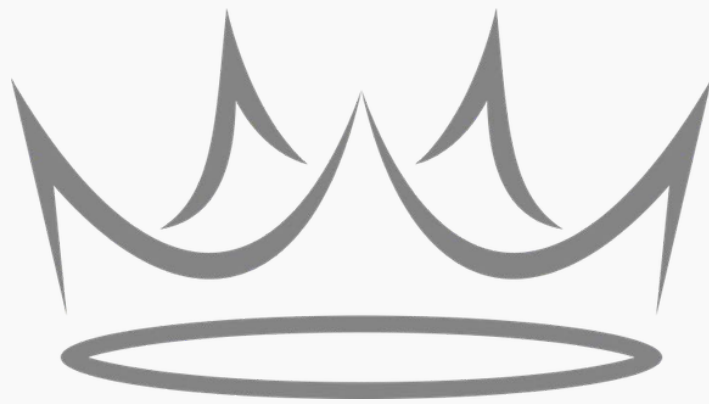




MISS ICONIC — USA —

BE INSPIRED | BE IMPACTFUL | BE ICONIC



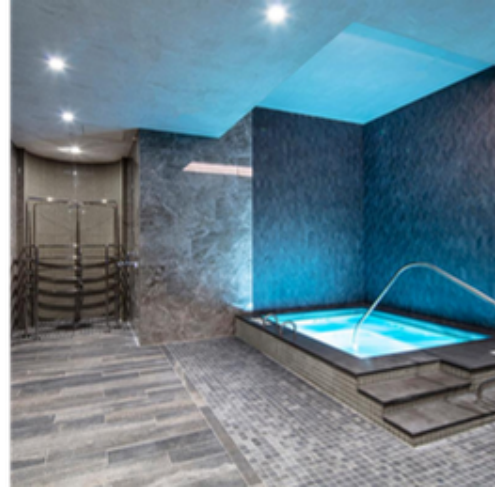
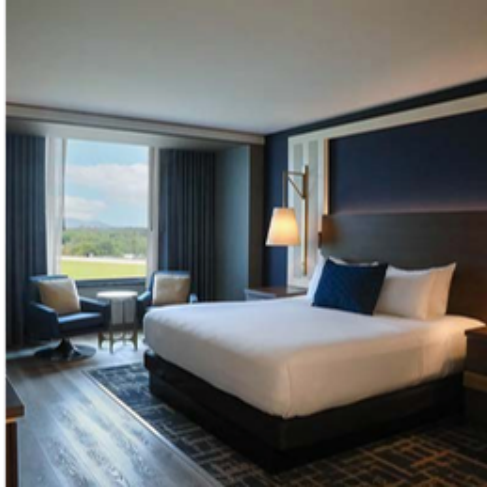
National Competition
HANDBOOK

JULY 31 AND AUGUST 1, 2026

OAKLAWN CASINO AND RESORT | HOT SPRINGS, AR

OAKLAWN RESORT AND CASINO

The Miss Iconic USA National Pageant is proudly hosted at Oaklawn Casino Resort & Spa, a premier destination in Hot Springs, Arkansas. This luxury resort offers everything our contestants and families need—all in one iconic location—creating a seamless, stress-free, and elevated pageant experience.



Iconic Indulgence | The Spa

Unwind and recharge with world-class spa services designed to help contestants and families relax and feel their best during pageant week.



Iconic Taste | Fine Dining & On-Site Cuisine

Enjoy upscale dining and convenient on-site restaurants, perfect for celebratory meals or quick bites between events.



Iconic Convenience | All Under One Roof

From accommodations and rehearsals to competitions, and dining. Everything you need is located on site for a seamless pageant experience.

JULY 31 & AUGUST 1, 2026

2705 Central Avenue
Hot Springs, AR 71901

See the Iconic Dashboard for
Booking Link
\$139/Night

It is recommended that all
contestants stay at the hotel on
competition days.



Welcome to the Miss Iconic USA National Pageant!

We are beyond excited to welcome you to a weekend celebrating confidence, character, and community. Whether this is your very first pageant or one of many, we want you to know that Miss Iconic USA was created with you in mind. We are a system where every girl can shine, make lifelong memories, and be celebrated for exactly who she is.

