USA National MISS®



NATIONAL PAGEANT HANDBOOK

JR. TEEN | TEEN | MISS

CELEBRATING 17 YEARS OF POSITIVELY EMPOWERING YOUNG WOMEN

WELCOME TO UNM 2027

July 12-17, 2027 | Atlanta, Georgia

Congrats on becoming a USA National Miss queen in our award-winning national scholarship pageant! The UNM pageant guide gives you all the info you need as you begin your journey to nationals. We can't wait to see you be #PositivelyEmpowered at UNM!

NATIONAL TITLES

We are awarding 3 prestigious national titles. Your age division is determined by your age on June 1, 2027.
USA National Miss (ages 20-25)
USA National Teen (ages 16-19)
USA National Jr. Teen (ages 13-15)

DELEGATE PORTAL

The Delegate Portal on our website is your go-to place for everything you need to prepare for nationals. Delegates can access important resources, forms, payment portal, optionals registration, upload items to the national office, read instructions, national checklists, sponsor offers, hair and make up vendor lists and more. To access the Delegate Portal, hover over "Portal" on the top right of our website and you will see "Delegate Login" in the dropdown menu.

DELEGATE COMMUNICATION

We will be sending email communication regularly leading up to nationals with information as well as important news and updates. Please add our email address info@usanationalmiss.com to your email contact list so you will receive our emails. Join the national group me (link will be listed in delegate portal)

TITLEHOLDER APPEARANCES

Delegates are required to make a minimum of 2 appearances each month, and one of those should be service or volunteerism under our INSPIRE platform. Tag @usanationalmiss to be featured.



REQUIRED COMPETITIONS







INTERVIEW

Wear an interview outfit of your choice that showcases your personal style and personality, and makes you feel empowered. You will interview "panel style" in front of all judges for four minutes and will present a brief un-rehearsed ice breaker introduction upon entering the interview room. Interview questions will come from your Interview Bio Sheet which can be found in the Delegate Portal. The judges are looking for how well you can hold a conversation, be engaging, connect with others and articulate your thoughts, as well as overall appearance and age appropriate attire. Interview is 40% of your overall score.

FUN FASHION

Wear a red carpet style outfit of your choice in this fun and upbeat competition that allows you to showcase your personality and sense of fashion style on the stage. Judges will be looking for modeling ability, personality, age appropriate attire, overall appearance and stage presence. The Fun Fashion competition is 25% of your overall score.

EVENING GOWN

Wear a floor length evening gown of your choice. Judges will be looking for elegance, grace, poise and overall appearance on stage in a gown that is flattering, fits well and is age appropriate. The Evening Gown competition is 30% of your overall score.

ON-STAGE QUESTION

The Top 5 will participate in the final phase of competition to provide the judges with another opportunity to hear from you and provide the audience with a glimpse of the delegate's interview. The on-stage question is 5% of your overall score.

All competitions are scored using our secure online scoring system. During the final show, delegates will advance through multiple rounds of competition based on their scores, with the number advancing determined by the size of each division. Fun Fashion and Evening Gown scores will reset as delegates advance and re-compete, culminating in the announcement of finalists, placements, and the new national titleholder. Interview score will not reset.

OPTIONAL COMPETITIONS



COVER MODEL

Show off your photogenic side in our Cover Model competition! Each age division winner will receive a sash and a $300 scholarship. Top 3 in each division will be recognized. Winners may also qualify for the Supermodel Competition.

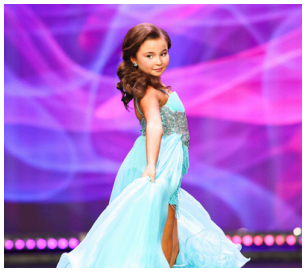
FEE: $175 for 1 photo; additional photos $50 each (limit 4)



FITNESS

Showcase your confidence, healthy lifestyle, and fitness in this exciting competition, proudly sponsored by Diverse Style by Sydni Dion! Each contestant will receive an exclusive fitness top to wear during the competition.
Two winners (1 Junior and 1 Senior) will receive $250 gift certificates for outfits, social media features, and a $250 scholarship.

FEE: $175



SUPERMODEL

Do you have what it takes to be a National Supermodel? This competition combines your Cover Model photo with your preliminary fun fashion score to determine the winners. Each age division winner will receive a sash and a $300 scholarship. Top 3 in each division will be recognized. Must be entered in Cover Model to compete.

