

Miss California HeartShine STATE PAGEANT

Sacramento,
CA

February 18-20th, 2022
Friday not required

Contestant Packet



© HeartShine 2022



OUR BIGGEST STATE PAGEANT EVER.



Dearest friend,

Congratulations on taking your first steps to attend our biggest, brightest HeartShine State pageant event ever! There is so much excitement in store for you at our tenth-year celebration, and we are excited to welcome YOU to be a part of the fun.

The HeartShine nationwide team has reimagined our entire HeartShine State pageant weekend and state scholarship award packages. Along with all the beloved annual state weekend favorites like the Think Pink Pajama Party and the Royal Sisterhood Dinner, new surprises await you around every corner at this year's **MISS CALIFORNIA HEARTSHINE STATE PAGEANT**, Presidents Day weekend 2022 in **SACRAMENTO, CA.**

We can't wait to see you Shine at State!

MISS CALIFORNIA HEARTSHINE 2022



From HeartShine's new youtube pageant coaching and confidence-building initiatives, new media attention and focus, and more hands-on attention than ever before - joining HeartShine has never been easier - or more fun!

Here's what you need to know - State pageant contestant fees accompany a HeartShine City-queen title you can use *right away* to represent your hometown or region. Included in this package is a real satin embroidered sash with YOUR unique title on the banner as well as a beautiful crown. You can use these HeartShine City queen/titleholder awards to announce your candidacy for the HeartShine State State Pageant on social media, raise community support through program book ad sales, garner news outlet coverage, and even start representing HeartShine by attending community service events starting immediately! We're proud to be one of the most active community service organizations in California and we're excited for you to join in the fun of gaining self-confidence and rewards through service!

We are excited to support each contestant to ensure they get the most out of our biggest celebration ever. If needed, please contact us today to set up a payment plan or sponsorship goals as soon as possible. We can't wait for you to Let YOUR Heart Shine Bright at Miss California HeartShine 10 Year Celebration!

INNER- BEAUTY

A PAGEANT LIKE NO OTHER

HeartShine is for all-ages, a progressive, body-positive pageant system, based on service and positive sisterhood! Our goal is to be the most beginner-friendly pageant you could ever hope for while, at the same time, providing the most opportunity and prestige for our Queens, Titleholders and Alumni.

Get ready to have a whole bunch of fun and grow in confidence and leadership as you head into and all throughout State Pageant weekend and beyond - this pageant is FUN and all about YOU! HeartShine's innovative scoring criteria, along with our focus on opportunity and rewarding personal achievement, results in our strong community service focus that guides all our decisions as a pageant system and HeartShine Team Royalty. HeartShine is also a certifying organization for the Presidential Volunteer Service Award!



MENTORSHIP PROGRAM

NEW THIS YEAR!

HeartShine has a ten-year legacy of inspirational queens, kings, and state-level titleholders that culminate into our award-winning HeartShine Team Royalty. Partners, community leaders, mentors and fellow titleholders, through their shared belief in the HeartShine mission has allowed HeartShine to grow into the program it is today.

For our 10th Anniversary, we are launching a new component of HeartShine, the HeartShine Mentorship Program.

There are many opportunities to volunteer during State pageant weekend and virtually in the months leading up to State pageant weekend (Feb. 2022). Additionally, we have reserved the following positions specifically for HeartShine alumni:

- two(2) qualified Optional Preliminary Judges
- four(4) backstage helpers
- one(1) qualified finale judge
- two(2) Optional Early Bird Check-in helpers (evening on Friday)
- six(6) finale Hosts/Hostesses (Sunday)

There are also unlimited ways to get involved in this year's state pageant as an alumni or HeartShine community advocate online. Email today to get your HeartShine Mentorship card: heartshinepageants@gmail.com

SCHOLARSHIP PROGRAM

HELPING OUR TITLEHOLDERS SOAR

Every HeartShine California State Queen/Ambassador and National Queen/Ambassador has the unlimited opportunity to earn cash scholarships and rewards through a successful reign of HeartShine pride. HeartShine does not require exclusivity or a large amount of service or volunteer hours, however we do reward them!