As mothers of girls who love pageantry, we understand the trust families place in a pageant system. We pride ourselves on being honest, fair, and transparent in everything we do. Our goal is to create an environment where every contestant feels valued, respected, and supported. On and off the stage.

At Miss Iconic USA, we believe every contestant is already an ICON! Someone who inspires others through kindness, leadership, and hard work. Our mission is to empower young women to chase their dreams, use their voices, and discover the strength that comes from being unapologetically confident.

This weekend will be filled with fun, new friendships, and unforgettable moments. As you step onto the stage, remember: crowns sparkle brightest when they reflect a beautiful heart. We are so proud of each of you and cannot wait to see you shine.

With love and excitement,

Suzanne Smith Lawson
Owner/National Director

ICONIC DIVISIONS



At Miss Iconic USA, we believe every stage of a young woman's journey deserves to shine. Our system is divided into two dynamic groups. Each designed to celebrate growth, confidence, and iconic potential.

Junior Division: *Tiny Princess, Junior Princess, Princess*

Senior Division: *Preteen, Junior Teen, Teen, Miss*

From the tiniest sparkle to the most polished crown, every contestant embodies what it means to be empowered, confident, and ICONIC.

TINY PRINCESS

Our youngest Icons, ages 4 and 5, shine with personality, confidence, and sparkle on stage.



JR PRINCESS

Icons ages 6 and 7 bring energy, excitement, and growing confidence to every phase of competition.



PRINCESS

Icons ages 8 and 9 display grace, leadership, and a heart for serving others as they develop their own iconic style.



Age as of June 1, 2026

PRE TEEN

Preteens Icons ages 10 to 12 are confident, poised, and ready to lead with personality, purpose, and heart.



JR TEEN

Icons ages 13 to 15 embrace confidence and community impact while expressing their individuality.



TEEN

Icons ages 16 to 18 are ambitious and empowered, leading with confidence, compassion, and drive.



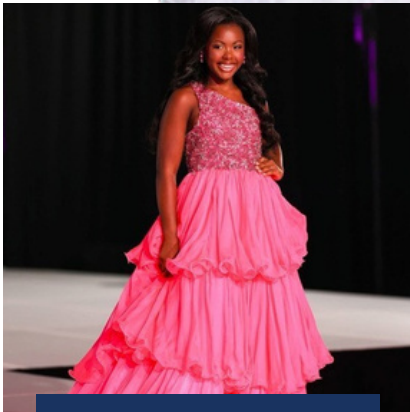
MISS

The Miss division, for Icons ages 19 to 22, celebrates accomplished leaders who inspire with purpose and poise.

Age as of June 1, 2026



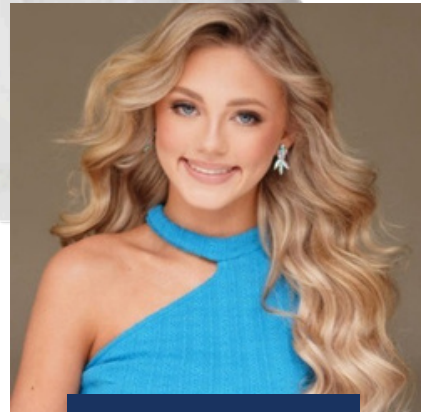
PHASES OF COMPETITION



Evening Gown 40%



Fun Fashion 40%



Photogenic 20%

SCORING BREAKDOWN

Contestants will be evaluated across three areas of competition designed to showcase their confidence, poise, and individuality. Evening Gown (40%) highlights grace, elegance, and stage presence. Fun Fashion (40%) allows contestants to express their unique style and personality through fashion and attitude. Photogenic (20%) recognizes the contestant's ability to capture charisma and natural beauty through photography.

