

IT HAS
NEVER BEEN
EASIER TO
WIN BIG!

YEARBOOK SPOTLIGHT

ContestSM

We are awarding
\$CHOLARSHIPS!
Find out how to get yours.

**COMMUNITY &
FAMILY SUPPORT**

*can make all
the difference!*



NAMTM
National American Miss

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Isabella Schuster
Jr. Teen
National Cover MissTM

WORKING TOGETHER TO ENCOURAGE OUR FUTURE LEADERS

Spotlight 411!

QUALIFY FOR NATIONALS
by earning the title of
State Ambassador!



Why participate in the optional Spotlight ContestSM?

This is an opportunity for you to win cash awards and prizes, make your Yearbook a lifetime memento of your pageant experience, and give your family, friends, and local businesses a chance to wish you good luck and congratulations. With any amount of Spotlight ContestSM spaces, you are **guaranteed** to receive a fabulous Spotlight Award on stage during pageant weekend.

State Ambassador: By participating in the Spotlight ContestSM, you can qualify to compete at the National Pageant in Hollywood! When you complete two full Spotlight ContestSM pages, you will earn the title of State Ambassador. As a State Ambassador, you are eligible to compete as a finalist in the National All-American Miss Pageant in Anaheim, California.

State Cover Girl: Complete three full Spotlight ContestSM pages and you are eligible for the State Cover Girl Title! This prestigious title is awarded to one girl in each age group who has completed the most Spotlight ContestSM spaces for her state. As a State Cover Girl, you become state royalty and are eligible to compete as a finalist in the National All-American Miss Pageant in Anaheim, California.

Where will the Spotlight ContestSM pages appear in the State Yearbook?

Spotlight ContestSM pages will appear in the second half of the Yearbook. Your name will be at the top of each **full** page of Spotlight ContestSM spaces that you send in, and you may put a photo of your choice on each **full** page. You may select a different photo for each full Spotlight ContestSM page or use the same photo for all of your Spotlight ContestSM pages.

What should I do first if I want to participate in the Spotlight ContestSM for the State Yearbook?

1. Sit down with your parents and decide what goals you want to reach.
2. Read pages 2 and 6 of this Spotlight ContestSM booklet for some ideas about whom to contact.
3. Make a list of all the people you would like to visit with about the Spotlight ContestSM.
4. Schedule specific times that you will go out and visit your prospective Spotlight ContestSM contributors.
5. You should visit prospective Spotlight ContestSM contributors **in person**. Do not try to offer spaces by using the phone or writing letters because it is impersonal and usually ineffective.
6. Write down what you will say to your prospective Spotlight ContestSM contributor. Practice in front of a mirror until you feel comfortable and look very natural.

Believe in yourself...and others will believe in you too!

When I am ready to go out, what should I do?

Look your best and remember to take this booklet with you. Tell your prospective Spotlight ContestSM contributor why you are participating in the Spotlight ContestSM and the prizes you hope to earn. Then, explain the different Spotlight ContestSM sizes and their prices. Show them examples of Spotlight ContestSM spaces on pages 9-13 of this booklet. Explain that Spotlight ContestSM contributions are **tax-deductible** as an advertising expense for their business.



Spotlight 411!

Here is an example of what you could say:

"Hello. My name is _____, and I am a State Finalist in the National American Miss Pageant for my state. National American Miss awards scholarships, prizes, and trips to the National Pageant to young ladies nationwide. I will be participating in the State Pageant this year and my goal is to win _____. Can you help me reach my goal by placing a 1/10th, 2/10th or larger size Spotlight Contest™ message in our beautiful State Pageant Yearbook? (Show them examples on pages 12 and 13 of this Spotlight Contest™ booklet.) Your Spotlight Contest™ contribution is tax- deductible as a business advertising expense. Professional artists will design your Spotlight Contest™ space from your business card, photograph, camera-

ready art, or whatever you can give me. The State Pageant Yearbook will be distributed to hundreds of people from all over the state on pageant weekend."

Who are good prospects as Spotlight Contest™ contributors?

Your family members, friends, and neighbors are ALWAYS happy to put "CONGRATULATIONS" and "BEST WISHES" Spotlight Contest™ messages in the State Yearbook. Let them know your photo will be featured on full Spotlight Contest™ pages and you are able to EARN prizes and awards by working toward that goal.