FEE: $175



ROLE MODEL

This competition is based on community service and academic achievement as depicted in a digital scrapbook. Top 3 will be awarded in each division. One winner per age division wins a sash. Overall Sr. winner receives $500 scholarship. Jr/Sr overall winner receives a $1,500 overall scholarship.

FEE: $200



CASUAL WEAR

Show off your modeling skills in your favorite casual outfit and get the chance to walk the UNM iconic stage before the national competitions begin! Each age division winner will receive a sash and a $300 scholarship. Top 3 in each division will be recognized.

FEE: $175



MISS POSITIVE PAGEANTRY

Exemplify the true spirit of positive pageantry in an essay to win the National Positive Pageantry. One winner per age division wins a sash and the overall Sr division winner receives $250 scholarship.

FEE: $175



TALENT

NEW JUDGED LIVE ONSTAGE* Winner will receive a sash per age division. Overall jr/sr winner will receive $250 scholarship

FEE: $175 (limit 1)



Kadance Fredericksen Impact Award

This award honors a delegate whose compassion, leadership, and commitment to service reflect the legacy of Kadance.

FEE: FREE

OPTIONAL COMPETITIONS

FLIRT NEXT TOP MODEL

Want to be a model for Flirt Prom & Pageant? One winner will receive a $500 Flirt gift certificate, photo shoot during nationals and featured on Flirt's social media.

FEE: $175



ASHLEY LAUREN INFLUENCER

Want to be an Influencer for the ASHLEYlauren brand? One winner will receive dresses sent for social media features, paid travel and paid modeling opportunities, award and $500 scholarship. Top 10 will compete in an ASHLEYlauren outfit of their choice at nationals.

FEE: $175



ENTREPRENEUR

Love Shark Tank? Are you a Girl Boss? Submit a video pitching your business idea, start up or existing business. One overall winner from jr/sr division will receive $500 scholarship. Video submission must be 90 seconds or less.

FEE: $150



INSPIRE COMMUNITY SERVICE

Submit your INSPIRE hours to win the National INSPIRE award + scholarships. One winner per age division receives an award and overall winner receives a $250 scholarship each.

FEE: $100



SERVICE INITIATIVE

Submit an essay detailing your service initiatives to win a $500 Service Initiative Scholarship. One overall Jr/Sr winner.

FEE: $100



PHOTOSHOOT

Work the camera during the registration photo-shoot with Brittany Link for the chance to win the National Photo Shoot Award + scholarship + edited photo! One winner per age division wins the award with the top photo overall receiving a a $250 scholarship.

FEE: $175



ASHLEYlauren TSHIRT STYLING

Win a free cocktail dress in this fun T-Shirt Styling contest held during nationals. ASHLEYlauren will provide the t-shirt. Post the photo on Instagram (see national schedule.) Winner will be announced during nationals.

FEE: FREE



DIVERSE STYLE SHOES IN ACTION

Win a shoe wardrobe worth $350 in this contest held during nationals. Post a 10 second video or picture of your Diverse Style shoes doing something you love. Winner will be announced during nationals.

FEE: FREE

SCHOLARSHIPS

NATIONAL WINNERS SCHOLARSHIPS

National winners receive a $10,000 cash scholarship, as well as an award and amazing prize package including wardrobe, jewelry, travel, products, photo shoots, gifts, services and countless priceless opportunities.



1ST RUNNER UP SCHOLARSHIP

The first runner up in each age division will receive a $1000 cash scholarship.

PEOPLE'S CHOICE SCHOLARSHIP

The delegate with the highest number of votes from all age divisions will receive a $500 cash scholarship.

OVERALL HIGHEST SCORE

The Overall Highest Scoring Senior Division Winner will drive away in style with a BRAND-NEW MERCEDES-BENZ TO KEEP! This incredible grand prize celebrates excellence, dedication, and the ultimate achievement at USA National Miss!

NATIONAL PLATFORM



UNM aims to INSPIRE you to live a lifestyle of service by finding your passion for service and volunteerism and becoming active in making a difference. Any service or volunteer work you do falls under one of the 3 pillars of INSPIRE. We can't wait to see all the great things you'll do through INSPIRE to actively make change in your community and the world.