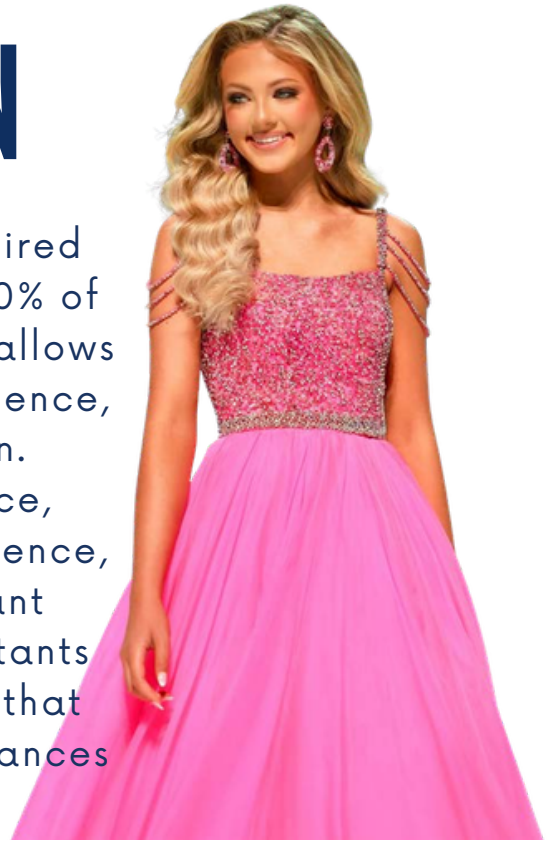
Together, these categories celebrate what it truly means to be ICONIC.

REQUIRED COMPETITIONS

EVENING GOWN

The Evening Gown Competition is a required phase of competition and accounts for 40% of the contestant's overall score. This phase allows contestants to showcase elegance, confidence, and poise through formal presentation.

Judges will evaluate overall appearance, posture, stage presence, walk, and confidence, as well as how effectively the contestant presents herself in evening wear. Contestants should select an age-appropriate gown that complements their personal style and enhances their iconic presence on stage.



FUN FASHION

The Fun Fashion Competition is a required phase of competition and accounts for 40% of the contestant's overall score. This phase allows contestants to showcase their personality, confidence, and sense of style through fashionable, age-appropriate attire.

Judges will evaluate overall presentation, confidence, stage presence, walk, and how well the contestant expresses individuality and energy on stage. Fun Fashion is designed to highlight personal flair while maintaining polish, professionalism, and strong stage awareness.

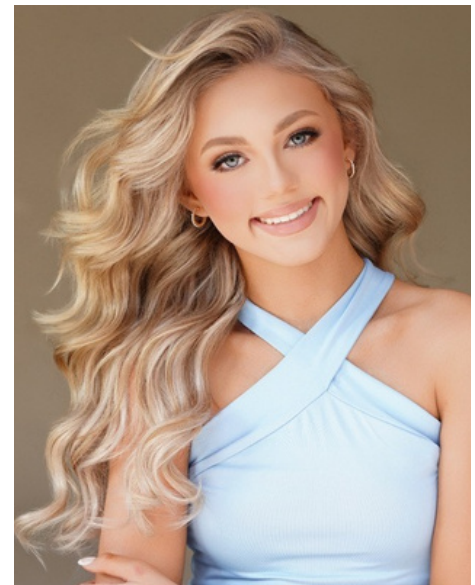


REQUIRED COMPETITIONS

PHOTOGENIC

The Photogenic Competition is a required phase of competition and accounts for 20% of the contestant's overall score. This phase allows contestants to showcase confidence, personality, and presence through a single photograph.

Judges will evaluate overall image quality, facial expression, confidence, composition, and how well the photograph reflects the contestant's iconic presence. Glitz-style photos are not permitted. Photos should be age-appropriate, professionally presented, and representative of the contestant's natural beauty and personal style.



TOP 5 & FINAL SCORING

At the conclusion of preliminary competition, the Top 5 contestants in each division will advance to finals.

Top 5 finalists will present a final look in Evening Gown and answer one on-stage question.

The final round will produce a new Evening Gown score, which will include the contestant's response to the on-stage question as part of the overall Evening Gown evaluation.

Final Scoring Breakdown

Final placements will be determined using the following weighted scoring:

Evening Gown & On-Stage Question (Finals) – 40%

Fun Fashion (Preliminary Score) – 40%

Photogenic (Preliminary Score) – 20%

On-Stage Question Guidelines

Each Top 5 finalist will answer one on-stage question during finals.

