

BRAMPTON FLOWER CITY PAGEANT CONTESTANT WELCOME PACKAGE



Brampton, ON

Spring 2027

Giving our Titleholders the Stage to
Become the Voice of Change!



INDEX

3	MISSION
4	DIRECTOR
5-8	AREAS OF COMPETITION
9-12	SPECIAL AWARDS
13	IMPORTANT DATES
14	ADDITIONAL DATES
15	SPONSORS
16	THANK YOU



MISSION

IT IS OUR MISSION THAT OUR CONTESTANTS AND TITLEHOLDERS BECOME CONFIDENT ABOUT THEMSELVES AND PROUD OF THE IMPACT THEY ARE MAKING IN OUR COMMUNITY. OUR WORKSHOPS NURTURE INTERPERSONAL AND LIFE SKILLS GIVING THEM THE PLATFORM TO BECOME THE VOICE.

Brampton Flower City Pageant Empowers Women and Youth to become community champions through our mentorship program "BECOMING THE VOICE"





DIRECTOR

Hello and Welcome!

I am excited for our upcoming 17th Annual Brampton Flower City Pageant in Spring of 2027 and hope you will join us! We have a new venue, and categories that reflect our vision and mission and we will be bringing back our annual contestant welcome and dance party called Party Royale! So much to look forward to!

This booklet has been designed to give you a better feel on what to expect. Should you have any questions please don't hesitate to reach out by email at info@bramptonflowercitypageant.com or by DM on Instagram @bramptonflowercitypageant or by phone at 647-339-9089.

Our mentorship program is up, and running and registered contestants have the exciting opportunity to take part in our last workshops of the season on Runway and Stage Presence! Take a look at our Instagram to see past workshops and all the fun that was had.

It is our goal to provide a fun and safe space for all our contestants. Thank you for your interest in our Brampton Flower City Pageant, it is an honor to be your director!

Kind Regards,

Michelle Lawrence

Email: info@bramptonflowercitypageant.com

Instagram: @bramptonflowercitypageant

Web: www.bramptonflowercitypageant.com



Michelle Lawrence
PAGEANT DIRECTOR



AREAS OF COMPETITION

INTERVIEW 30%



This segment provides contestants with a wonderful platform to showcase their exceptional communication skills and vibrant personalities. Each contestant is presented with a series of intriguing questions related to their personal life, interests, and accomplishments.

Our esteemed panel of judges meticulously evaluates the contestants, observing how effectively they express their thoughts, demonstrate their knowledge, and radiate their unique personality traits.

Conducted in a formal setting, the panel-style interview takes place 1 to 2 weeks before the pageant, giving our contestants ample time to prepare and showcase their best selves. We kindly request that contestants dress in business attire for this significant occasion, as we believe it enhances the professionalism and elegance of the event. Let's create a memorable experience together, and remember, no jeans or running shoes, please.



AREAS OF COMPETITION

ALL ABOUT ME 25%



"Show us who you are" – an exciting and imaginative opportunity to express yourself!

In this segment, we invite you to let your creativity shine as you reveal your unique identity to the world. Whether it's through a costume or uniform from your favorite hobby, your preferred outfit that reflects your dream job or aspirations, or something that beautifully represents your rich cultural heritage – the choice is entirely yours!

There's no need to worry about getting it "right" or "wrong"; this is all about embracing what speaks to you and makes you feel most comfortable and confident. By doing so, you'll be able to reveal the true essence of your personality and share a captivating glimpse of who you are with all of us.

So, let your imagination run wild and prepare to captivate the stage with your authentic self during the "All About Me" segment. Let's celebrate diversity, individuality, and the amazing uniqueness that each one of you brings to our pageant. Embrace this exciting opportunity to express yourself, and remember, it's all about being YOU!



AREAS OF COMPETITION

FORMAL WEAR 20%

An opportunity to showcase your poise, grace, and style, leaving a lasting impression on the judges.

In this segment, we encourage all contestants to exude elegance and confidence as they grace the stage. For our female contestants, a long formal dress or gown in any colour that resonates with your personality is the perfect choice. Whether you prefer simplicity or a touch of sparkle, the key is to feel radiant and comfortable in your attire. Strut confidently in heels or flats, but please, no running shoes, as we want to maintain the sophistication of this splendid occasion.

