

Miss California HeartShine STATE PAGEANT

Sacramento,
CA

February 18-20th, 2022

*Time to
Shine!*



Contestant Packet



© HeartShine 2022



EEK!

THREE WEEKS!

But don't
freak out!

There is still plenty of time
to do everything you need
to do in preparation for
state pageant weekend.

Plus, your
directors are here
to help you with
any questions you
may have.

Enjoy THE WHOLE JOURNEY!

♡ Checklist:

- ✓ Submit Your Application (\$50 deposit)
- ✓ Send or Upload Contestant Headshot
- ✓ Submit Optional Entry Fees (not required)
- ✓ Submit Remaining Entry Fees OR
Create a Payment/Sponsorship Plan
- ✓ Practice & Get Excited for the 4 Overall
Areas of Required Competition
- ✓ Order Your 2022 HeartShine Pink Logo
T-Shirt - 10 Year Anniversary Edition!
- ✓ Start Representing with Your Hometown
Crown and Sash

SECTION 1

Section 1 Covers Need-to-Know Information About Required Aspects of the Miss California HeartShine Pageant



Turning on Your HeartShine

As the Miss California HeartShine pageant weekend grows closer and closer, it can be easy to get caught up in the checklists and planning details. Remember that the process of getting ready and preparing for your special weekend is just as fun as rewarding as the final competitions and placements.

Section #1 will help you succeed in all four(4) required areas of competition. Not including the Service Donation Drive, the four Overall Areas of Competition are:

1. Interview
2. Personal Introduction
3. Formal Wear
4. On-Stage Question

This section also has an Online Form to order your 2022 HeartShine t-shirt, which is required for every contestant as part of their Opening Number outfit.

IN THIS SECTION

WHAT TO LOOK FORWARD TO IN 2022

HOW TO CRAFT THE PERFECT PERSONAL INTRODUCTION

FORMAL WEAR TIPS AND TRICKS

ORDER YOUR 2022 HEARTSHINE LOGO T-SHIRT BY FEB. 1ST



Remember:

Book your rooms with our
block code at the
Hilton Arden West.

"HSF"

Room reservations available
during the weekend of
HeartShine's state pageant.
(2/18 - 2/20)

Hilton Arden West:
(916) 922-4700



-REQUIRED-

Contestant HeadShot

DEADLINE:

FEB. 1st

For the Contestant HeadShot, please upload your favorite headshot. Your selection should be a recent, natural*, and well-lit photo of the contestant. All the examples (left) would be appropriate for various age categories. The size that your photo will be edited down to (1:1 square) in the contestant packet. These dimensions are also displayed in the examples shown(left). However, the photo dimensions for other online media will be varied - so please make sure your Contestant Headshot upload is high-quality and showcases your HeartShine beauty from the inside out!

Guidelines:

- *Recent photo (2 years max for those under 18)
- *Can be outdoor or indoor, professional or taken by a friend/parent with a high-quality phone camera
- *No crowns or sashes in photos, please
- *No selfies, please

((Natural photo retouching okay))
((Glam photo high editing okay for those in MME))
((No Glitz in any age division))



TEAM HEARTSHINE: What to Look Forward to in 2022

Your opportunities as a HeartShine’s State finalist begin right away! Your HeartShine hometown city/region representative reign now belongs to you through the end of 2022! As a hometown titleholder, you can start representing the HeartShine message, community service activities, parade and sponsorship activities, and so much more the day you receive your new hometown crown and sash. As a HeartShine state finalist, you have access to a year’s worth of experience and opportunity in Team HeartShine - Welcome to the family!

There are so many exciting things ahead for 2022 as we celebrate 10 years! This includes bigger corporate sponsors for the 2022 Royal Court Scholarship Fund, personal development sponsored tickets and events, 2022 State Royal Court photography sessions, parades, festivals, new logo items, with more media and news coverage than ever before!



Follow HeartShine:



Heart Shine Events



heartshinepageants@gmail.com



heartshine.net



A MESSAGE FROM DANNA-MOMMA

10 Years! Wow! The most important 2 words that come to mind are THANK YOU. We sincerely send out our heartfelt thanks to each and every one of you that have trusted HeartShine with your family, energy, time, generosity and commitment to our mission.

Your inner-beauty shines in many ways, you often leave me in proud tears with your inspiring commitment to service and beautiful photos that capture your kindness, courage, and true beauty. Together we will shine even brighter in the exciting year ahead!