Junior Divisions

(Tiny Princess , Jr Princess, Princess)

The official on-stage question bank is provided on the following page.

Questions are age-appropriate and designed to highlight confidence, communication skills, and personality.

Senior Divisions

(Pre Teen, Jr Teen, Teen, Miss)

On-stage question will be provided backstage to the top 5 finalist.

JUNIOR DIVISION ON-STAGE QUESTION BANK

TINY PRINCESS (AGES 4-5)

- What is your favorite snack or treat?
- What is your favorite cartoon or movie?
- What is your favorite color?
- What is your favorite thing to do for fun?
- Who came to watch you today?
- Do you have a favorite toy or game?
- What makes you happy?
- Can you tell us your favorite animal?
- What do you like about being in a pageant?
- What is something you love to do with your family?

JR. PRINCESS AND PRINCESS (AGES 6-9)

- What does being "Iconic" mean to you?
- If you could use your crown to help others, what would you do?
- Who is someone you look up to, and why?
- What is your favorite subject in school, and why do you enjoy it?
- What makes you special or unique?
- How do you show kindness to others every day?
- If you could make the world a better place, what is one thing you would change?
- What is something you are proud of accomplishing?
- What do you like most about being part of Miss Iconic USA?
- If you could give advice to another girl your age, what would you tell her?

ICONIC OPTIONALS

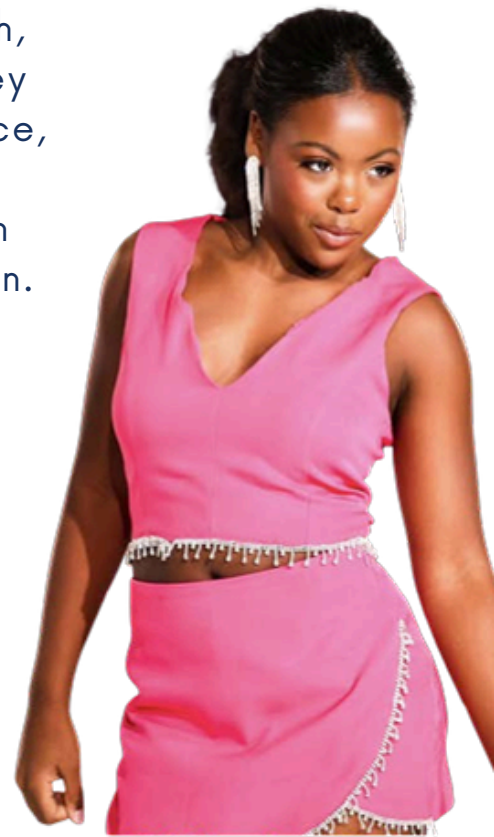
CASUALWEAR

The Casual Wear competition highlights each contestant's personal style, confidence, and individuality. Contestants will model a stylish, age-appropriate outfit that reflects who they are while demonstrating poise, stage presence, and personality. This phase is designed to showcase natural confidence and how each contestant carries herself in everyday fashion.

Judging will be based on presentation, confidence, walk, and overall impression.

RUNWAY

The Runway competition showcases each contestant's walk, confidence, and ability to command the stage with style and presence. Contestants will model fashionable attire while demonstrating strong posture, smooth transitions, and eye contact. This phase emphasizes confidence, control, and personality on the runway. Judging will be based on walk, stage presence, confidence, and overall presentation.



ICONIC OPTIONALS

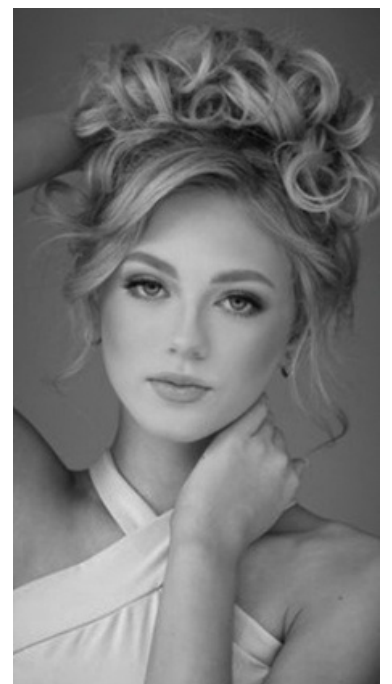
FITNESS

The Fitness competition highlights physical wellness, confidence, and healthy lifestyle choices. Contestants will model athletic or fitness-inspired attire while demonstrating energy, confidence, and stage presence. This phase is designed to celebrate strength, self-care, and positive body image. Judging will be based on confidence, walk, presentation, and overall fitness appearance.