Male contestants, you have the chance to impress in a nice suit, and the colour is entirely up to you – choose what complements your style and character best. Whether you opt for a classic, clean look or decide to add a personal flair, the goal is to feel your best and confidently present yourself. Dressy shoes or clean runners are acceptable, ensuring you maintain a polished appearance for this formal affair.

During the Formal Wear segment, the judges will observe your overall grace, poise, and confidence as you showcase your unique style. This is your moment to shine, radiating charm and sophistication. So, take the stage with pride and elegance, leaving a lasting mark with your unparalleled presence.





AREAS OF COMPETITION

ON-STAGE QUESTION 25%

An exciting opportunity for contestants to share their thoughts and opinions on a range of captivating topics, highlighting their ability to think on their feet, express their views eloquently, and exude unwavering confidence.

In this category, contestants get the chance to showcase their intellect and quick thinking, delivering articulate responses that reflect their unique perspectives. The Little and Junior Division contestants will be asked the same intriguing question, giving them an equal opportunity to display their brilliance on stage.

For the Teen, Elite, and Miss divisions, the anticipation builds as each contestant selects a random and stimulating question on stage. This thrilling moment calls for composure and self-assurance as they address diverse topics with poise and clarity.

We encourage all participants to embrace this exhilarating challenge, speaking with unwavering confidence and letting their inner spark shine brightly. Your opinions and insights are invaluable, and this segment provides a perfect platform to inspire and captivate the audience and judges alike.

Remember, you are all brilliant and capable individuals, and we can't wait to witness your exceptional on-stage prowess. Embrace this opportunity to express your unique perspectives with charm and conviction, leaving a lasting impact on all those present. Let your eloquence and confidence illuminate the stage and captivate hearts during the On Stage Question segment.





SPECIAL AWARDS

COMMUNITY SERVICE AWARD

At our pageant, we believe in recognizing and celebrating the outstanding contributions of our contestants to their communities. The Community Service Award is a special recognition presented to the contestant who has demonstrated exceptional dedication and selflessness in serving others.

The process of awarding this esteemed honor begins well before the grand finale. Throughout the pageant journey, contestants are encouraged to actively engage in community service initiatives, making a positive impact on the lives of those around them.

We take immense pride in witnessing the remarkable projects that our contestants undertake. Their selfless endeavors often touch the lives of numerous individuals and communities, leaving a lasting impression of goodwill and compassion.

During the final night of our pageant, the anticipation builds as we approach the announcement of the Community Service Award winner. The recipient is not only celebrated for their remarkable achievements but also serves as an inspiration to all, showcasing the incredible impact that one dedicated individual can have on society.

We firmly believe that community service is an essential aspect of being a well-rounded and responsible individual, and it is our honor to recognize and applaud the exceptional dedication of our contestants in making the world a better place. The Community Service Award truly represents the heart and soul of our pageant, reflecting our commitment to fostering kindness, empathy, and positive change in the world.

Contestants will create a portfolio of their volunteer initiatives and appearances they made during their contestant journey and present it to the judges during the Interview segment.





SPECIAL AWARDS

PUBLIC SPEAKING AWARD

The Public Speaking Award is a highly anticipated aspect of our pageant, as it allows our participants to showcase their eloquence, confidence, and ability to articulate their thoughts effectively. The award involves a combination of interview and on-stage question segments, providing a comprehensive assessment of the contestants' communication abilities.

During the interview phase, each contestant engages in a one-on-one conversation with our esteemed panel of judges. This interview segment not only allows the judges to gain valuable insights into the contestant's personality, intelligence, and passion for their chosen platforms but also serves as an opportunity for the contestants to express their opinions and ideas clearly and convincingly.

Following the interview phase, we move on to the on-stage question segment. Here, the contestants have the chance to demonstrate their poise and composure while addressing thought-provoking questions in front of our enthusiastic audience. This segment not only assesses their public speaking skills but also tests their ability to think on their feet, displaying grace under pressure.

After meticulous evaluation and careful consideration, we proudly announce two winners for the Public Speaking Award. The first winner, known as "Mini Public Speaking Awardee," will be chosen from the Little, Junior, and Preteen categories. The second winner, known as "Grand Public Speaking Awardee," will be selected from the Teen, Miss, and Elite categories.