- DANNA MACK-BARNES



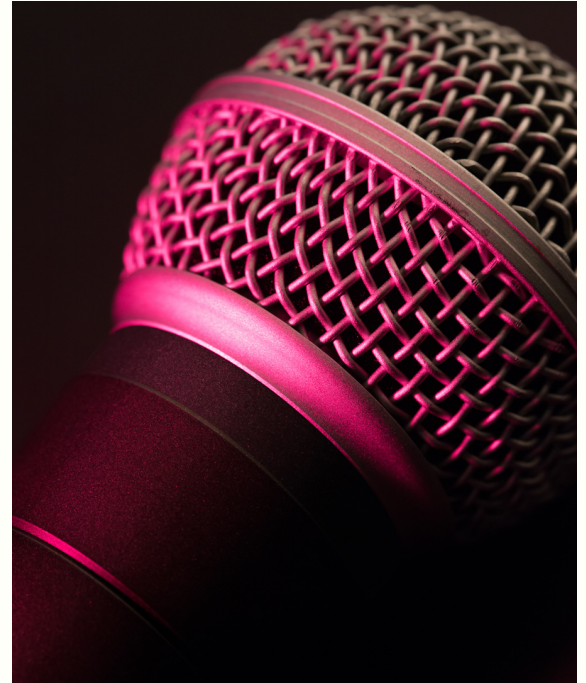
YOU
GOT
THIS!



How to Craft the Perfect Personal Introduction

Personal Introductions are all about making a big impression in a small amount of time! It's important to enter the stage with confidence and smile throughout your speech while looking at both the judges and the audience. Make sure to include, at minimum, your name, your hometown/region/University, and at least one thing that's special about you. For those in MME (that's Miss division and above), you'll need to also include a brief description or overview of your service platform. Your service platform is a cause, volunteer service project, or awareness campaign that is personally important or meaningful to you.

There is a timer to keep track of the 45 second time limit but a 5 second grace period is allowed without point deduction.



Quick Notes:

1. All Personal Introductions have a maximum time limit of 45 seconds.
2. Especially for younger age categories, sometimes shorter and well-executed Personal Introductions are the most successful.
3. Personal Introductions will be performed in your Interview Attire (for those Teen and under, this is your 2022 HeartShine t-shirt and black pants/skirt)
4. A cordless mic will be handed off to the contestant (no mic stand/cords to worry about) You will walk to your mark in the center front of stage to begin.

DON'T KEEP IT A SECRET!

Start representing at
community events locally
with your new Hometown
(City/Regional Queen)
Crown and Sash!

Use the
#HeartShine2022
to share your journey on the
way to Miss California
HeartShine!





QUICK TIPS:

1. The formal wear walking routine is as follows: (1) enter stage left, you'll take a few stairs up to the stage, (2) hold pose on your first X (mark), just up from the stairs on the left/start of your walk, (3) continue to the center of the stage and perform a turning movement of your choice such as a circle turn, a pivot turn, subtle poses, etc. (4) move to your final X(mark) back at the center of the stage and gently hold a final pose, (5) exit the stage while gently waiving (with your arm extended over your head) with arm farthest behind you as you exit the stage (one last smile at the judges is a nice touch).
2. An amazing Formal Wear dress doesn't have to be expensive. Judges are looking for inner-beauty and poise, if you feel beautiful, confident and love your dress, chances are the judges will too!
3. The entire Formal Wear routine will last approximately 25 seconds but will vary slightly between contestants.
4. Your EMCEE CARD bullet points will be read aloud by the emcee as you perform your Formal Wear. Your Emcee Form will be available in the next Contestant Packet.

Formal Wear Tips and Tricks

Formal Wear competition is a crowd favorite where you showcase your elegance, confidence and poise on stage during the grand finale in a formal, floor-length gown. You want to practice your walk, with your stage shoes, keeping in mind that you're trying to give the impression that you're gliding across the stage, good posture, completely confident and shining from the inside-out. Making eye contact with both the judges and the audience is recommended, don't rush, this is YOUR time to shine! Stand tall, smile, and Let Your Heart Shine Bright!



