



The Big Event Pageant

The Big Event Pageant contestants will participate and compete in a special pageant that will serve two unique purposes. First, this pageant is a fundraiser to promote improving the lives of Doña Ana County residents who have recently been diagnosed with any type of cancer and are in active treatment for their cancer. Second, this pageant will encompass a love of humankind and a voluntary joining of resources and action for the public good. This will be achieved by creating a fun pageant where our entire community will have the opportunity to contribute to our mission in a meaningful way by promoting our culture and involving all our communities in Doña Ana County.

Contestants will have a choice of category that has inspired them to participate in The Big Event Pageant Competition. Winners of each category will have a speaking opportunity to reveal their reason for participating.

Contestants will be showcasing their poise, grace, character and “big heart” while gaining confidence and making life-long friends. All proceeds go directly to servicing families receiving treatment for cancer by assisting them with financial assistance with non-medical basic living needs in Dona Ana County through CARE – Cancer Aid Resource & Education, Inc.

PRIZE

Winners of categories entered will receive: Crown, Sash, Trophy + Bragging Rights

Event: The Big Event....A Community that CAREs

When: Saturday, September 24, 2016

Where: New City Plaza, Downtown Main Stage Las Cruces, NM

Time: 3:00 p.m.

Contacts:

Yoli Diaz, Executive Director – 575-649-0598

Isabella Solis, Pageant Chair – 575-312-6511

Rosie Herrera, Pageant Co-Chair – 523-2248

CARE – Cancer Aid Resource & Education, Inc.

125 North Main Street, Suite 114, Las Cruces, NM 88001

RULES & REGULATIONS

- Each contestant must be a resident of Doña Ana County to participate and compete.
- Each contestant must have a sponsor. A sponsor can be an organization, business or an individual. A \$50 sponsor fee is due at the time of application. Checks payable to: CARE
- Should contestant drop out, there will be no refunds of funds raised.
- Each contestant will compete for their title category choice by fundraising.
- Each contestant has a choice to compete for either a Culture Title or Community Title.
- The person who has raised the most money beyond the minimum in each title category by the designated deadline will be crowned for that category.
- To be considered a winner of a Culture Title, contestants must raise a minimum of \$1,000.
- To be considered a winner of a Community Title, contestants must raise a minimum of \$500.
- Media opportunities (newspaper, radio, TV, Facebook, etc.) will announce the competition.
- Applications will be taken starting July 20, 2016.
- Deadline for submitting an application is August 23, 2016
- Each contestant will submit raised funds on a weekly basis.
- Funds will be turned in every Monday at 5:30 p.m.: CARE, 125 North Main Street, Suite 114.
- Fundraising ends on prior to submitting final funds, Wednesday, September 21, 2016.
- Deadline to submit final funds are Wednesday, September 21, 2016, at 5:30 p.m. at CARE.
- We encourage contestants to fund raise above and beyond!
- Winners of each category will be contacted on Thursday, September 22, 2016.
- All contestants will show up to the event one hour before the pageant begins.
- Pageant winners of each category will be announced on Saturday, September 24, 2016 at 3:00 p.m. on stage of the new city plaza in Downtown Main Street in Las Cruces.
- The dress for the contestants attending the event is: females may wear a party, prom or formal dress of choice of any length and males may wear a suit, tux or dress shirt and slacks.
- Pageant winners will each receive a crown, sash and trophy that they will wear throughout the time they are at the event.
- The pageant winners will attend the event, support the event and will attend future events that give the opportunity to speak to benefit CARE.
- Winners of each category will have a speaking opportunity to reveal their special reason for participating.
- A press release will follow announcing the winners of each of the pageant categories.

CONTESTANT TITLE OPTIONS

CULTURE TITLE Minimum \$1,000 Fundraised to Win	COMMUNITY CARE TITLE (Select One Prefix and Select One Community) Minimum \$500 Fundraised to Win			
	PREFIX	COMMUNITY		
Chile Queen	Miss CARE	Las Cruces	La Mesa	San Pablo
Chile King		Sunland Park	La Union	San Ysidro
Chile Princess	Mrs. CARE	Anthony	Mesquite	Santa Teresa
Chile Prince		Mesilla	Organ	University Park
Pecan Queen	Mr. CARE	Hatch	Picacho	Vado
Pecan King		Berino	Placitas	White Sands
Pecan Princess	Princess CARE	Chamberino	Radium Springs	
Pecan Prince		Chapparal	Rincon	
Cotton Queen	Prince CARE	Dona Ana	Rodey	
Cotton King		Fairacres	Salem	
Cotton Princess		Garfield	San Miguel	
Cotton Prince				