BLACK/WHITE PHOTO

The Black & White Photogenic competition captures elegance, expression, and timeless beauty through classic photography. Contestants will submit a black and white photo that reflects strong facial expression, confidence, and camera presence. This phase highlights how well each contestant connects with the camera and conveys personality without the use of color. Judging will be based on overall image quality, expression, composition, and photogenic appeal.



ICONIC OPTIONALS

ACADEMIC

The Academic Excellence Award honors contestants who demonstrate outstanding academic achievement, dedication to learning, and a strong commitment to educational success. This award is presented to one overall winner in the Junior Division and one overall winner in the Senior Division. It celebrates scholars who balance academics with involvement in pageantry and community leadership. Judging will be based on academic records, achievements, and overall scholastic excellence.

COMMUNITY SERVICE

The Iconic Community Service Awards honor contestants who demonstrate an exceptional commitment to serving their communities. These awards recognize the time, dedication, and impact contestants make through volunteerism and outreach. Awards are presented in three levels based on verified service hours:

Gold Iconic Community Service Award – 100+ hours of documented community service

Silver Iconic Community Service Award – 75–99 hours of documented community service

Bronze Iconic Community Service Award – 25–74 hours of documented community service

This award celebrates leadership, compassion, and a heart for service. Recognition is based on verified service hours submitted with proper documentation.

ICONIC OPTIONALS

PORTFOLIO

The Portfolio Award honors contestants who present a strong personal brand through a curated collection of images. Portfolios are evaluated on overall presentation, image quality, consistency, and how effectively the portfolio reflects the contestant's confidence, personality, and iconic presence.

TALENT

The Talent Award recognizes contestants who showcase creativity, skill, and stage presence through a virtual talent submission. Performances must be 90 seconds or less and may include singing, dancing, instrumental performance, spoken word, cheer, gymnastics, or other age-appropriate talents.

ICONIC OPTIONALS

SPOKESMODEL

The Iconic Spokesmodel Competition gives contestants the opportunity to showcase confidence, communication skills, and personal branding through a 30-second video reel. Contestants will create a short reel highlighting who they are, their personality, passions, and what makes them iconic. Videos should be engaging, authentic, and age-appropriate, allowing judges to see how well the contestant connects with an audience through on-camera presence.

Judges will evaluate clarity, confidence, creativity, personality, and overall presentation. Submissions must reflect professionalism while remaining true to the contestant's individuality.

Two winners will be named:

Junior Division Iconic Spokesmodel

Senior Division Iconic Spokesmodel.

ICONIC OPTIONALS

ICONIC SUPERMODEL

The Iconic Supermodel Award honors contestants who demonstrate outstanding confidence, versatility, and stage presence. This award is presented to the contestant in each division with the highest combined score from the following optional competitions: Casual Wear, Fitness, and Runway.

Two winners will be named:
Junior Division Iconic Supermodel
Senior Division Iconic Supermodel



ICONIC COVER MODEL

The Cover Model Award is presented to the contestants with the highest ad sales in the Junior and Senior Divisions. Ad pages may be purchased for \$150 per ad. This prestigious award recognizes outstanding ambition, professionalism, and promotional effort.

The Junior Division Cover Model Winner will be featured on the inside back cover of the official Miss Iconic USA program book.

The Senior Division Cover Model Winner will be featured on the back cover of the official Miss Iconic USA program book.

This award highlights leadership, initiative, and the ability to successfully represent the Miss Iconic USA brand through sponsorship engagement and marketing excellence.



“JUST LIKE ME” SCHOLARSHIP

The “Just Like Me” Scholarship is proudly presented by the Miss Iconic USA Princess Ambassador, Nancy Anne, in support of her initiative focused on inclusion, representation, and compassion for children with disabilities. This \$200 scholarship is awarded to the contestant who donates the most handicap Barbie dolls at registration.

