**Pageant Competition Guidelines**

Contestants, parents and families: Please, understand that by choosing to compete for London Strawberry Royalty, you are choosing to become a very visible and active representative of the London Strawberry Festival. As such LSF & LSF Royalty Guidelines are not open for debate. Please, read the contracts carefully prior to competition. You will be visiting numerous other festival and events all year.

Parents: We understand that this is a special time for you and your son/daughter so you will be driving, traveling with him/her and participating in many events as her chaperone. However, please, understand that if your daughter makes court, regardless of her age, she will be doing some events without you so that she may bond with other court members.

**Participating in the London Strawberry Royalty program is an optional activity. If you choose to compete and are selected as a royalty, you need to be committed to the program and follow all rules and expectations.**

1. Must be Madison Co. Resident, attend a Madison Co. School or one of these neighboring counties: Union, Franklin, Pickaway, Fayette, Greene, Clark, Champaign. Contestants will compete in the age division according to their age on June 1 of the current year. Those with split custody between parents must be able to show proof of school enrollment/residency within eligibility area.

2. Mr/Miss Shortcake is 4 years old. There will be one winner. No contestant will be moved to another age division.

3. Little Miss 5-7 yrs.       Young Miss 8-10 yrs.       Jr. Miss 11-13 yrs.       Queen 14-18 yrs.

The London Strawberry Festival reserves the right to adjust age categories depending on participation. If less than 3 girls enter a category, the oldest contestant(s) from the next younger category may be moved up to compete in the older category to complete the court.

4. Contestants for Shortcake, Little Miss, Young Miss, Jr. Miss, & Queen must attend the contestants' photos followed by the mandatory meeting with at least one parent/legal guardian (no other adult is acceptable) prior to competition. Contestants must agree to the Royalty contract. Parents/legal guardian must agree to the parents and royalty contracts before a contestant may participate in the pageant. The contracts may be found at [www.londonstrawberryfestival.com](http://www.londonstrawberryfestival.com) under the royalty tab. Hover over Royalty then click on Queen’s Pageant from the drop down. If you are unable to comply with the royalty & parent contract guidelines and attend the New Royalty meeting and training dates for any reason, please, wait to compete another time.

5. Contestants must be able to communicate fluently in English without the aid of an interpreter.

6. Contestants are required to participate in stage practice Thursday morning prior to judging. Failure to participate will result in disqualification.

7. Contestants, including shortcake, cannot hold any other festival queen or attendant title at the time of the contest or compete for another festival during the year of reign.

8. Girls must be single, never married or living with an unrelated partner, and never had children.

9. Contestants must never have been convicted of illegal activity or expelled from school.

10. All contestants will be assigned a number by the Pageant Committee.

11. Winners are selected by a point system. Participants may receive a copy of their scores 2 weeks after the competition by providing a SASE and 50¢ for copies.

12. Judging is based on poise, appearance and personality.

13. Judges’ decisions are final.

14. Judges are selected from out of county.

15. Contestants are required to follow directions of pageant directors.

16. Contestants and those associated with the contestant are required to show respect to all pageant directors, volunteers and fellow contestants.

17. Contestants and those associated with the contestant will exhibit good sportsmanship throughout and after the pageant and crowning. Poor sportsmanship at any time is cause for disqualification or, if selected as royalty, immediate removal of title. Those selected as court must be able to maintain composure, even if disappointed, and remain on stage for remainder of coronation, photos, and winners meeting. Those who cannot maintain composure & accept position will be required to immediately relinquish title.

18. Shortcake, Little & Young contestants must be checked in & present in the stage area by 6:45PM. Jr & Miss Contestants must be checked in & present in the stage area by 7:30PM. We will move as quickly as possible through age divisions.

19. NO dressing rooms are available. Contestants must be fully dressed upon arrival.

20. Contestants in the Shortcake, Little Miss, and Young Miss divisions may compete in a long or short formal. Be aware that stage is elevated. Competition will be on stage only. If selected as royalty, a floor length gown will be required (needed by July 3) for appearances.

21. Contestants in the jr. miss and queen divisions will compete in a private interview and on stage. Interviews on Wednesday require professional interview attire. Stage competition on Thursday requires a full-length gown (nothing see through, no splits more than 3 inches above the knee, bare midriffs or plunging necklines).

22. Interview times will be assigned during the mandatory contestant meeting.

23. Hair and make-up must be age appropriate and natural.

24. No visible tattoos, no piercings other than on ears & cannot be excessive as determined by judges.

25. Stage scoring will be based on overall appearance, stage presence, and speaking ability. Interview scoring will be based on overall appearance, personal presence, speaking ability and community involvement.

26. Entry fees may only be paid by certified check or money order, made payable to the London Strawberry Festival Royalty or cash app transaction at time of meeting check in. **No personal checks or cash will be accepted.**

27. No refunds will be issued for any reason after the contestant meeting.

28. Contestants and parents must be aware that if selected as royalty, you will have a very busy year of meetings, travel, appearances, and other activities. Carefully read the contracts **prior** to competition.

29. Those selected as Strawberry royalty must be willing & able to travel.

30. Those selected as royalty along with a parent/legal guardian must remain for a brief meeting at the end of the evening’s competition and attend the **mandatory meeting on** **Tuesday, June 25** immediately following the festival. There will be a **mandatory training and family event on Sunday, June 30.** If you cannot attend these meeting and training dates, please, wait for another year to compete. Additional mandatory training and events will be held throughout the year. Late arrival or leaving early from mandatory events is not acceptable.

31. Those selected as royalty and a parent/legal guardian will be required to participate fundraisers, service projects, in various meetings/events held in Madison County and other events throughout the state. Attendance during the entire 2025 London Strawberry Festival, June 19-21, is required. Participation in any other festival pageant is not permitted until your reign ends after the 2025 London Strawberry Festival.

REMEMBER the pageant is a fun and exciting event! Focus on the fun – your participation in the pageant alone in a HUGE accomplishment! Not everyone can get on stage.