Order Your 2022 HeartShine Logo T-Shirt by February 1st



Sizes:

Youth Small and Large
Adult XS through 3X

\$35



Yes! You can order more than one t-shirt. Friends, family, and supporters would enjoy our exclusive 10-Year Anniversary design! Just make sure to fill out a new form for every t-shirt order.

or type
cognitofrms.com/MissHeartShine/_2022HeartShinePinkLogoTShirtREQUIRED
into your web browser

♥ What to Wear ♥

for HeartShine Stage Pageant Weekend 2022

For Arrival and Rehearsals:

Any upscale casual, age appropriate outfit is perfect for arrival and rehearsals.



Your arrival outfit is not judged, but judges and staff will be out and about throughout pageant weekend as well. Please bring your best self to every HeartShine event because media & cameras will be everywhere! Be naturally, beautifully YOU from the inside out and you'll shine!

For Interviews:



IF YOU ARE IN TEEN OR UNDER DIVISION: Your Interview outfit is the same as your opening number attire! (Pink 2022 Logo T-shirt and black pants/skirt)

IF YOU ARE IN MISS AND ABOVE DIVISION: Your Interview Outfit is professional interview attire of your choice (closed toed shoes suggested). For all age divisions, hair should be styled up and away from the face, polished and ready to shine!

For Any Optional Competition:

OPTIONAL CONTESTS ARE NOT REQUIRED.

On-Stage Optionals include Modeling and Talent. HeartShine State's Modeling theme this year is "Decades" (60s, 70s, 80s, etc), so please come prepared to perform your high-energy walk on stage in an age-appropriate "Decades" casual or semi-casual outfit. Talent attire is anything appropriate for your performance. For those under 18, dance-shorts are recommended under dance leotards (over-all age-appropriate attire modifications).

For the Off-Stage Optionals, any attire appropriate for you entry and makes you feel confident would be perfect!

For the Think Pink Pajama Party:



For the Think Pink Pajama Party Saturday night, wear your cutest PJ's - and get ready to be surrounded by lots of the color pink! Be comfortable, wacky, silly, or even nighttime glam at this fun dance event. This is a closed party, but pictures and videos will be taken (boys and girls, moms and dads, and supporters will all be in the same room). Get ready to dance your pink socks off!

♥ What to Wear ♥

for HeartShine Stage Pageant Weekend 2022

For Opening Number (Performed During Grand Finale):



FOR ALL CONTESTANTS:

Opening Number Outfit includes your 2022 Pink Logo T-shirt, black bottoms (skirt/pants), and a neutral shoe of any height (black, white, nude). Please do not modify (cut, bedazzle, etc.) the t-shirt prior to Grand Finale. If desired, safety pins can be used to 'tuck' the shirt in at the waist or make some subtle fitting changes. Accessories are allowed but should not distract from the overall look.



For Personal Introduction (Performed During Grand Finale):



FOR THOSE IN TEEN AND UNDER DIVISION: Your Personal Introduction outfit is the same as your Opening Number outfit.

FOR THOSE IN MISS AND ABOVE DIVISIONS: Your Personal Introduction outfit is the same (or similar) outfit as your Interview, professional attire. You will need to change immediately after Opening Number is complete.

For Formal Wear (Performed During Grand Finale):

Your formal wear gown should be full length, a special style and color that compliments you and your personality. Short trains are ok - no large hoops or long trains, please. Your dress shoes not drag or cause you any tripping concerns, you should not need to "lift" your gown with your hands, except possibly entering or exiting the stage stairs. A well-fitted dress is a beautiful dress!

NOTE: Please have the skirt of your dress be full-length all the way around (no high-low hem designs)

If you LOVE your gown, it will increase your confidence and your comfortability on stage. Take your time and enjoy your formal wear walk and make sure you can wear your choice of shoes comfortably and elegantly. In most cases we suggest staying away from black or dark colors, but overall your gown should suit your unique style and taste.