Nancy Anne alongside her friend, Stacy Walz, has collected and donated over 500 Handicap Barbies to Arkansas Children’s Hospital as a part of her platform “Just Like Me.” She believes every boy and girl should have a Barbie or Ken doll that looks JUST LIKE THEM!!

This scholarship honors generosity, empathy, and the power of giving back while uplifting children who deserve to see themselves reflected in the toys they play with.



ICONIC DASHBOARD

The Iconic Dashboard is your official online headquarters for all things Miss Iconic USA. Designed to keep contestants and families organized, informed, and prepared, the Iconic Dashboard serves as the central hub for your national pageant experience. Everything you need will be housed in one convenient, easy-to-access location, including:

Official Contestant Handbook & Guidebook
Payment Information & Deadlines
Optional Competition Registration
Hotel & Venue Booking Links
Approved Vendors
Event Schedules & Updates
Important Announcements & Downloads

Contestants and families are encouraged to check the Iconic Dashboard regularly, as it is the official and most up-to-date source for all national pageant information.

Please review all materials thoroughly before contacting the National Office, as many questions can be answered directly within the dashboard. If you are unable to find the information you need, our team is always happy to assist.

Dashboard Access
Website: MissIconicUSApageant.com
Password: Provided in your official Welcome Email

HAIR & MAKEUP RULES

MAKEUP GUIDELINES

Age-appropriate makeup is permitted for all divisions, including the use of false eyelashes both on and off the stage for all events .

HAIR GUIDELINES

Hair should be neatly styled and age-appropriate.

Hair extensions are permitted.

Half hair falls are only permitted for the Tiny Princess division (4/5) and require prior approval from the National Office.

Additional Appearance Guidelines

Flippers (cosmetic teeth) are NOT permitted in any division.

*Approved Hair and Makeup Vendors will be listed on the contestants dashboard



2026 National Registration Fees \$800 INCLUDES:

- Required Phases of Competition; Evening Gown, Fun Fashion and Photogenic.
- Iconic Awards Gala Contestant Ticket
- Rehearsal T-Shirt
- Full Page Ad in the Iconic Program Book
- State Crown and Sash


**MISS ICONIC
— USA —**
BE INSPIRED | BE IMPACTFUL | BE ICONIC



ICONIC SPONSORS



Sheldon Smith

Crown Jewel
DESIGNS

OAK + LANE



KENDRA
SCOTT



BE INSPIRED | BE IMPACTFUL | BE ICONIC

AWARDS AND PRIZES

- Miss Iconic USA National Crown
- Embellished Rhinestone Sash
- Beautiful Flower Bouquet
- National Queen Photoshoot Following Crowning
- Iconic Reception following Crowning for National Queens and their families
- Cocktail Dress (\$500 value) & a pair of Diverse Style shoes (up to \$150 value) sponsored by Violet's
- Customer Earrings sponsored by Crown Jewel Designs
- Iconic Sisterhood Retreat - Birmingham, AL
- Photoshoot with Crowned Collective Studios
- Cash Scholarship (based on entries)
- Retreat to Lake Ouachita - Hot Springs, AR
- Travel Sash Protector by Oak & Lane
- National Queen Photoshoot by National Sponsor Portraits by Jen
- Estee Lauder Grand Makeup Kit
- Michael Kors Crossbody Bag
- Autograph Cards sponsored by Rae of Sunshine Designs
- Personalized Car Magnet for Parades
- Kendra Scott Jewelry Box
- Kendra Scott Earrings
- Iconic Monogrammed Tumbler
- Mock Interview Session with Mary Swenson from Confidence & Poise
- 3 Coaching Sessions with Kaley Baxendale Consulting
- Hotel Accommodations for Nationals 2027
- Senior Division - Tory Burch Clutch
- Senior Division - Kendra Scott Signature Candle



MISS ICONIC USA DELEGATE INFORMATION & EXPECTATIONS

THE ICONIC EXPERIENCE

Miss Iconic USA is designed to be organized, empowering, and unforgettable. To ensure a smooth and professional national experience for all contestants and families, the following expectations apply to every delegate.