If you have offered Girl Scout cookies, Christmas cards, magazines, candy, etc., for clubs, schools, church groups, and other organizations, then you already know some of the people who would love to have a space in the Yearbook!

Your family members know store owners, managers, club officers, neighbors, and friends who are always eager to help you achieve your dreams and your goals. Your doctor and dentist have watched you grow up; they should be eager to help too. Don't forget your parents' insurance agents and community business people who sponsor youth-oriented activities such as Little League Baseball and football or basketball teams.

What if a prospective Spotlight Contest™ contributor says "no"?

Many of your prospective Spotlight Contest™ contributors would like to obtain a Spotlight Contest™ space but may not want to do so at that time for various reasons. You **should not** feel discouraged or ready to give up! The best thing for you to do is say, "Thank you for your time," with a smile and ask that they keep you in mind for next year's pageant. Also, it's a good idea to keep in touch with those potential Spotlight Contest™ contributors throughout the year, if only to say hello and let them know how great you did in your state pageant!

If I win the State Cover Girl title, can I also win the State Pageant title?

Winning the State Cover Girl title has nothing to do with the selection of the State Pageant Winner. If you win the State Pageant title and the State Cover Girl title, you will keep all your Spotlight Contest™ prizes and awards you earned and you will represent your state as both the State Pageant Winner and State Cover Girl. After all, you will have earned it!

IMPORTANT: Do not confuse the Spotlight Contest™ with sponsorship fees!

Some of you receiving this Spotlight Contest™ magazine may not have sent in all of your sponsorship fees. **Sponsorship fees are required...the Spotlight Contest™ is not.** Sponsors' names will be listed beside your photo in the front of the Yearbook. Spotlight Contest™ Contributors will appear in the second section of the Yearbook. You may send in your sponsorship fee and Spotlight Contest™ spaces at the same time BUT be sure to make clear which are Sponsors and which are Spotlight Contest™ Contributors.



ALL NATIONAL SPOTLIGHT CONTEST™ TITLE HOLDERS WILL BE A PART OF OUR NATIONAL SPOTLIGHT PHOTO SHOOT IN HOLLYWOOD, CALIFORNIA!



National Spotlight Contest TITLE WINNERS!

National Cover Miss Titles

Princess: Selene Ferdinand
Jr. Pre-Teen: Kaitlyn Holovacs
Jr. Teen: Isabella Schuster

National Cover Model Titles

Princess: Ariza Cerna-Koehrsen
Jr. Pre-Teen: Audrey Jin,
Taylor Wilson
Jr. Teen: Madison Taves

National Cover Girl Titles

Princess: Amani Kreig
Jr. Pre-Teen: Genevieve
Belleza, Megan Cruz,
Bailey Darden, Amber Foreman
Pre-Teen: Kaylee Fitzsimmons,
Amora Graham-Gary, Laura Reed
Jr. Teen: Angel Baker, Faith
Bourland, Andrea-Rose Oates

National Ambassador Titles

Princess: Sydney Harris
Jr. Pre-Teen: Alexis McCoy,
Genevieve Wakefield, Aria Wilson
Pre-Teen: Jacie Hamilton
Jr. Teen: Alia Ali, Maggie Fletcher
Teen: Cymon Tolbert

GREAT NEWS! If you participate in the Spotlight ContestSM for your State Yearbook and you attend the National Pageant, your Spotlight ContestSM spaces count toward these National Titles!

Why Participate?

YOU CAN EARN AN OFFICIAL TROPHY, CROWN, AND BANNER, AS WELL AS CASH, DISNEY TRIPS, SCHOLARSHIPS, AND MANY OTHER EXCITING PRIZES AND AWARDS!

How do I become the State Cover Girl? Complete three full Spotlight ContestSM pages and you are eligible for the "Cover Girl" state title! The **State Cover Girl** is a prestigious title awarded to the girl in each age group who has completed the **most Spotlight ContestSM spaces** (minimum of \$2,250 or three full pages) for her state.

She will receive the official state Cover Girl Crown, Banner, Award, and flowers, and will represent her state for the year of her service. She will be featured on a special page in the State Pageant Yearbook and will receive all of the awards for which she has qualified. She will be crowned live, on stage, at her State Pageant!

How do I become a National Cover Girl? All State Finalists who complete at least seven full Spotlight ContestSM pages for their State or National Pageant Yearbooks and who attend the National Pageant are guaranteed to become a **National Cover Girl**. She will be featured in thousands of State Yearbooks and inside the National Pageant Yearbook. These Yearbooks will be distributed nationwide during the next pageant year.