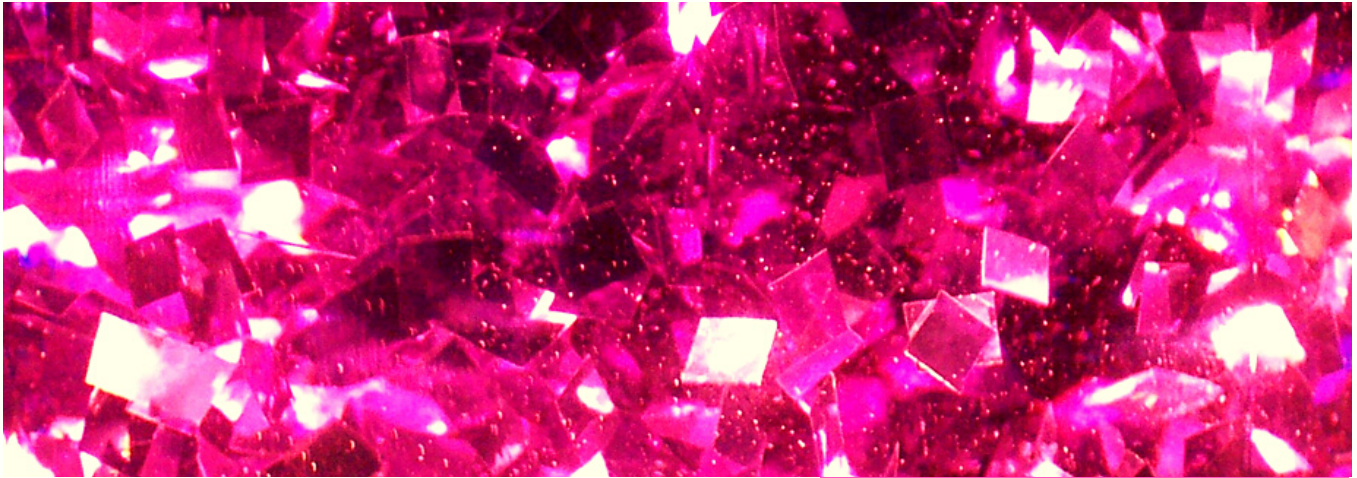
Note: No plunging necklines, slits above the knee, or low-backs for those under 18 please.



photo from girlgriboutique.com

SECTION 2

Section 2 Covers Parts the of Miss California HeartShine Pageant Weekend that are NOT Required But Are Additional Opportunities to Win and Achieve!



Exciting Extras

At Miss California HeartShine, we offer a lot of extras! From Optional Competitions like Talent and Modeling, to fun and free extras, this year will be one to remember as we celebrate 10 years! For this section (Section 2) you'll find lots of great tips and tricks for everything that is not required but will add loads of fun & opportunity to your HeartShine State Pageant journey!

Friday the 18th offers early registration opportunity and our annual Sisterhood Dinner, our pageant judges are also invited to this event. This year we will be doing a special drawing just for the attendees of the Sisterhood dinner! WIN a Ticket to Disneyland and many more surprises await you if you choose to attend our Friday events.

(Our room block has just a few rooms left for Friday evening, use code HSF, Hilton Arden West)

Leading up to pageant weekend, this is the time for you to plan and decide what fun extras you'd like to participate in. Remember, trying something for the first time can be just as enjoyable as showcasing a fine-tuned talent! HeartShine is a fantastic and supportive community where you can spread your wings and try something new! Trying already puts you in our family of support, we want to celebrate with you and cheer you on!

IN THIS SECTION

SISTERHOOD DINNER
AND THE CHANCE TO
WIN A TICKET TO
DISNEYLAND & MORE!

PREPARING FOR
TALENT AND
MODELING

HOW TO FIND
SPONSORS FAST!

OFF-STAGE OPTIONALS
EASY, FUN, AND OFFER
BIG PRIZES & STATE
LEVEL RECOGNITION

SISTERHOOD DINNER



TICKETED EVENT
\$50

FRIDAY EVENING
2/18/22 7:00PM

All contestants, family & friends, current and past HeartShine Royalty, sponsors and supporters are invited to attend this year's Royal Sisterhood Dinner at the Hilton Arden West in our private, catered dining event!

Included with every Sisterhood Dinner ticket:

Dinner (meal selections available in Contestant Packet #3)

Entry into the event's additional sponsored door-prize drawings

Outgoing Queen tributes, judges introductions, and more!

Pageant walk through and Confidence-building mini-lesson by founder Ciara Barnes



"Think Pink" PAJAMA PARTY



SATURDAY
EVENING



Dance the night away
with Team HeartShine!

FREE

Contestants may want to bring sisterhood Gifts to share! These thoughtful good luck gifts will be collected at Think Pink & given out at end of the event. Approximate numbers for individual age categories are 7, with an overall count of approximately 40.

Sweet token gifts with your photo/info attached so you can stay in touch is the idea, these are not expected to be expensive or time-consuming.