FUNDRAISING RULES AND TIPS

Fundraising can be a lot of fun if you are prepared and have a positive attitude. Be ready to hear "no" a lot, but don't let it discourage you. It makes the "yes" feel even more rewarding when you hear it. :)

Safety First! When you go out to fundraise, whether it's to chat with business owners, set up a donation table at an event, or knock on doors... Please keep these safety tips in mind.

1. Always take a buddy. If you are a child, your buddy should be an adult. They do not have to fundraise with you, but they should still tag along to keep an eye on your safety.
2. Should you consider fundraising in your neighborhood, be courteous and always wait outside for a donation.
3. For your safety, please do not consider fundraising in your neighborhood after dark.

Dress appropriately. You are representing CARE – Cancer Aid Resource & Education, Inc. Please have a groomed appearance and dress according to the occasion, "business casual" to ask people for money.

Speak confidently. Be prepared to speak clearly, get your initial point across quickly and answer questions. It's okay if you don't know all the answers, just do your best with a positive attitude. Small children should do as much of the asking and talking themselves as possible, so parents might want to have them practice a few times before you go out.

Offer receipt confirmation. We recommend printing out our Pledge Fundraising Form, putting a few copies on a clipboard and taking a pen. This way you can offer to have CARE – Cancer Aid Resource & Education, Inc. send a receipt directly to the donor for their tax deductible contribution. Not everyone will want a receipt, but most people will appreciate the offer. All checks should be made out to CARE.

Stay positive. Most people will be polite even if they say "no" but there is a possibility that you will come across some people who do not understand what you are doing and can be very rude. Do not take it personally. Just thank them for their time and move on.

Be respectful. If someone has a "No Soliciting" sign, please do not knock on their door or go into their business. They have those signs up for a reason.

Have fun! Once you get the hang of it, you will gain confidence and you may even discover that you have a new talent that you really enjoy!

FUNDRAISING IDEAS		
Recruit a team to help fundraise	Sponsors/Pledges	Sponsorships
Donations	Online-CARE Website	Email/Facebook "Asks"
Dinner or Bake Sale	Car Wash	Garage Sale
Raffle – CARE Approval	Employer Approved Fundraiser	Party – Charge to Attend

THE BIG EVENT PAGEANT COMPETITION ENTRY FORM

Name: _____ Nickname: _____
(Please provide copy of ID and picture by email)

DOB: _____ Age: _____ Parent Name (if under 18) _____

Mailing Address: _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Category _____

What inspired you to participate in The Big Event Pageant Competition? _____

RELEASE OF LIABILITY

I, _____, (Print Name) in consideration of my voluntary participation in The Big Event Pageant competition during The Big Event....A Community that CAREs event, hereby grant to CARE – Cancer Aid Resource & Education, Inc. and City of Las Cruces, the right to record, broadcast and otherwise exploit in any and all media throughout the world my performance in the event and/or event to use my name, likeness, voice and biographical information concerning me in the connection therewith. I voluntarily assume all risks associated with my participation in the event and hereby release and hold harmless CARE – Cancer Aid Resource & Education, Inc. and City of Las Cruces, the sponsors of and suppliers to the event, and their respective directors, officers, employees, agents, successors and assigns, from and against any and all claims, damages, liabilities, costs, and expenses, including reasonable attorney's fees, arising out of my participation in the event, including without limitation any personal injuries (or damage to my property) which I may incur as a result of participation in any of The Big Event....A Community that CAREs events. I warrant that I am of legal age or that I have parent permission if I am under 18 years of age and that I have read and fully understand the foregoing terms and agree to the contest rules and regulations.

This also serves as a medical release in which I hereby authorize any medical attention or treatment in case of emergency and hereby release and hold harmless CARE – Cancer Aid Resource & Education, Inc., City of Las Cruces and any of their representatives.

I have read and agree to abide by all the Contest rules and regulations. I have read the fundraising rules and tips and fundraising ideas. I release CARE – Cancer Aid Resource & Education and City of Las Cruces of any liability as stated in the Release of Liability.

Signature _____ Date _____

Parent Signature _____ Date _____