PLATFORMS

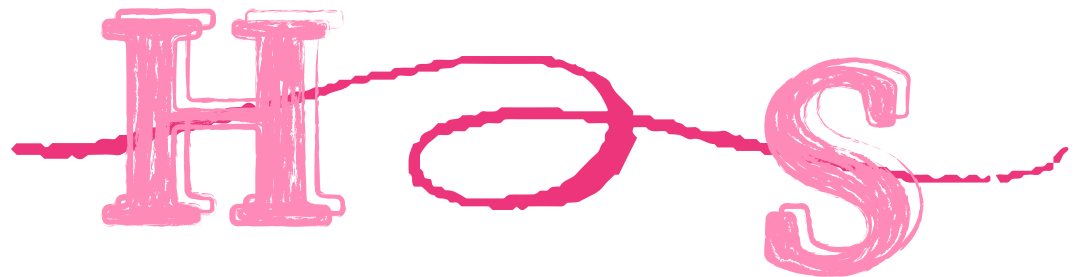
TURN YOUR PASSION INTO MEANINGFUL COMMUNITY SERVICE

Volunteerism and/or community service has always been a central tenet of the HeartShine organization. A pageant platform is an integral part of your journey as a Miss California HeartShine hopeful if you are competing in an adult age category. Although age divisions of Miss and up are required to have a platform by the time our state pageant commences, anyone at any age can champion a project or cause that is near and dear to them personally. Your chosen platform certainly does not lock you into a single project; there are so many opportunities and exciting adventures ahead for you depending on your schedule, your time, and your interests!

A YEAR OF POSSIBILITIES

SISTERHOOD. SERVICE. OPPORTUNITY.

Every HeartShine titleholder has the opportunity to celebrate their reign in their local community as well as through group events and Team HeartShine Royalty events! This includes but are not limited to local and national charity organizations, our founding cause-The American Heart Association, LLS, Relay for Life, Special Olympics, holiday toy drives, senior care, animal causes, veterans and special charity work throughout the year. Popular events such a local fairs and festivals, parades, HeartWalk and community events abound and offer service and appearance opportunity throughout your entire reign!



HEARTSHINE STATE 2022 QUICK REMINDERS

CHECKLIST



- ✓ RSVP to hold a spot ASAP!
- ✓ Submit your Entry Form
- ✓ Submit your Contestant Headshot
- ✓ Submit your Signature Form (online link)
- ✓ Submit Fees OR Create a Payment/Sponsorship Plan that Works for Your Family

What will YOU do in 2022?

SPACE IS LIMITED

**RSVP BY SENDING YOUR NAME & INFO TO:
HEARTSHINE.NET
HEARTSHINEPAGEANTS@GMAIL.COM**



HEARTSHINE
2022 STATE

HOST HOTEL

H I L T O N A R D E N W E S T

 SACRAMENTO, CA

HEARTSHINE'S
ROOMBLOCK
CODE

 **HSF**



2200 Harvard St
Sacramento, CA

This stylish hotel is in a convenient location in central Northern California, found the center of the Point West Business District, Sacramento. Enjoy their new amenities including breakfast, lunch, dinner at the Harvard Grille, or enjoy drinks and light eating at the Cameo Lounge. HeartShine's annual State pageant always dazzles in their grand ballroom for finale and more!

HeartShine's Miss California HeartShine Grand Finale on Sunday Evening utilizes Hilton's largest possible event room set-up, **5,724sq. ft.**, as well as many of its modern event room spaces throughout pageant weekend.

Discounted room rate spaces for HeartShine state contestants will sell out EARLY - so send your contestant deposit and contestant fees now to unlock the rate and reserve your room in our block!