Wear pink, pajamas, or
your "HeartShine Pink"
fabulous attire!

This is a great time to get to know your new HeartShine sisters - take note who you will vote for when it's time to cast your vote for: "Miss Congenialty 2022!"

Preparing for Talent and Modeling

On-Stage Optionals are, of course, a favorite among HeartShine contestants annually! There's nothing better than entering the spotlight and performing a Talent or Modeling routine with all your friends and family and Team HeartShine supporting you! You don't have to be the most flawless performer or model here at HeartShine, we just want to see you having fun! For Talent, scoring considerations include authenticity, entertainment value, AND level of difficulty. So get out there and have fun! For both Talent and Modeling, age-category awards will be given out in EVERY age division (even if only one or a few people happened to enter in your division!) so it's a good idea to enter whatever you're interested in in order to increase your chances of walking away with some incredible crowning achievements outside of the main competition! Additionally, OVERALL winners are awarded per-Optional in both MME and the younger age bracket. So give it your all and try something new this year!



Examples for "Decades" Theme Modeling Attire



Sweet!

HeartShine is allowing personalized music for Modeling this year!

Time limit for talent: 2 minutes

Performance must be self-contained, no large props.
Upload music file with your submission, if desired.

Theme for Modeling: "Decades" (examples shown above)

Performance must be self-contained, no large props.
Upload music file with your submission, if desired.

Tips for Finding Sponsors Quickly!

There is more than enough time to gather as much sponsor support as you wish, even beyond your required fees! You can earn sponsor support through our proven program-ad opportunity, which launches you into consideration for our coveted Miss California Spirit Queen title honor and LEGENDARY awards package.

The amount of sponsorship you can earn is unlimited! Each dollar you raise equals one point that brings you closer to State Spirit Queen!

Your required entry fees will be covered first, then you can earn for your t-shirt, then earn for Optional entries, then sisterhood dinner ticket(s), and finally, other items in your personal pageant wish list. You can even reach our top tier level of sponsor support and earn cash back towards room stays, wardrobe, travel and any other pageant expenses! If you have not requested a State Spirit Queen packet, please ask a director and it will be sent right out to you. We have many HeartShine Spirit Queen success stories, some who've covered all their fees and extra goals in just a few days - it's a proven success and it is a great option for many.

Note: Sponsor ad support is not required, "friends and family" is the sponsor to reference if you choose not to utilize outside sponsors).



Form for Sponsors to fill out later:



- This links to an online form with a portion that will require the Sponsor to either select "Please reach out to me" OR to complete their ad size selection using credit card information
- This form will require the Sponsor (applicant) to pay using credit card for their ad
- This is the same link (form) as the one at the top of the HeartShine.net website

Form for you to fill out with your sponsor in person or over the phone:



- This links to the proper form if the sponsor wants to pay in cash, check, or PayPal.
- This link is appropriate for you to fill out with your sponsor in real-time, making it even easier for Sponsors to support you
- You can "upload" a photo of their business card (or similar) and follow up later with a high-quality logo/business card scan/advertisement if desired



(above) Example of a "Theme Photo," 70s-inspired!
(Theme = "Decades")

Optional Contests
that tend to have
low entries:

- Essay Contest
- Theme Photo
- Community Service
- Spokesmodel
- Actress

Off-Stage Optionals that Are Easy, Fun, & Have Big Prizes

HeartShine Optional Contests are an impactful way to showcase a top talent or skill or just try something new and exciting!

We are offering TEN (10) Optional Contests at State competition this year to celebrate HeartShine's 10th Anniversary! That gives you such a fun and wide variety of ways to earn more fabulous awards and recognition on-stage during the Grand Finale.

HeartShine is passionate about giving everyone, from beginners to seasoned performers and applicants, an encouraging and supportive environment to perform in. Many contestants try something for the first time, enter that they sometimes walk away with many-age category awards (or even an over-all win!).

The list included here (left) offers insight into what Optional Contests have the highest chances of winning per entry, based on past years' state information.

The background is a vibrant mix of pink and red glitter. Scattered across the surface are several heart-shaped cutouts in various shades, including light pink, white, and silver. A white rectangular box is centered on the page, containing the main text.

Invite your friends!

HeartShine recognizes HeartShine!

You'll receive a **FREE OPTIONAL** with every new contestant (any age) you bring to our State Program by the deadline of February 1st!

