

EVENT DETAILS

The Big Event Pageant

The Big Event....A Community that CAREs

PAGEANT CHAIR

Isabella Solis, 575-312-6511

PAGEANT CO-CHAIR

Rosie Herrera, 575-523-2248

WHEN: Saturday, September 24, 2016

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

TIME: 3:00 p.m.

PRIZE:

Winners of categories entered
will receive:

- Crown
- Sash
- Trophy
- Popularity Rights

CARE

Cancer Aid Resource & Education, Inc.
125 North Main Street, Suite 114
Las Cruces, NM 88001

Executive Director: Yolanda "Yoli" R. Diaz
Phone: 575-649-0598

Website: carelascruces.org

E-mail: yolidiaz6@msn.com

Or yoli@carelascruces.org

DONATIONS: Please Write Checks

Payable to: CARE

Donations are Tax Deductible

EIN: 85-0196070

CARE PURPOSE

CARE is about and for
The PEOPLE of
Doña Ana County.

CARE offers "hands on" support for
the individual and family dealing
right here, right now with the reality
of cancer. CARE's "Care and
Support Program" helps with
financial assistance for non-medical
needs, basic living needs like
gas cards to get to treatment,
utilities, food, rent, lodging if they
need to travel for treatment, etc.

MISSION STATEMENT

Today we are helping to improve
the quality of life of Doña Ana
County cancer patients, children
and adults.

VISION STATEMENT

Our vision is that no cancer patient
or family member in
Doña Ana County will be without
access to information and services.



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.

PAGEANT RULES AND 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.
- Please have checks be written 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.
- Fundraising ideas are provided. **Please notify CARE on all your fundraising choices and dates of fundraisers.**
- 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 Sep 21, 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

Contestants can compete for either a Culture Title OR a Community Title

CULTURE TITLE	
Minimum \$1,000 to Fundraise to Win Select One Culture (4 Options) and Select One Title (4 Options)	
CULTURE	TITLE
Chile	Queen
Pecan	King
Cotton	Princess
Onion	Prince

COMMUNITY TITLE	
Minimum \$500 to Fundraise to Win Select One Prefix (5 Options) and Select One Community (29 Options)	
PREFIX	
Miss CARE	Mrs. CARE
Princess CARE	Prince CARE
Mr. CARE	
COMMUNITY	
Las Cruces	Organ
Sunland Park	Picacho
Anthony	Placitas
Mesilla	Radium Springs
Hatch	Rincon
Berino	Rodey
Chamberino	Salem
Chaparral	San Miguel
Dona Ana	San Pablo
Fairacres	San Ysidro
Garfield	Santa Teresa
La Mesa	Tortugas
La Union	University Park
Mesilla Park	Vado
Mesquite	White Sands

FUNDRAISING IDEAS

- Sponsorship Form
Download form at: carelascruces.org
- Sponsorships for The Big Event
Download form at: carelascruces.org
- Online-CARE Website
carelascruces.org
- Car Wash
- Dinners
- Employer Approved Fundraiser
- Email/Facebook "Asks"
- Garage Sale
- Party – Entrance Fee

FUNDRAISING TIPS

- Fundraising can be a lot of fun if you are prepared and have a positive attitude
- Safety First
- Dress Appropriately
- Speak Confidently
- Offer Receipt Confirmation
- Stay Positive
- Be Respectful
- Remember CAREs Purpose
- Have Fun!!!

Detailed Info: carelascruces.org