Can You Imagine?

YOU MAY EVEN WIN YOUR STATE'S COVER GIRL TITLE!



Selene Ferdinand
Princess
National Cover MissSM



Set Your Goals!

**YOU CAN HAVE ONE PHOTO OF YOUR CHOICE
ON EACH FULL SPOTLIGHT CONTEST™ PAGE!**

Complete one
or more Spotlight
spaces and you'll
receive a
TROPHY
on stage!

Every year we hear our State Finalists and their parents say how sorry they were that they didn't take the time to get family, friends, and local supporters to send their congratulations in the form of a Spotlight Contest™ space. Take this opportunity to get your photo on as many pages in the State Yearbook as possible! **You'll be happy you did!**

Girls from towns of just 500 to more than 500,000 in population have completed more than 10 pages for their Pageant Yearbooks. Others have even completed more than 20 pages of Spotlight Contest™ spaces. One girl completed seven Spotlight Contest™ pages in ONE DAY! She received permission to set up a booth in her hometown shopping mall. She decorated it and put up signs asking everyone to help her **WIN A TRIP TO DISNEYLAND®** ...and they did! She earned a trip to Nationals!

Girls often ask their friends to help them earn money for "Congratulations" Spotlight Contest™ spaces by having car washes, bake sales, garage sales, etc., then list their friends' names on the Spotlight Contest™ page.

Your State Yearbook will be a lifelong keepsake. It will have your photo on every full Spotlight Contest™ page. The names of your family, friends, and contributors will be in it...**and you will be earning cash, awards, and prizes for your hard work!**



Kaitlyn Holovacs
Jr. Pre-Teen
National Cover Miss™

SAMPLE SPOTLIGHT CONTEST™ SIZES & PRICES

1/10 Page "Business Card" (1 space)	\$75
2/10 Page (2 spaces)	\$150
3/10 Page (3 spaces)	\$225
1/2 Page (5 spaces)	\$375
6/10 Page (6 spaces)	\$450
8/10 Page (8 spaces)	\$600
Full Page (10 spaces)	\$750

Check out the PREMIUM PRIZES

WIN BIG!

1 Page = 1 Prize
+ lots of other
goodies!

THE NATIONAL AMERICAN MISS YEARBOOK SPOTLIGHT CONTESTSM IS BETTER THAN EVER!

It has never been so easy to win, and the prizes are absolutely fabulous! Once you have completed at least one full page of Spotlight ContestSM spaces, you can select your choice from among these awesome prizes!

What will I get if I complete ONE Spotlight ContestSM page? That's ten business card-sized Spotlight ContestSM spaces. In addition to your Premier Spotlight Award, and your Official Crown and Banner, you've also won a premium prize! So...choose your prize!

Would you like **\$75 cash**? That's one premium prize.

Would you like **an entry into your choice of Optional Contest** (excludes Top Model SearchSM)? That's one premium prize.

What will I get if I complete TWO Spotlight ContestSM pages?

Perhaps you would like a night's stay at the pageant host hotel!

Perhaps you would like **\$75 cash** and a **\$150 shopping spree to the National American Miss boutique at your State Pageant** (apparel, jewelry, and more)!

Maybe you would like **an entry into the Top Model SearchSM Contest**, giving you a chance to work one-on-one with a professional photographer in front of a panel of judges. You'll even receive a digital copy of your photos!



7



Fabulous!
\$150 SHOPPING SPREE
National American Miss
boutique

NATIONAL TRIP

By completing just **7 pages** of Spotlight ContestSM spaces at the state or national level, you could earn your choice of 8 Premium Prizes, OR \$1000 cash, OR the **National Trip** which includes:

- \$350 toward airfare to the national pageant
- 6 hotel nights at the official pageant host hotel
- Disney® Tickets for 2

Spotlight ContestSM

It has never been easier to win cash, awards, and prizes!

Everyone wins through participation in the Yearbook Spotlight ContestSM!

