



2026-2027 MISS RODEO

NEW YORK

Sweetheart Pageant Rules & Eligibility

For further information or assistance, please contact our National Director:

Lisa Burdick

mrnynatldirector@gmail.com

Eligibility:

- Be between the age of 4 and 8 on the day of the pageant, Saturday, September 19, 2026.
- Have executed all consents, waivers and/or agreements presented for competition.
- Abide by all rules and regulations of the Miss Rodeo New York Sweetheart Pageant.

Entry Requirements:

- Submit a completed application & Release of Liability.
- Pay a \$125 entry fee.
- Submit one (1) vertical head and shoulder color photo in western attire and hat.
- Send proof of age (For example a birth certificate)

The above requirements must be submitted on or before the deadline date of Friday, August 28, 2026.

Each pageant contestant will have her biography and photo in the pageant program along with the ads that they sold.

Fundraising Requirements:

Each Sweetheart is required to purchase at least one ½ page ad for the pageant program, totaling \$200, which we suggest seeking sponsors for. The Sweethearts family are welcome to purchase additional ads. These can be well wishes for contestants or advertisements from businesses and/or individuals. Sponsors may also go in together to pay for one ad.

There is a special award for the Sweetheart with the highest sales. This will be awarded to the Sweetheart who sells the most program ads in addition to the required \$200 ad.

Please keep in mind that the pageant program and raffle is the primary fundraiser for our pageant. The proceeds go directly back into the Sweetheart and Pageant Contestants.

Each contestant is required to bring to the pageant registration at least one (1) silent auction item for the Miss Rodeo New York auction. We recommend this be a sponsored item(s). The funds generated go back to the Miss Rodeo New York Board of Directors to improve our program.

****Not Required**** During our queen contestant fashion show if the Sweetheart would like to support our Scholarship Program, she will be able to showcase/model her item, with the assistance of a “big queen.” This item would be greatly appreciated but is NOT a requirement.

Suggested Attire:

This is a non-judged Sweetheart Pageant, and as such, it is not necessary to spend a large amount on clothing. The only “requirement,” is that Sweethearts have a cowboy hat for their crown to be placed on.

Fashion Show and Coronation each Sweetheart will be modeling their outfit in the Miss Rodeo New York Fashion Show. Each Sweetheart should have a western outfit and a cowboy hat. This can be a button-up shirt and jeans or a dress/skirt outfit.

Other Pageant Requirements

- A parent or guardian is responsible for transporting their daughter to all pageant functions.
- Sweetheart contestants will follow the same Saturday schedule as the other contestants but will be under the supervision of their parents or guardians.

Contestant Expenses

- Contestants in the Miss Rodeo New York Sweetheart Pageant are required to pay their own transportation to and from the pageant, lodging, food, entry fees, ads in the pageant program (unless sponsored), and any other expenses that might occur during the pageant.

Pageant Authority and Sponsors

- The Miss Rodeo New York Pageant is an annual event.
- Miss Rodeo New York, Inc., conducts the actual competition and arranges the judges, awards and entries for all age divisions.

- Miss Rodeo New York, Inc., has complete authority over the pageant competition and any activities of the contestants during the competition.
- Contest application form, waivers, picture, and all other required documents must be received by Friday, August 28, 2026 deadline. All submissions must be submitted pursuant to the deadlines outlined on the Pageant Checklist.
- Upon receipt of the completed application from each contestant, along with the required proof of age, picture and entry and program ad fees, the applicant will then receive pertinent information regarding the pageant to be held Saturday, September 19, 2026, at Gerry Rodeo Ground in Gerry, NY.

Please make all cashier's checks/money orders payable to: Miss Rodeo New York, Inc.

Sweetheart Guidelines

- Sweethearts may appear at any of the Miss Rodeo New York Titleholder coronations in the state of New York.
- Sweethearts may attend events in crown and sash in their own and neighboring counties.
- The Sweethearts appearing at events and representing their title will be dressed in appropriate and clean attire: This includes wearing a hat, a shirt tucked into jeans, belt and buckle, hat and crown, and sash. Sweethearts may also wear a shirt tucked into a knee length skirt, belt and buckle, hat and crown, and sash. A knee length dress may also be worn with belt and buckle, hat and crown, and sash.
- Sweethearts are not permitted to seek sponsors.
- In parades, we highly prefer that a Sweetheart ride in a wagon or pickup. If horseback, she must be accompanied on the parade route by an adult over the age of 18.
- Sweethearts may design banners for the title of Miss Rodeo New York Sweetheart that use the Miss Rodeo New York logo and/or Sweetheart Logo.
- Miss Rodeo New York