

Enter Now!



QUEEN FOR A CURE

CONTESTANT  
PACKET

1



Olivia!

Adie!

Piper!

ALL AGES!

# CANCER BENEFIT PAGEANT

Sunday, May 29, 2022 Sacramento, Ca

All Ages \$49 Entry (+ 2 support cards)

Arcade Underground - 1008 2nd St.  
Sacramento, CA

# What is Queen for a Cure?

Queen for a Cure is the HeartShine Pageant System's annual cancer benefit pageant. This charitable pageant event helps us fundraise for various cancer causes and organizations as a team, including the ACS, LLS, CCF & blood donations.

It is one of many confidence-building and empowering annual pageants that HeartShine hosts every year, always taking place in Spring.

We're looking for contestants that want to pageant-for-a-cause on May 29th, 2022! This event is perfect for beginners with simple-to-follow instructions for every area of competition and plenty of individual support leading up to pageant day. It is also perfect for seasoned pageant contestants as the crowning awards and opportunities with HeartShine in service are unparalleled.

**ENTER VIRTUAL OR LIVE**

Sign up today! Visit **HeartShine.net**

## How much does it cost?

**\$49 Entry Fee** and a minimum of **Two Sponsor Cards** are also required for every contestant.

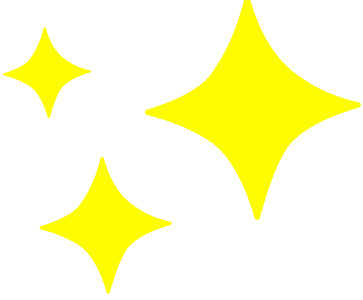
Entry Fee is paid via online form.

Support cards are \$25 each (for a business-card-size ad).

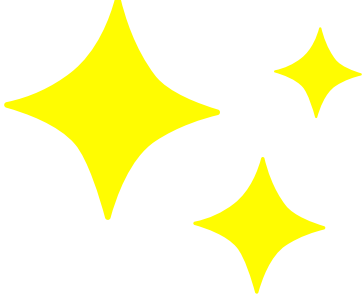
*Support cards are our main source of funds for our cancer charity give-back integrant.*



# What titles are being awarded?



At our Live Benefit Pageant, you will compete for our 2022 QUEEN FOR A CURE title honors. High scores from each age category will receive the Queen title awards, sash, and crown.



The live pageant: **QUEEN FOR A CURE 2022**

**Sunday, May 29th, Arcade Underground, Old Sacramento, Ca**

Hosting contestants 5 years and up. Entry Fee is \$50 + two support cards. There is no max. age; we offer "Ms, Mrs, and Elite" titles for our adult age categories, as well as Miss, Teen, Jr & Pre Teen & Sweetheart for those under 18. A Queen will be awarded in each age division and Princess medals, flower crowns, and certificates will be awarded to all runners-up.

The virtual pageant: **HEART FOR HOPE 2022**

Hosting contestants of all ages. Entry Fee is \$50. No support cards required. We offer "Ms, Mrs, and Elite" titles for our adult age categories as well as Miss, Teen, Jr, Pre Teen, Sweetheart Mr & Mini for those under 18. A Queen will be awarded in every age division.

New this year - **2022 SHINE BRIGHTER AWARD**

Anyone (contestants and non-contestants alike) are encouraged to raise \$300 or more in sponsor support ads for the cause and win a SHINE BRIGHTER Award Trophy!

Top of the Court - **2022 Queen for a Cure SPIRIT QUEEN**

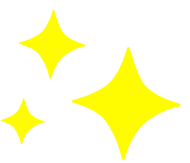
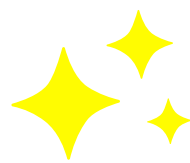
Anyone (contestants and non-contestants alike) can raise the highest amount of sponsor support ads for the cause and win SPIRIT QUEEN!

Our Spirit Queen Prize Package spectacular is absolutely fabulous this year!

**HOT TIP:** The earlier you start gathering sponsor ad card support, the closer you can get to our Queen for a Cure full round crown SPIRIT QUEEN title!

# How are the winners decided?

Through HeartShine's innovative scoring criteria, our community judges for the "Queen for a Cure" live pageant, as well as our "Heart for Hope" virtual judges from across the nation, will all look for contestants that are confident, can showcase inner-beauty, and are able to share their "HeartShine" with the goal of championing for cancer-related causes.

