearances & press interviews, being photographed for articles & news features
 - d) appearance schedule will likely include travel all over the Maryland and Delaware possibly other states or foreign markets
- 2) Mar-Del Queen must have an exhibit:
 - a) patience
 - b) sympathy
 - c) consideration – for consumers & others, as well as coordinator/chaperone, host & sponsors
 - d) willingness to do as directed by coordinator/chaperone
 - e) stamina & ability to handle different/difficult situations, long hours & consumers
 - f) physical stamina to handle own luggage & carry-on & product when needed (such as at hotels/airports with no bellman/skycaps, or no one to help set up or prepare demos or promotions)
 - g) adaptability & willingness to adjust schedule to fit tour schedule, sponsor's and coordinator schedules
 - h) maturity, common sense, and sense of humor
 - 3) Physical stamina, adaptability, maturity & common sense required when traveling, by auto and/or flying and sometimes under difficult situations, throughout the country to maintain an appearance schedule which allows no more than a few days at home in a month's time, including weekends, at times staying on the road 2-3 weeks without going home or seeing family, friends, or boy friend, etc. "Required of National Queen"
 - 4) Outstanding communication skills, adaptability & the ability to cheerfully do her job in many different situations – whether preparing a product, setting up display or appearing "on camera", ability to relate to the public – whether famous persons or housewives, children, CEO's or media
 - 5) Willingness to give 110% of herself as the Mar-Del Watermelon Queen
 - 6) Mar-Del Queen will be given product info & suggested media interview questions, as well as a copy of previous year's and current year's press kits. Queen is expected to learn this info as well as any other info given to her during reign/tour by coordinator or any other MDWA members. Should there be anything in any one of the info given Queen she does not understand or has questions about, Queen is to so advise coordinator and ask for clarification.
 - 7) Mar-Del Queen must be available by phone at all times
 - 8) Mar-Del Queen MUST be available for ALL scheduled promotions during reign
 - 9) All sponsors & hosts are equally important and will be treated with respect & consideration. Thank you notes will be sent by Queen with names & addresses furnished by coordinator upon completion of each tour visit.

- 10) Queen will share responsibility with coordinator of obtaining names & addresses of all sponsors, hosts, members and others who will need thank you notes sent to them for tour promotions or gifts, etc received by Queen during year's reign
- 11) Mar-Del Queen will set an "enthusiastic" example and be a leader for state queens, especially when at a promotion with one or more state queens in attendance, making each and every state queen feel welcome and a part of our "watermelon family".
- 12) Crown * banner are to be worn as requested
- 13) Mar-Del Queen will adhere to dress code as requested by coordinator:
 - a) Suits, tops, blouses, dress slacks, dresses, skirts and evening wear of a conservative nature
- 14) **The young woman chosen will be hired by the Mar-Del Watermelon Association as a public relations industry representative for the term of one year. While this position will provide some wonderful opportunities & experiences, it is also an important responsibility --- a JOB not to be taken lightly.**

E) TOUR:

- 1) In case of double bookings a Mar-Del Queen for tour, sickness, or other unavoidable reasons, with Mar-Del coordinator being advised prior to tour scheduling, then 1st or 2nd runner-up may be substituted to fulfill tour schedule.
- 2) *No family or boyfriends will be allowed to accompany the Mar-Del Queen on tour, nor is the Mar-Del Queen allowed to stay with family or friends on tour in lieu of accompanying or staying with coordinator/chaperone as scheduled.*

The Mar-Del Watermelon Queen, her reign, and Mar-Del Watermelon Queen Tour is coordinated and directed by the Mar-Del Promotion Coordinator, Queen Committee Chairperson, and Queen Committee. They will handle specific procedures and questions regarding the queen pageant, reign, tour, etc. of Mar-Del Queen.

MDWA reserves the right to ask for the resignation of the reigning National Watermelon Queen upon recommendation from the Mar-Del Promotion Coordinator and the Mar-Del Watermelon Queen Committee.

I have read the MDWA Guidelines and Responsibilities, and I, as the crowned Mar-Del Watermelon Queen agree to abide by ALL the guidelines, rules, regulations, and responsibilities set forth by the Mar-Del Watermelon Association, its officers, Mar-Del Watermelon Queen Committee, its chairperson, and Mar-Del Watermelon Promotion Coordinator.

Signature/Date of Mar-Del Queen Contestant

Signature/Date of Parent/Guardian