INSPIRE DAYS

We will have 3 INSPIRE Days throughout the year to support the three pillars of INSPIRE through nationwide delegate efforts.

NATIONAL VENUE



WESTIN ATLANTA GWINNETT

Our host hotel is an iconic getaway and one of the most upscale hotels in the Gwinnett area. Welcome to the New Era of UNM at the Westin Atlanta Gwinnett.

The Westin Atlanta Gwinnett is a premier 4-star Marriott-branded hotel located in Duluth, Georgia, within the vibrant Gas South District, just steps from the Gas South Arena, Convention Center, and Theatre.

Guest Accommodations
Thoughtfully designed guest rooms and suites feature the signature Westin Heavenly Bed®, ergonomic workspaces, 55” smart TVs, high-speed Wi-Fi, and modern comforts curated for restorative rest.

Dining & Amenities
Guests can enjoy elevated dining at SweetSong Kitchen & Bar, offering Southern-inspired cuisine with a modern twist, unwind at the Overstory Rooftop Bar with handcrafted cocktails and scenic views, or start the day at the on-site Starbucks® café.

Additional Features

- Pet-friendly accommodations available (fees may apply)
- On-site parking and valet services available
- Located approximately 25 minutes from downtown Atlanta attractions including the Georgia Aquarium and the World of Coca-Cola

USA National Miss has a discounted group rate of only $219/night. You can book your room with the link in the Delegate Portal.

FUNPASS EVENTS

Get ready for an unforgettable Nationals experience! Your Delegate FunPass, included with registration, provides access to all events for the delegate and a chaperone. Additional family and friends may attend ★ marked events by purchasing a Family & Friends FunPass. Delegates under 18 must be accompanied by a parent or guardian, and any additional adults will require a FunPass. Be sure to check the national schedule for updates or additions!

WELCOME PARTY

Brought to our contestants by the UNM Organization, the All-White Welcome Party officially kicks off Nationals Week. Delegates will enjoy a stylish evening of celebration while meeting fellow contestants in a fun and welcoming atmosphere. All delegates are required to wear all-white attire and their official sash.

SISTERHOOD NIGHT

Contestants spend quality time with their divisional queen in a fun and supportive setting. More details to come soon!

DERBY BRUNCH

Sponsored by ASHLEYlauren, the Derby includes a delicious brunch for delegates. Wear a cocktail dress and hat or fascinator.

RED CARPET GALA ARRIVAL HOUR ★

The Red Carpet Arrival Hour takes place prior to the Gala and features celebrity guests and a red carpet experience. Each contestant will have the opportunity to stop for a professional photo provided by pageant sponsor Sheldon Smith.

GALA ★

Sponsored by ASHLEYlauren, the Gala Dinner celebrates our 17-year anniversary and serves as a highlight of Nationals Week. The evening will include a red carpet photo entrance, a formal dinner, a silent auction benefting scholarships, and the presentation of optional awards. This is a formal event: long gowns are required. Auction items or baskets should be brought to Nationals Registration. Additional Gala tickets may be purchased through the delegate portal.

REHEARSALS

Contestants participate in three separate rehearsals, each with its own designated theme. More info to come soon!