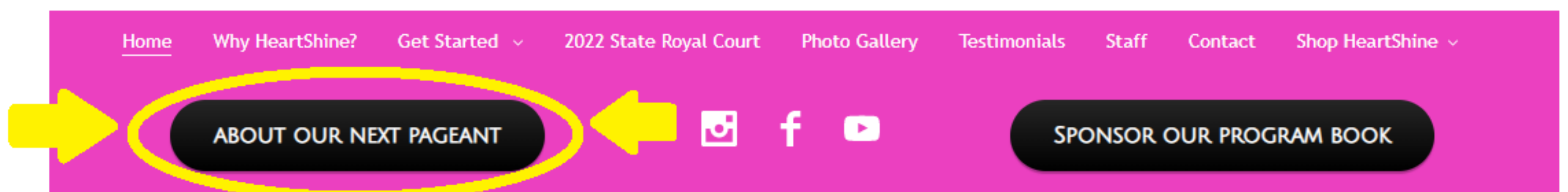


# How do I sign up?

**Visit HeartShine.net**  
**& Select "About our Next Pageant"**



HEARTSHINE "INNER-BEAUTY"  
PAGEANTS AND LEADERSHIP



**-OR-**  
**Scan this QR Code**  
**to Sign Up Now**  
**(no credit card needed)**

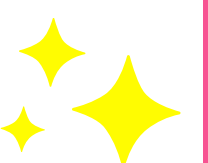
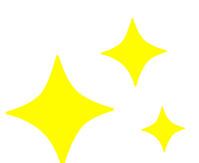


## Can I sign up with a friend or my mom?

HeartShine is the perfect pageant to enjoy with a loved one, parent, or friend. There are many mother-daughter contestants that come through HeartShine and enjoy the positive pageant experience together as a team.

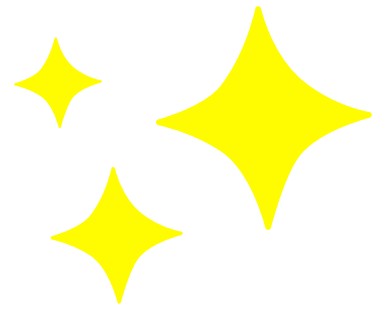
Our events are fun for the whole family!

Email **heartshinepageants@gmail.com** to inquire about family & friends discounts, sibling discounts, our referral program, or other great offers.

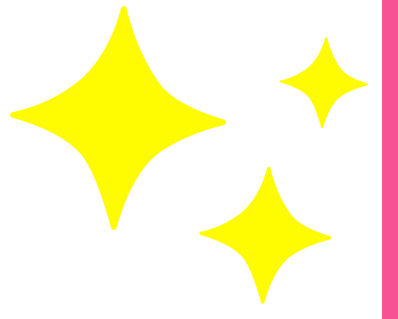




# So what do contestants do?



Queen for a Cure (Live May 29th)



## **Judged Areas of Competition (4)**

FUN FASHION

PERSONAL INTRO.

FORMAL WALK

ON-STAGE INTERVIEW

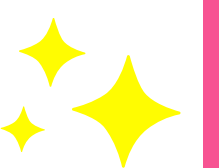
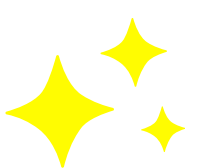
- **Fun Fashion** is an upbeat stage walk to provided music in your fun fashion outfit. Your fun fashion outfit of choice should highlight the color of a specific cancer awareness ribbon.
  - Your outfit can be formal, high fashion, creative, or costume-like - just make sure it is accessorized & fabulous!
  - Hot tip: make sure your outfit is well-fitted and age-appropriate.
- **Personal Intro** remaining in your fun fashion outfit, you will give a short speech introducing yourself with your name, your hometown, and what color awareness ribbon you selected to highlight in your fun fashion outfit.
  - Hot tip: also include why you selected that special color (and/or ribbon) in your Personal Intro to show more authenticity and personality to the judges.

**===INTERMISSION=== (Time to change, if you wish, into your second outfit)**

- **Formal Walk** is an elegant, slow, graceful walk, utilizing the full stage while having great stage presence and poise, making a full center turn in the center stage complete with a confident pose at the end.
- **On-Stage Interview** at end of your walk, you will join the interviewer on stage (in your formal wear) and answer 2-3 questions from the list provided in advance.

# How do I prepare for the pageant?

Prepare for the pageant by raising your confidence level, practicing public speaking, and taking time to practice walking slowly and elegantly in the shoes and gown you'll wear for the "Formal Walk" at the pageant!





# What do I wear?

## FUN FASHION IDEAS



## FORMAL WEAR IDEAS

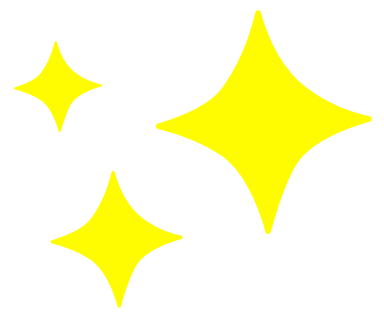


# What are support cards?

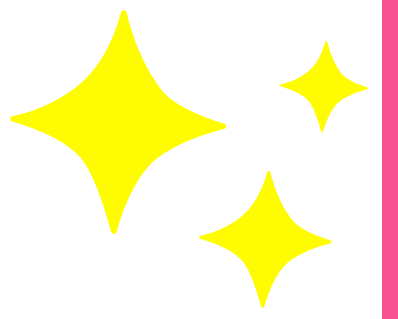
Support cards are showcased in our 2022 Queen for a Cure Program Book, on HeartShine social media, and on our website for a full year. They are \$25 each for a business-card-sized spot. Individuals, businesses, and organizations alike can support the cause and acquire one or more Support Card spots.