Finalist Level Award

Complete *one* business card-size space and you'll receive a **Spotlight Award!** Each "business card" space costs \$75

Bronze Level Award

Complete just *three* business card-size spaces and you'll receive a fabulous **Premier Spotlight Award!**

Silver Level Award

Complete *1/2 page* or *five business card-size spaces* and you'll receive a Premier Spotlight Award *plus* the **Official Spotlight ContestSM Crown!**

Gold Level Award

Complete *one full page* or *ten business card-size spaces* and you'll receive a Premier Spotlight Award *plus* the Official Spotlight ContestSM Crown and Banner *plus* **One Premium Prize!**



State Ambassador Award

- Complete *2 Full Pages* or *20 business card-size spaces* and you'll earn a State Ambassador Title and receive the Official State Ambassador Crown, Banner, and Award *plus* receive an **Invitation to the National Pageant** and **Two Premium Prizes!**

You're now qualified to go to the National Pageant in Hollywood, CA!

Platinum Level Award

- Complete *3 Full Pages* or *30 business card-size spaces* and you'll receive the Official State Ambassador Crown, Banner, Award, Invitation to the National Pageant *plus* **Three Premium Prizes!**

At 3 pages you automatically compete for the State Cover Girl title.*

Platinum-Plus Level Award

- Complete *4 Full Pages* or *40 business card-size spaces* and you'll receive the Official State Ambassador Crown, Banner, Award, Invitation to the National Pageant *plus* **Five Premium Prizes!**

Diamond Level Award

- Complete *7 Full Pages* or *70 business card-size spaces* and you'll receive the Official State Ambassador Crown, Banner, Award, Invitation to the National Pageant *plus* your choice of either **Eight Premium Prizes** or a paid trip to the National Pageant in sunny California and a day of fun at Disneyland® or \$1,000 cash!

7 pages guarantees you National Cover Girl status!**

Diamond-Plus Level Award

- Complete *8 Full Pages* or *80 business card-size spaces* and you'll receive the Official State Ambassador Crown, Banner, Award, Invitation to the National Pageant *plus* One Premium Prize. *Also, your choice of either* a paid trip to the National Pageant and a day at Disneyland® with \$100 spending cash *or* \$1,100 cash award *or* a \$1,500 college scholarship *or* a laptop computer!



* The State Finalist who completes the most Spotlight ContestSM spaces (at least 3 full pages or more) for each age division will receive the State Cover Girl Title.

** Note: National Titles are awarded at the National Pageant. To receive a National Title, you will need to attend Nationals.

Spotlight Contest™ Info

FOR YOUR STATE YEARBOOK

A full page is 7" x 10". It is centered on an 8.5" x 11" page.

Spotlight Contest™ Copy:

State Finalists completing Spotlight Contest™ spaces are asked to obtain a business card, logo, letterhead, rough sketch, or camera-ready copy from contributors to enable the printer to produce each space neatly and clearly.

Spotlight Contest™ Layout:

You may lay out your own Spotlight Contest™ pages or send a rough sketch showing how you want your Spotlight Contest™ spaces arranged on the Spotlight Contest™ Layout Sheet (page 14). Most people just send a rough sketch, which is perfectly fine. However, **please print the names legibly.** You may photocopy the page if you need extras. Using the elements you send in, the printer will use his or her best discretion in arranging and preparing your space. See pages 10-12 of this magazine for examples of a rough sketch layout and an example of the final copy, which the printer will create. Indicate on each check, business card, or Spotlight Contest™ Record Sheet the size and amount of money paid.

Spotlight Contest™ Photos:

One photo of the state finalist may be included **free** of charge on **each \$75 ad space** completed. The photo(s) must be sent with your Layout Sheet. For multiple pages, you may want to send photos of yourself in different settings and poses so each page will look unique. **Your name and address must be on the back of each photo. Only ONE photo per FULL Spotlight Contest™ PAGE will appear in the Yearbook.**

Spotlight Contest™ Record Sheet:

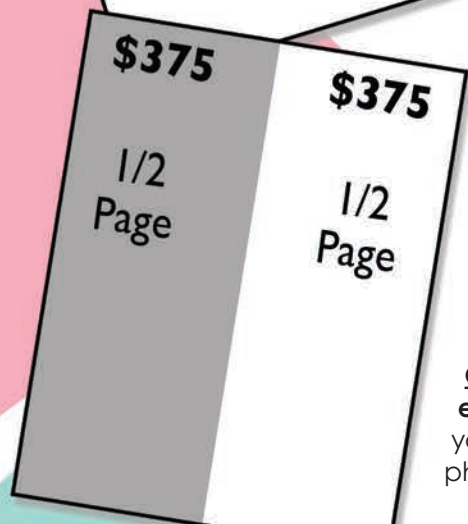
On the back cover of this Spotlight Contest™ magazine you will find a Spotlight Contest™ Record Sheet. You may photocopy the page if you need extras. If you do not send a completed Spotlight Contest™ Record Sheet with your checks, responsibility for mistakes or deletions will not be accepted by the printer or State Pageant Office. **Do not hold checks more than 30 days.** **PLEASE DO NOT SEND CASH.**