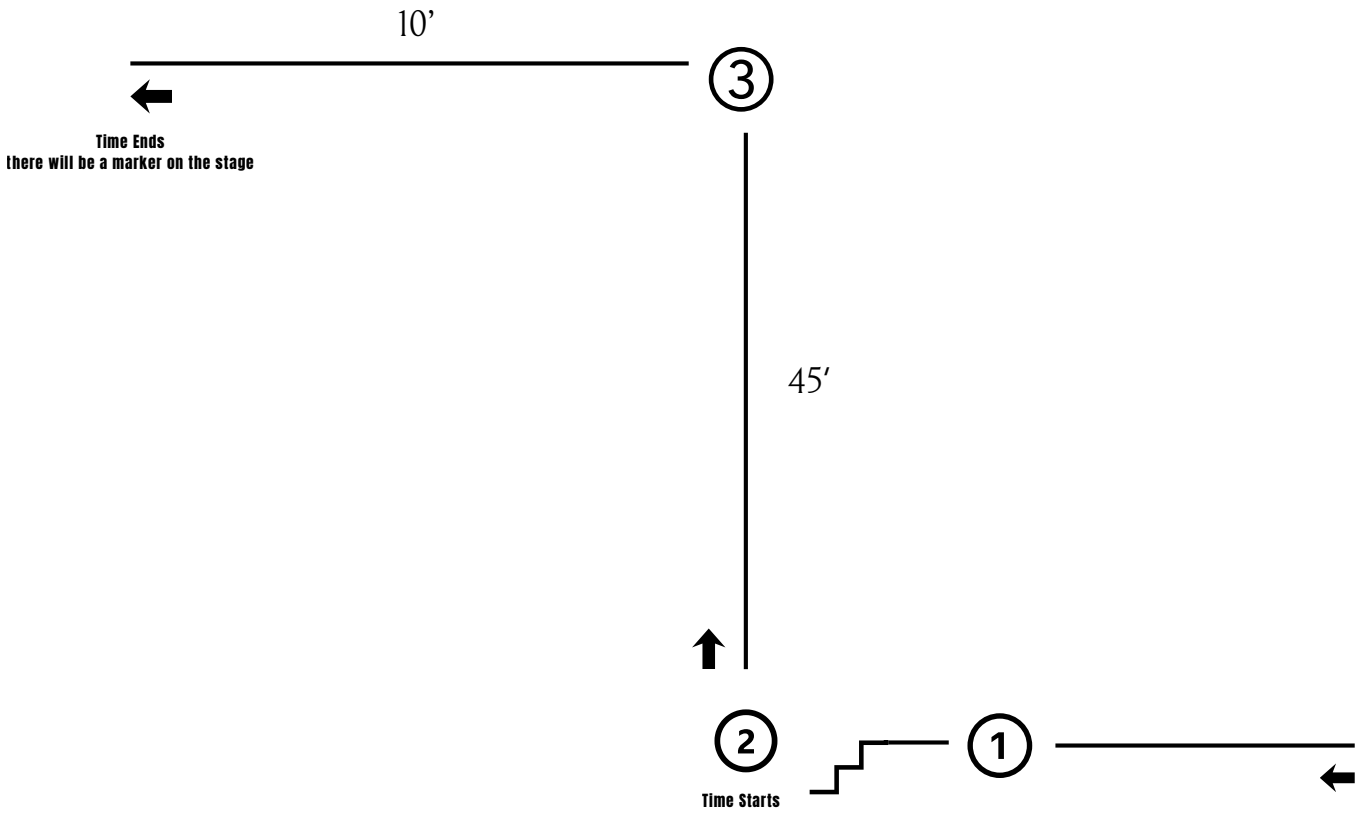
WALKING PATTERN

All stage competitions will have the same walking pattern, and each delegate must follow the walking pattern exactly as instructed. Judges will deduct at their discretion for delegates who do not follow the walking pattern.

The judges want to see you at the end of the stage. Therefore, when your name is called (indicated on the chart at right as #1) you must immediately begin your walk to #2. You may make one turn or circle in the middle of the runway as long as your feet keep moving and you do not stop as you make your way down the stage. At the end of the stage, you will be doing a circle pattern and will be allowed one additional pose of your choice (indicated on the chart as #3). You will then walk off the stage and exit.

Delegates are expected to exhibit youthful stride and facial expressions that are age appropriate.

Each contestant will have 45 seconds on stage, beginning the moment they hit #2 and ending once they have exited into the wing. Contestants who exceed the allotted time will be docked 2 points from overall score.



HEADSHOT | PHOTOS

NATIONAL HEADSHOT

We will use the headshot you submitted with your application for the national program book spotlight ad. You may submit an updated headshot by May 15 before 5pm EST by using the link in the delegate portal. Headshots must be professional photos of high quality and high resolution. Headshots should be in color, no writing, no crown and sash and no borders or other embellishments. Headshots must follow the make up rules below.

The national spotlight ad will include your headshot along with your name and title. We recommend using our national headshot sponsor for your national headshots but you are free to use any photographer.





PHOTOS & VIDEOS

Sheldon Smith is our official event photographer and Pageant Vision is our official videographer and webcaster. Photo and video package information is in the Delegate Portal. No photos or videos are allowed during national competitions.

OPENING NUMBER OUTFIT

We are partnering with ASHLEYlauren and Diverse Style by Sydni Dion for our opening number attire.