ICONIC DASHBOARD & OFFICIAL COMMUNICATION

The Iconic Dashboard is the official source for all national pageant information, including schedules, payments, forms, and updates. Delegates and families are expected to review the dashboard regularly and remain informed throughout the pageant season.

Important materials such as headshot submissions, optional registrations, and event details will only be communicated through official Miss Iconic USA channels.

NATIONAL HEADSHOT REQUIREMENT

Each delegate must submit one official national headshot for use in national materials, including promotional graphics, program features, and People's Choice voting.

Submission instructions, specifications, and deadlines are provided in the Iconic Dashboard.

REHEARSALS, STAGE ACCESS & SAFETY

Miss Iconic USA schedules structured rehearsal time to ensure every delegate feels confident and prepared on stage. Rehearsals include walking, opening number, finale, and awards practice.

For safety and fairness:

Delegates may only access the stage during scheduled rehearsals

Practicing or walking on stage outside of assigned times is not permitted

Any delegate found on stage during unscheduled times will receive a five (5) point deduction from their overall preliminary score. This policy is strictly enforced due to professional stage equipment and safety protocols.

MISS ICONIC USA DELEGATE INFORMATION & EXPECTATIONS

OPENING NUMBER

All contestants will participate in the Opening Number, which sets the tone for the Miss Iconic USA pageant experience. This segment allows contestants to be introduced on stagewhile showcasing confidence, energy, and unity.

Contestants are required to wear white attire for the Opening Number. Outfits should be age-appropriate, comfortable for movement, and reflect a polished, cohesive look.

AD PAGES

Each contestant's national ad page is included with national registration fees and is a required part of the Miss Iconic USA experience. Ad pages are featured in the official national program book and serve as a meaningful way to celebrate contestants, recognize supporters, and highlight sponsors. Contestants may purchase additional ad pages for \$150 per page. Multiple sponsors may be included on an ad page, making this a great opportunity to offset pageant-related expenses through sponsorships.

All ad pages will be professionally designed by Rae of Sunshine Designs, the official national designer for Miss Iconic USA, ensuring a cohesive, high-quality look throughout the program book. Design instructions, deadlines, and submission details will be provided via the Iconic Dashboard.

The contestant with the highest ad page sales, one from the Junior Division and one from the Senior Division, will be recognized with the prestigious Iconic Cover Model Award, adorning the back and inside back cover. Ad pages must include the contestant's name and official national title and should reflect professionalism, clarity, and strong visual presentation.

MISS ICONIC USA DELEGATE INFORMATION & EXPECTATIONS

OFFICIAL VENDORS

Miss Iconic USA partners with trusted, professional vendors to enhance the national pageant experience. Official hair and makeup vendors for the national pageant will be announced and posted exclusively in the Iconic Dashboard.

Contestants are encouraged to review the approved vendor list prior to making beauty service arrangements. While use of official vendors is optional unless otherwise stated, selecting an approved vendor ensures familiarity with pageant expectations, schedules, and venue requirements. Additional vendor information, booking details, and updates will be communicated through the Iconic Dashboard as they become available.

OFFICIAL PHOTOGRAPHY & LIVE STREAMING

Sheldon Smith Photography is the official photographer for Miss Iconic USA. All on-stage and event photography will be captured exclusively by Sheldon Smith Photography. Information regarding photo packages and purchasing options will be provided through the Iconic Dashboard.

Miss Iconic USA events will also be available for live streaming. Streaming details, viewing links, and access information will be shared in the Iconic Dashboard prior to Nationals.

ICONIC AWARDS GALA

The Iconic Awards Gala is a signature event of Miss Iconic USA, celebrating confidence, achievement, and the unforgettable journey of our contestants. Prior to the Gala, contestants will participate in the Iconic Runway, where they will take the runway to showcase confidence, presence, and personal style. Sheldon Smith Photography will be capturing this special runway experience.

Contestants are encouraged to dress to impress in cocktail attire that reflects confidence, sophistication, and personal flair.