Did you hear?

HeartShine
has a **FREE**
pet photo
contest!



SCAN HERE to
enter the Pet Photo
contest!



OR type
cognitoforms.com/MissHeartShine/_2022StateFREEPETPHOTOCONTEST
into your web browser

EVERYONE WHO
ENTERS GETS A
CERTIFICATE
AWARD AND EXTRA
GOODIES AT
STATE!

Academic Achievement

FREE FOR EVERYONE



To enter,
scan here:



Or type
cognitofrms.com/MissHeartShine/AcademicAchievementApplication2022FREE
into your internet browser.

OFF-STAGE

Optionals

The following three Off-Stage Optionals require you to fill out these online forms as well as bring your entry with you, in-person, to State Pageant Weekend. Artist, Scrapbook, and Community Service entries involve physical entries that you bring with you to check-in.



ARTIST

Any subject and any medium is welcome!
In this application, you'll find guidelines for size and weight limits.

Some entries we've had in the past include paintings, collage art, poems, 3-d sculptures, small crafts, and even a hand-sewn skirt!

SCRAPBOOK

Scrapbook is open for lots of creativity!
It is also typically one of the least-utilized Optional Contests, meaning there might be greater chances to win!
Like Artist and Community Service, Scrapbook entries must be brought with you (physical copy) to pageant weekend for check-in.



COMMUNITY SERVICE

Community Service Resume Optional will showcase the types of community service, hours logged, and details surrounding the volunteer service activities you've completed over the past two years.
Open up this file (left) to see more of the requirements for this Optional.



OFF-STAGE

Optionals

The following three links lead you to the online forms required to enter three off-stage Optionals. For these online forms, please have your entry ready to upload from your device when you complete the process.



Spokesmodel

Spokesmodel (also known as the speech contest) includes an uploaded video of you performing a speech under 1 minute and 30 seconds. Make sure your video is well-lit and we can clearly see your face!

- 2022 Theme: What HeartShine Means to Me

Actress

For Actress, prepare a short advertisement to perform for any product or service. Record and upload your video using this form (right). Open the form to see an example of an ad you could perform! You can also make up your own ad! Hot tip: Make sure you (the contestant) is well-lit for the video and viewers can clearly see your face.



Photogenic

This entry form (left) is the standard photogenic contest. Your upload can be the same headshot you're using for your contestant headshot but it doesn't need to be.

NOTE: This is NOT the "decades" theme-photo contest. This is a standard Photogenic entry.

OFF-STAGE

Optionals

The following two links lead you to the online forms required to enter two off-stage Optionals. For these online forms, please have your entry ready to upload from your device when you complete the process.



T A L E N T (O F F - S T A G E)

This form (left) includes an area to upload your Talent entry video! This video should showcase a talent that could not, for whatever reason, be 'performed' on a stage.

Some previous Off-Stage Talent (non-traditional) entries includes archery skills, horseback riding skills, photography (slide-show style), time-lapsed painting skills, and more!

T H E M E P H O T O

Theme photo is brand new for 2022!

Please upload a photo onto this file (scan right) of the contestant that is inspired by the "Decades" photo theme. 50s, 60s, 70s, 80s, 90s, and other 'decades' themed photos would all be wonderful! These photos can be headshots or full-body. These photos can be sepia tone, black and white, or full color.

All entries must be age-appropriate.



ON-STAGE

Optionals

The following two links lead you to the online forms required to enter two off-stage Optionals. For these online forms, please have your entry ready to upload from your device when you complete the process.



T A L E N T (O N - S T A G E)

This is an on-stage judged competition! Get ready to shine on stage during pageant weekend in front of a VIP panel of judges and show your talent excellence! Whether you're a seasoned performer or trying something for the first time, HeartShine's State Talent contest is where you want to be!

Please complete this form with your information. In addition, if you have a music audio file you need for your Talent performance, please follow up with an email to: HEARTSHINEPAGEANTS@GMAIL.COM

M O D E L I N G

This is an on-stage judged competition! Get ready to shine on stage during pageant weekend in front of a VIP panel of judges and show your fun modeling outfit and high-energy modeling routine! The theme this year for modeling attire is "Decades."

Please complete this form with your information. In addition, if you have a music audio file you need for your Modeling performance, please follow up with an email to: HEARTSHINEPAGEANTS@GMAIL.COM