# Is there a talent competition?



There ***is*** a talent competition  
but it is *not* required!



For the Queen for a Cure live pageant, only four areas of competition go into deciding who will be our crowned royalty. These include (1) Fun Fashion, (2) Personal Intro, (3) Formal Walk, and (4) On-Stage Interview. All four of these are required of every contestant that day and their scores will decide who will be crowned "Queen for a Cure" in each age category.

A Talent extra opportunity awaits at Queen for a Cure! Those who want to perform Talent and compete in this fun Optional contest can enter for just \$10! Perform LIVE during the pageant and showcase your special skill for the judges in this fun addition to your HeartShine pageant experience.

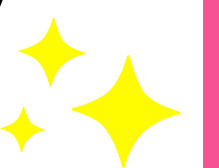
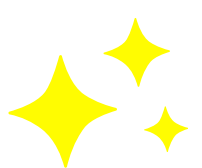
"Optional" contests refer to additional competitions that are **not required** but provide additional opportunities to showcase a hobby or even try something new. By entering the Talent Optional (or any Optional) the contestant could earn additional prizes and recognition on stage during the crowning ceremony. However, entering Optionals will not increase your chances of winning the overall "Queen for a Cure/Heart for Hope" Queen title. "Optionals" are side-competitions with some really great prizes!

## **Requirements for Talent entries:**

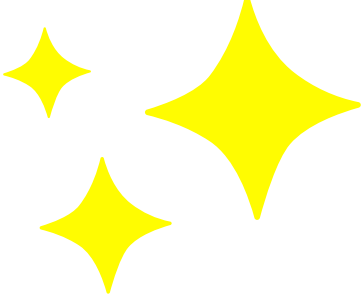
- under 2 minutes in length
- self-contained performance, no large props
- music submitted no less than 48 hrs ahead of the pageant through email (heartshinepageants@gmail.com) or via online form

# Are there other "Optional Contests?"

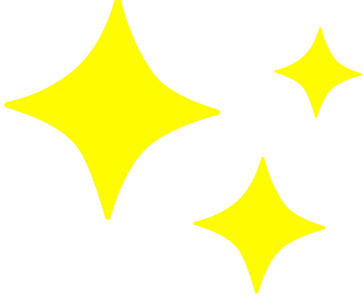
Yes! Our other Optional Contests (\$10 each) are completed entirely online. They include Virtual Talent (video, work of art/poem, etc), Modeling (video), Short Essay (writing), and T-Shirt Design. More information about these Optional contests, including how to enter, will be included in your Contestant Packet #2!



# How do I find sponsors?



Your local businesses/organizations as well as family & friends can support HeartShine's confidence-building mission and the "Queen for a Cure" goal of fundraising for cancer research, education, advocacy, treatment, hope, and finding a cure by taking out one or more "Support Cards."

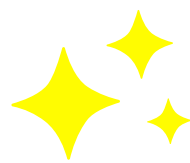


These business-card-sized ads will be featured on our social media, in the full-color printed "Queen for a Cure" Program Book & photo backdrop, and in the Program Book on our website for wider distribution [with added features on the new HeartShine Queens Court and more].

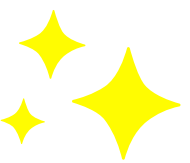
These support cards are the key to reaching our sponsorship goals. In 2021, we were able to donate close to \$4,000 for worthy cancer-related charities - thank you for helping us meet and exceed these goals each year!

Let us know if you'd like the  
2022 Guide to Spirit Queen Fundraising Packet  
sent to your email.

## I signed up for the pageant! Now what?



Share your excitement on social media and tag @missheartshine! HeartShine will be emailing you soon to confirm your entry and provide an opportunity to pay your entry fee. We can't wait to see you SHINE!







# *virtual pageant*



## "Heart for Hope" Online Pageant

For those that can not attend the in-person pageant in Sacramento, the "Heart for Hope" pageant competition taking place completely online with an entry fee of just \$50.

When applications open on April 4th, you can complete your entry by uploading files directly to the online form. These uploads include one picture, a short paragraph, and one video. Refer to the list below for more complete information.

### **Areas of Competition:**

#### 1. Theme Photo

- Upload a photo of you (the contestant) in at least one color that represents an awareness ribbon color for cancer

#### 2. Short Essay

- Just one short paragraph!
- Tell the judges what color you choose to wear and what cancer awareness ribbon it represents. Share why this cause is important to you.

#### 3. Formal Wear Walk

- Record a short video
- That can be in the same outfit as your theme photo or you can wear an elegant dress/attire.

#### 4. Zoom 5 Minute Interview

- Schedule a Zoom pageant interview with Ciara where you (the contestant) will be asked 2-3 questions provided in Contestant Packet #2

For virtual contestants not planning on attending the in-person pageant event on May 29th, the two support cards are not required.