Spotlight Contest™ Deadlines:

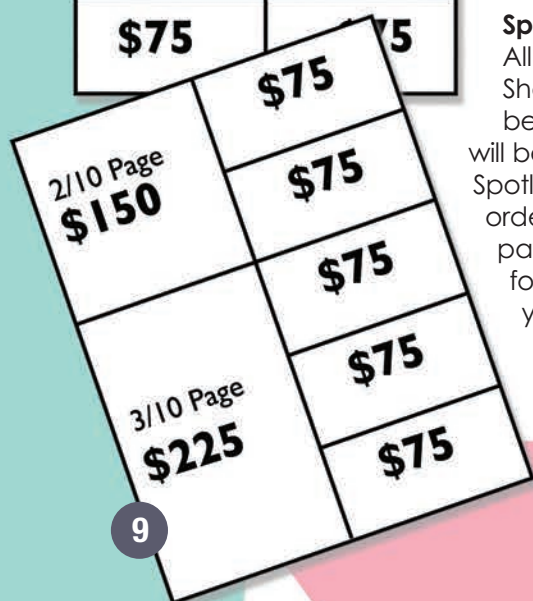
All Spotlight Contest™ Layout Sheets, money, and Record Sheets must reach your State Director's office on or before your Spotlight Contest™ Deadline. Your deadline will be given to you by your State Director's office. Your Spotlight Contest™ contributors may use a check, money order, debit card, or any major credit card for payment. You may duplicate the white credit card form you receive as part of your payment forms from your State Director. **PLEASE DO NOT SEND CASH.**

Additional copies of the Spotlight Contest™ Layout and Record Sheets are available on myNAMiss.com.

Remember, only ONE photo of the state finalist per each \$75 ad. That means if you sell a full page, you can have up to 10 photos! Check out the next few pages for some great Spotlight Contest™ page ideas!



\$75	\$75
\$75	\$75
\$75	\$75
\$75	\$75
\$75	\$75



Exciting Ideas!

ADD A PERSONAL TOUCH TO YOUR STATE YEARBOOK!

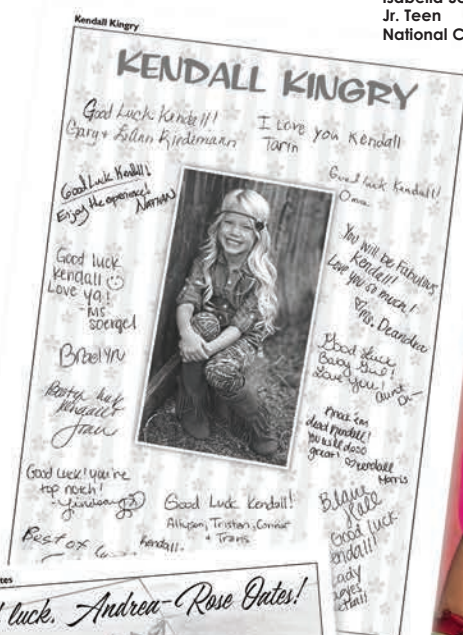
One fun idea is a signature page! Just like for a school yearbook, ask family members and friends to write greetings that can be printed around your photo on your Spotlight ContestSM page! Ask them to contribute what they can (\$10, \$25, \$50, etc.) to help you fill a full Spotlight ContestSM page. **One full page is \$750 total.**

Other ideas could be a memory page, a letter from your family, or a personal page including information about who you are!

Remember, you can have a photo on each Spotlight ContestSM space! If you fill one full page, you can have up to 10 photos on that page! It's your choice!

Isabella Schuster
Jr. Teen
National Cover MissSM

**IT'S
SO
EASY!**



Lauren Adelfio Example of Rough Sketch Layout



Lauren,
Good luck!



BEFORE

Here's an example of what you might send in to us as a "full page for the Spotlight Contest".