Miss California HeartShine 2022

Tentative Schedule

USE FOR PLANNING PURPOSES ONLY, SCHEDULE SUBJECT TO CHANGE

Friday 2/19/2022

No Friday
Events are
Required

2:00pm - Pageant Pre-Registration (Host Hotel)

5:00pm - Royal Sisterhood Dinner (Host Hotel)

9pm PST *Virtual* Announcement of our Cutest HeartShine Pet Contest and the 2022 Miss California HeartShine Contestant Reveal

Saturday 2/20/2022

Early Morning - Pageant Registration (Host Hotel)

Mid-Morning - Required Welcome Session for all State Contestants at host hotel

Approximately Noon - Required Rehearsal for Media Interviews & HeartShine's Mission Statement

All Afternoon - Media Promo Day & Talent/Modeling Preliminary Show for
Community and Media Coverage and Achievement Awards

7pm - THINK PINK PJ PARTY (private event)

Sunday 2/21/2022 (All Events at the Host Hotel)

Morning - Yoga Mindfulness Session in the Grand Ballroom

10am to 3pm - Alternating Interview Competition and Opening
Number Rehearsal by Age Division

5pm - Ballroom Opens for Finale Pre-Show and Photo Booth

6:00pm - MISS CALIFORNIA HEARTSHINE 2022

Grand Finale Show also Livestreamed.

Limited VIP Tickets to Live In-Person GRAND FINALE Show Available



REQUIRED COMPETITIONS

At-A-Glance Guide the 5 Required Areas of Competition for all HeartShine California State Contestants



5%

DONATION DRIVE

Get into the spirit of community service right away at HeartShine's state pageant weekend! When you register (either Friday evening for Pre-Pageant Registration or Saturday Pageant Registration), please bring at least one item from the following list: (1) a new stuffed animal donation, (2) a new children's book or young adult novel, and/or (3) a donation of \$20 or more for the cause.

ONLY ONE ITEM (OR DONATION) IS REQUIRED IN ORDER FOR A CONTESTANT TO RECEIVE FULL CREDIT FOR THIS ALL-OR-NOTHING SCORE. So no stress! Some contestants are traveling from far away and can only bring one or two items, while others may bring more. Donations are collected throughout the check-in process and added to a large table by an Outgoing State Queen. We appreciate your charitable donations to this important cause of any size!

PERSONAL INTRO

25%

This score is completed during an on-stage portion of live competition during pageant weekend. Please memorize a pre-prepared speech in preparation for the weekend. The poise, stage presence, delivery, authenticity, and the content of your speech are all taken into consideration for scoring. Your speech must include, at minimum, your hometown/region/title/school you're representing, your name, and one 'fun fact' about yourself. Easy! Time Limit 45 seconds, younger age groups can reduce time.



25%

INTERVIEW

Interview accounts for 25% of your overall score because interview skills are an important skillset for a HeartShine Queen or titleholder to have! Within this 25% there are points for your poise, quality of answers, authenticity, and more in this personality-based one-on-one interview with several VIP judges.

*Sweetheart, Pre-Teen, Jr. Teen, and Teen categories will wear this year's 2022 pink HeartShine logo t-shirt and black bottoms (skirt or professional pants). All other divisions will wear a professional interview outfit of their choosing. **More information about Interview is included in Contestant Packet #2!***

20%

FORMAL WEAR



Photo from the following source: GG FORMALS ONLINE SHOP - <https://www.ggformals.com/C/8877/ritzee-girls-ball-gowns.html>

This is your time to Shine in the spotlight, glimmering and gliding across the stage in an elegant gown (or, for Pride/MME divisions, alternative formal attire). Points for Formal Wear take into account poise, posture, smile, eye contact, stage presence, and more. We welcome all styles and encourage you to be uniquely, beautifully YOU!

Here are a few guidelines: Ballgowns should be full-length and well-fitted according to the style the dress calls for. HeartShine is a modest system for those under 18, and mid-drift revealing dresses, plunging necklines, low backs, and slits above the knee are highly discouraged for contestants who are minors. No makeup is allowed for those under 10 (mascara and subtle lip color okay). Pantsuits and other alternative high-formal attire choices are acceptable for those in Ms, Pride, and other MME categories. High-heels might look nice, but at HeartShine they are not required. If you do not feel comfortable walking in heels please don't feel the need to wear them. HeartShine's Formal Wear competition is your time to Shine during the finale show!