DRESS:

Each delegate will receive a custom designed cocktail dress by ASHLEYlauren. The design, color and style options will be unveiled before nationals.



SHOES:

Each delegate will receive a custom designed pair of shoes by Diverse Style by Sydni Dion to wear with the opening number dress.

NEED A NEW CROWN OR SASH?

A keepsake or replacement state sash and crown is available for order. You may order an extra state crown and sash as a keepsake or due to damage or loss. The crown and sash order form is located in the delegate portal.



DRESSING ROOM RULES

Dressing room social media is not allowed and is grounds for disqualification. No photos, videos, lives, reels or any form of media are allowed to be taken and posted publicly from the dressing room. No exceptions! A delegate who takes and posts any form of media from the dressing room will be disqualified if undeniable evidence is presented prior to the national finals. Only 1 natural born female chaperone, per delegate, will be allowed in the dressing room. A special wristband will be provided to your dressing room assistant. No men are allowed in the dressing room. Wardrobe changes during the shows must be quick. Delegates are not allowed to leave the dressing room during the shows.

ADDITIONAL DELEGATE INFO

NON-COMPETE AND COMPLETION OF REIGN

Because the job of a titleholder requires commitment, titleholders may not compete in any other pageant that would be considered a conflict with their obligations as a UNM titleholder and their attendance at nationals. Delegates who win national titles understand that they are under contract with a full no-compete clause. Delegates who won their title at a regional pageant must fulfill their titleholder obligations until they crown their successor at the regional pageant.

PEOPLE'S CHOICE

Our National People's Choice can land you in the Top 16 and win you a $500 cash scholarship! The delegate with the highest votes in each age division will advance to the Top 16 and the delegate with the overall largest number of votes from all divisions in the pageant will win the scholarship.

NATIONAL CHECKLIST

The national checklist is where we post lists of the payments and optional entries we have received from delegates. As we approach nationals the checklist will be uploaded and updated regularly in the Delegate Portal.

SPONSOR OFFERS

Many of our national sponsors offer discounts for products and services to our delegates. You can find all sponsor offers in the delegate portal.

POST PAGEANT FEEDBACK

At USA National Miss, we believe constructive feedback can be a valuable part of each delegate's pageant experience and continued growth. Following Nationals, delegates will have the opportunity to request their highest area of competition, lowest area of competition, and judges' comments from the competition. - NUMBER SCORES WILL NOT BE GIVEN

Requests may be submitted beginning two weeks after the conclusion of the pageant by emailing info@usanationalmiss.com.

Please include the delegate's full name and division in the request. Score and comment information will not be released prior to the two-week period due to national office vacation after nationals.

ADDITIONAL DELEGATE INFO



IMMEDIATELY

Register for Appointed Title • Register for Forum • Book Hotel Room for Nationals • Book Hotel for Forum

FEBRUARY 17th

INSPIRE Kindness Day - Random Acts of Kindness Day

MARCH 25th

Deadline for Forum Registration

APRIL 9th - 11TH

Forum - Atlanta Mart in the Ashley Lauren Showroom

APRIL 22nd

INSPIRE Earth Day - Earth day clean up

May 15th - DEADLINE DAY

Final National Package Fee Deadline

Official Headshot Due • Optionals • Interview Bio Sheet • Copy of Birth Certificate • Preorder Program Books • Order extra Gala Tickets • Order extra Fun Passes

JUNE 1st

People's Choice Begins • Order Photography Packages • Order Videography Packages

JULY 6th

Social Media Countdown to Nationals

JULY 12-17TH

Nationals Week

CONNECT

CONTACT US

If you have any questions regarding nationals, you can contact us at info@usanationalmiss.com.



GINGER CANALE

National Director | Queens and Titleholder Development & Recruitment



NIKI BENNETT

Director of Operations, Partnerships & Recruitment



SOCIAL MEDIA

Instagram is our main social media channel. Please follow us @usanationalmissjr and @usanationalmiss if you have social media. Delegates can like and comment on our posts and can be featured on our official Instagram by tagging us @usanationalmissjr and using the #USANationalMiss hashtag.

You can follow our national TikTok @usanationalmiss for fun videos throughout the year. Please subscribe to our YouTube channel @unmnationals and give our videos a thumbs up! We have many videos from previous nationals for you to watch. We also have a Facebook page @usanationalmiss.