The recipients of the Public Speaking Award truly exemplify the art of effective communication. Their ability to engage, inspire, and connect with others through their words leaves a lasting impact on our judges and audience alike. As a pageant that values the development of confident and articulate individuals, we celebrate the winners' achievements and acknowledge their potential to become powerful advocates for their causes.



SPECIAL AWARDS

FRIENDSHIP AWARD

The Friendship Award is a unique and special recognition as it is chosen by the contestants themselves. Throughout the pageant journey, our contestants form meaningful connections, supporting and encouraging each other along the way. This award embodies the essence of friendship and embodies the true essence of what it means to be part of our pageant family.

During the course of the pageant, contestants participate in various activities, events, and rehearsals. Through these shared experiences, friendships are forged, and the contestants get to know one another on a deeper level. These bonds go beyond mere competition; they blossom into genuine friendships that foster a sense of unity and compassion among all participants.

As the grand finale approaches, we provide a platform for our contestants to cast their votes for the individuals they believe exemplify the true spirit of friendship within their respective categories. Each contestant gets to nominate a fellow contestant for the Friendship Award.

Once the votes are tallied, we announce the winners in two distinct categories. The "Mini Friendship Awardee" is selected from the Little, Junior, and Preteen categories, while the "Grand Friendship Awardee" is chosen from the Teen, Miss, and Elite categories.

The Friendship Award winners are celebrated not only for their exceptional performance in the pageant but also for the kindness, support, and camaraderie they have demonstrated throughout the journey. These individuals have truly embodied the values of friendship, cooperation, and encouragement, setting an example for all contestants to follow.



SPECIAL AWARDS

BRAMPTON ROSE AWARD

The Brampton Rose Award holds a special place in our hearts as it celebrates the essence of our beloved city and the values we cherish. Throughout the pageant journey, we encourage our contestants to engage with the local community, immerse themselves in its culture, and gain a deep understanding of the city's history, traditions, and values.

As the pageant progresses, the contestants have several opportunities to showcase their connection to Brampton and demonstrate their commitment to its community. They actively participate in local events, community service initiatives, and cultural activities, forging a strong bond with the city and its residents.

The process of selecting the Brampton Rose Award winner is a thoughtful and thorough one. Our panel of judges, who are deeply familiar with Brampton's spirit and values, closely observe the contestants' interactions, engagements, and expressions of love for the city.

Throughout the interview, the judges evaluate how well the contestants demonstrate their knowledge of Brampton's history, landmarks, diverse communities, and its contributions to the region.

On the night of the grand finale, amid excitement and anticipation, we proudly announce the recipient of the Brampton Rose Award. This exceptional individual embodies the true essence of Brampton's community spirit, representing the values of unity, diversity, and inclusivity that our city embraces.



IMPORTANT DATES

Rehearsal / Closed Practice

Date & Time: February 2027, Arrival 6:30pm - Pickup 8:30 pm

Location: TBA

Attire: All Black, kindly ensure to bring your running shoes and the footwear intended for the pageant, as we will be practicing in both pairs.

Party Royale

Date & Time: April 2027

Arrival 6:15pm - Pick up 9:00pm

Location: TBA

Attire: Semi-formal Royal Blue.

Interview

Date & Time: Sunday April 25th, 2027

Interview times will begin at 10am

Location: City Hall Boardroom, CH2, 2 Wellington St W.

Attire: Business Dressy (No jeans or running shoes)

Final Rehearsal / Closed Practice

Date & Time: Tuesday April 27th, 2027 Contestant Arrival 6:15pm - Pickup 8:30pm

Location: TBA

Attire: All Black, kindly ensure to bring your running shoes and the footwear intended for the pageant, as we will be practicing in both pairs and your contestant sash.

Pageant

Date & Time: May 2027 Contestant Arrival: TBA

Location: TBA

Official Titleholder Photoshoot (For Newly Crowned 2027 Titleholders)

Date & Time: May 2027 Titleholder Arrival: TBA

Location: TBA

SPONSORS



We are so grateful for our partners and sponsors, without whom our event would not be possible. We send a sincere and heartfelt thank you to everyone involved in making this event a reality.



Thank You!

& see you soon!

Be sure to follow us on social media
[@bramptonflowercitypageant](https://www.instagram.com/bramptonflowercitypageant)