ON-STAGE QUESTION

20%

Your "On-Stage Question" is asked on stage during the finale show. As the pageant weekend gets closer, look for a list of possible questions that will be asked (it is released ahead of time to allow you to prepare). Please be cautious, however, your answer should not sound memorized or overly-rehearsed. Younger categories will receive age-appropriate questions while those in the MME categories might receive questions about their passions, goals, platform(s), and other reflection-driven questions. These are non-political questions that don't necessarily have a "right" or "wrong" answer. Quality of your answer (content), poise, mic etiquette, posture, authenticity, and more are all taken into consideration for this section's score.



ATTENDANCE AND PREPAREDNESS SCORE

5%



Don't worry too much about this score! Most get the full 5%! Just remember to have your Interview Paperwork printed and ready with 6 copies by your Interview start time and attend rehearsals. You can always text the directors you have an emergency/illness that happens during pageant weekend; proactive communication may avoid effecting your full 5% for this portion. More info in the next Contestant Packet!

AWARDS & PRIZES

An Overview of Miss California HeartShine 2022 Prize Packages



State-level Pageantry

10 YEARS OF EXCELLENCE

We're excited to announce that Miss California HeartShine was just nominated for Best Prize Package by Pageant Planet magazine!

All State Titleholders including the top 2 overall Optional Winners for each Optional, Cover Models, Congeniality and 2 Spirit Queen titleholders will all become a part of the 2022 MISS CALIFORNIA HEARTSHINE ROYAL COURT and celebrate their state-level awards. Trophies, scholarship opportunities, modeling opportunities, media interviews, appearances, sponsorship packages from our partners, and much more await!

Stay tuned to HeartShine social media to see what new surprises will be revealed for our 10th year celebration!

SPIRIT QUEEN SPONSORSHIP PROGRAM

COMMITMENT TO TRANSPARENT PRICING

Here at HeartShine, we do not require our contestants to sell any amount of program sponsorship, we do not collect additional scholarship fees or hidden donations, and we will not have any "surprise" fees come pageant weekend. Your deposit, along with your \$399 entry fee, is all you need to compete for the title of Miss California HeartShine (your division), receive your representative crown and sash, and join in the fun of our 10th year celebration at State Pageant weekend. Not only that, but so many more surprises and goodies await you as a contestant and even more scholarship and appearance opportunities await our 2022 Royal Court. HeartShine has always been the most accessible pageant with the highest commitment to transparent pricing.

We know that a great titleholder can come from anywhere with any background and our Spirit Queen contest reflects that belief. Contestants may seek sponsors for their goals at Miss California HeartShine 2022. Sponsors will support you by purchasing an advertising space in the pageant program book. The Spirit Queen contest is where they have the opportunity to compete for the prestigious top-earner state prizes and awards! The competitor who has showcased the most dedication to promoting HeartShine in their community via program book support will become the new California State Spirit Queen for 2022. Spirit Queen fundraising requires motivation, record-keeping, organizational skills, and the ability to share what HeartShine's mission is to others. You can begin your journey and earn all or part of your fees to compete and shine at Miss California HeartShine 2022!

**Participation in our Spirit Queen sponsor ad program is not required.



A PAGEANT FOR THE WHOLE FAMILY

SISTERHOOD. SERVICE. OPPORTUNITY.

HeartShine is fun for the whole family! There are dance parties, merchandise store fun, and awesome activities happening throughout pageant weekend. If your whole family plans to attend, get excited! While they are supporting you, they will also have the opportunity to join in some great activities and happenings to let their Heart Shine Bright with you!