As part of the gala experience, all contestants are required to bring a silent auction basket valued at \$100. Proceeds from the auction go to the Miss Iconic USA National Scholarships.

MISS ICONIC USA DELEGATE INFORMATION & EXPECTATIONS

OFFICIAL STATE SASH GUIDELINES

Delegates will be provided with an official Miss Iconic USA state sash. To maintain a clean, cohesive brand presentation:

- Sashes may not be altered or embellished
- Magnets or pins may be used for secure wear

Uniformity helps ensure fairness and professionalism across all divisions.

FINAL SHOW PARTICIPATION

All delegates are required to participate in the Finale Show and remain on stage for final awards and crowning. This moment is a celebration of every contestant's journey and is a required part of the national experience.

SOCIAL MEDIA & THE ICONIC BRAND

We love seeing delegates share their journey! While social media promotion is encouraged but not required, delegates may create or update titleholder pages at their discretion.

Title format example:

Miss Iconic USA Arkansas Teen

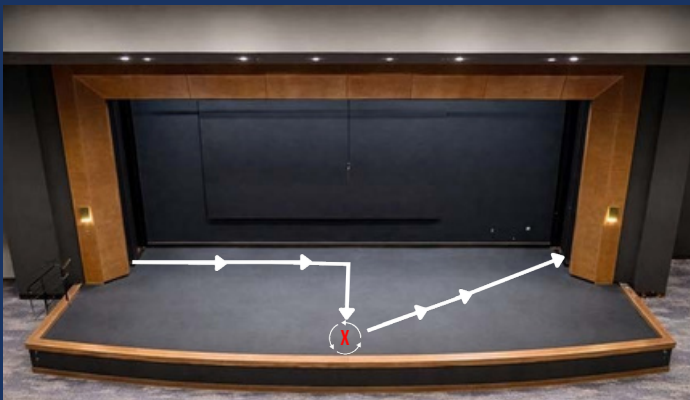
OFFICIAL MISS ICONIC USA HASHTAGS

Please use these when posting:

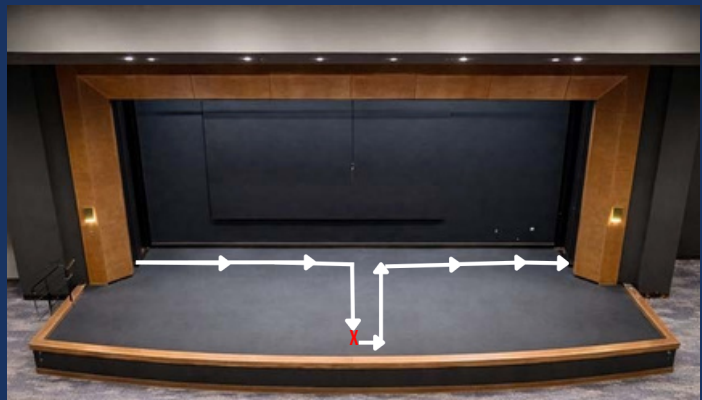
#MissIconicUSA #BeInspired #BeImpactful #BeIconic #IconicMiss
#CrowningIcons #RoadToIconic
#IconicConfidence #WhereIconsRise
#EmpoweredIcons #FutureIcons #ConfidenceIconic

WALKING PATTERNS

EVENING GOWN



FUN FASHION



The Fun Fashion walk is limited to 45 seconds, and the Evening Gown walk is limited to 55 seconds. Timing begins when your name is called. To ensure fairness for all contestants, a five-point deduction will be applied if the time limit is exceeded.



BE INSPIRED | BE IMPACTFUL | BE ICONIC

OUR MISSION

At Miss Iconic USA, our mission is simple:

“To empower young women through confidence, scholarship, and service.” We are dedicated to helping every contestant grow as a leader, celebrate her individuality, and discover what makes her truly iconic.

Through each phase of competition and community engagement, we strive to create a positive, encouraging environment that uplifts girls of all ages. Our program blends traditional pageantry with real-world leadership, shaping future changemakers who lead with grace, intelligence, and compassion.



BE INSPIRED | BE IMPACTFUL | BE ICONIC



BE INSPIRED | BE IMPACTFUL | BE ICONIC

2026 AMBASSADORS