Love,
family & friends

Lauren Adelfio

Example of Completed Layout by Printer



Example of Business Card-Size Spotlight ContestSM Spaces of Multiple State Finalists

2¹/₁₀ PAGE




**GOOD LUCK,
EMMA KNAPP!**
*Love,
Mimi*

1¹/₁₀ PAGE



*Kushi K
→ Good luck
to our Special Niece!
We love you,
Your Aunt & Uncle*



**MAY ALL
YOUR DREAMS
COME TRUE,
AUDREY JIN!**
*WITH LOVE FROM
MOM & DAD*

2¹/₁₀ PAGE



3¹/₁₀ PAGE




My Sweet Girl

**Get YOUR
Picture on
Each 1/10 space
You Complete!**

Your personality is
what has defined
your success!
Keep on shining with
that smile of yours!
We are extremely
proud of all your
hard work.
I hope you have a
blast at pageant.
Good luck!

Love Always,
Mom & Dad



**Congratulations,
CYMON!**

FROM YOUR FRIENDS AT
BURT'S BICYCLES
12354 GRAND PKY.
HOUSTON, TX 77042
PHONE: (713) 675-9832





2¹/₁₀ PAGE

Circle your age group: **Princess** **Jr. Pre-Teen** **Pre-Teen** **Jr. Teen** **Teen** **Miss**

Name: _____ City: _____ State: _____

1/10 Page
Business Card Size
3.5" x 2"
\$75

1/10 Page
Business Card Size
3.5" x 2"
\$75

LAYOUT SHEET

1/10 Page
Business Card Size
3.5" x 2"
\$75

1/10 Page
Business Card Size
3.5" x 2"
\$75

You may photocopy or cut out this page and use it to lay out Spotlight ContestSM spaces. Affix Spotlight ContestSM copy to layout sheet the way you want it to appear. Additional copies of the Spotlight ContestSM Layout and Spotlight ContestSM Record Sheets are available on our website, myNAMiss.com.



Spotlight ContestSM Record Sheet

See your "Action-Packed Summary" for your Spotlight ContestSM Deadline Date.

Circle your age group: Princess Jr. Pre-Teen Pre-Teen Jr. Teen Teen Miss

State Finalist's Name: _____ State: _____
(Please print neatly)

Address: _____
City State Zip

Daytime Phone: (____) _____ Evening: (____) _____ Amount Enclosed \$ _____

- Use this Spotlight ContestSM Record Sheet to keep an accurate record of your sales.
- All Spotlight ContestSM copy, Spotlight ContestSM money, Spotlight ContestSM photos, and this Spotlight ContestSM Record Sheet must reach our office on or before the Spotlight ContestSM Deadline Date!
- You may photocopy this page if you wish to send in more than one package of Spotlight ContestSM spaces.
- All Spotlight ContestSM photos must have your name, address, and age division on the back.
- Do not hold contributors' checks more than 30 days. Send them in with Spotlight ContestSM copy and any photos.
- You may include a photo of your choice per full Spotlight ContestSM page.

Please do not
send cash in the
mail to pay
for Spotlight
ContestSM pages!

Make checks payable to "National American Miss" and mail to your State Director. However, if checks are made payable to you, then you will need to endorse them to "National American Miss."

Name of Spotlight Contest SM contributor	Size	Cost
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		
6. _____		
7. _____		
8. _____		
9. _____		
10. _____		
11. _____		
12. _____		
13. _____		
14. _____		
15. _____		

To list more Spotlight ContestSM spaces, either photocopy this page or list on a separate page and attach. You can also download copies of this form at myNAMiss.com

Total Sales on this page: \$ _____

If you have completed \$750 or more in Spotlight ContestSM spaces, please select your Premium Prize(s) from the following (Refer to page 7 in this magazine for details):

ONE PAGE

_____ \$75 Cash

_____ \$150 NAM Boutique Shopping Spree

_____ Free Optional Contest Entry (excludes Top Model SearchSM)

Circle one: Talent Photogenic SpokesmodelSM Actress Casual Wear ModelingSM

TWO PAGES

_____ \$150 Cash

_____ Free Top Model SearchSM Entry

_____ Free Hotel Night at the Pageant Host Hotel

Remember to
put your name,
address & age
division on the
back of all
photos!

Don't Forget! Send in your picture with each full page of Spotlight ContestSM spaces completed.

MAIL TO:

Your State Director's Office
If you don't know the address, go to namiss.com/dates and select "your state."

namiss.com

www.nam365.blogspot.com