High-achieving leaders are often busy with a variety of interests and talents before they join HeartShine. We are as flexible with our titleholders as needed for your schedule and interests! HeartShine titleholders have many opportunities throughout their reign to perform, engage, and celebrate their accomplishments but are never pressured to take on more than what is comfortable for them. School, family, sports, extracurriculars, careers and more all are a part of what make our titleholders well-rounded leaders and incredible rolemodels. We happily work with your busy schedule!

10 OPTIONAL CONTESTS

Participation in Optionals is not required

Optional Contests are a great way to make the most out of your pageant weekend and this year we are offering more than ever before! For our 10th Anniversary - we are providing TEN(10) amazing Optional Contests for you to join! That means more prizes, more stage time, more recognition, and more chances to win than ever before!

Optional competitions are a great way to make the most out of your pageant weekend! Although these extra-contests are not required, "Optionals" are a great way to showcase an interest or skill or try something new! Optionals also increase your chances of earning a state-level Optional Queen titles (i.e. "HeartShine State Talent Winner"). For each of the following ten optionals, an age category winner will be awarded as well as two overall winners, one from the younger age brackets and one from the adults age brackets. These Optional Queens/Titleholders will receive full state honors and be a part of the Miss California HeartShine 2022 Royal Court!

1. TALENT (on stage performance) Max. time limit 2:45 (2 min, 45 seconds)
2. MODEL (on stage modeling routine) Max. time :35 (35 seconds)
3. SPOKESMODEL (pre-recorded video, platform or "what HeartShine means to you" theme) Max. 1:30 (1 min., 30 seconds)
4. ACTRESS (pre-recorded video, made up commercial or perform on of provided) Max. 20 seconds (:20 seconds)
5. ARTIST (showcase your artistic skills, any medium) More details in Contestant Packet
6. PHOTOGENIC (high quality recent headshot uploaded in advance)
7. THEME PHOTO (Our 2022 photo theme is "Decades", any theme from the 50's 60's, 70's, 80's, etc.)
8. SCRAPBOOK (5 pages or more of your favorite memories, photos, events, etc, this optional should showcase you and what's important to you)
9. OFF STAGE TALENT (any talent that can't be performed on a standard stage. Examples, horsemanship, sports, crafts, coding, mathematics, poetry, partner or group performances, photography and more!)
10. COMMUNITY SERVICE (Provided Cover Form and up to 10 additional pages)

Regular Optional Entry fee: \$35.00 each, Optional Package Discount 6 or more for \$25.00 each

FREE

10 Free Contests

FOR OUR 10TH ANNIVERSARY!



A very special award, voted on only by contestants for a contestant that demonstrates Positive Sisterhood & kindness throughout pageant weekend.



Cameras ready! You'll be encouraged to take a variety of creative selfies of all the fun, friendship, and events throughout pageant weekend.



Spirit Queen is a great opportunity to earn all or part of your pageant fees and meet all participation goals through our sponsor ad program. Every dollar earned gets you one point closer to being crowned Miss HeartShine 2022 Spirit Queen! Our Spirit Queen for our 10th year anniversary this year will be showered with awards, a deluxe prize package you will NOT want to miss!

FREE

10 Free Contests

FOR OUR 10TH ANNIVERSARY!



All those that submit their required contestant headshot by the deadline of February 1, 2022, will automatically be entered into this fun, free contest. The winner of Cover Model will be proudly featured on the Cover of our 2022 State Program book and receive beautiful state crown and sash awards.



An amazing prize package awaits the contestant that garners the highest number of pre-sale finale tickets. VIP tickets count for double points but are limited. All contestants receive one free G.A. chaperone ticket.

Academic Achievement



We love our HeartShine Scholars and Achievers!

We will be recognizing every entry to this contest this year as we celebrate the strength needed to stay on top of your education goals despite the challenges of the past 2 years!

ONLINE ENTRY FORM WILL BE PROVIDED WITH MORE DETAILS IN PACKET #2.



Pet Photo

This is a highly popular and adorable contest, complete with awards for you and your pet! There are 3 separate categories for pet photo, including contestant with pet, pet solo photo, and most unique.