



American Royal Beauties

TITLEHOLDER GUIDE

*Congratulations on your
new ARB title!*

We are so happy to have you as part of the ARB family! This guide will provide you with the next steps on your journey to Nationals. Please read through this guide thoroughly. If you have any questions, please reach out to our staff.

We are always happy to help!

www.ARBpageants.com



info@ARBpageants.com



(614) 245-5012



@arbpageants

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Immediate Next Steps

1 REGISTER FOR NATIONALS and pay your \$150 deposit within 30 days of receiving your title. The \$150 deposit ensures your National fees remain discounted. If your deposit is not received in time, your National fees will increase. Please submit your registration and deposit at this link: <https://form.jotform.com/arbpageants/Nationals-entry>

IMPORTANT! If you are unable to pay the deposit within the 30 days, please contact the office right away to preserve your winning discount. We are happy to work with you on a payment plan that will fit your budget. Although, we are unable to preserve the 40% or 30% discount past the deadline, we are able to preserve the 20% discount if you communicate with the office before the deadline.

After you pay your deposit, your remaining balance can be paid in monthly installments as low as \$50 per month. 50% of your National entry fee is due by May 31, 2025. Any remaining balance on your entry fee, program book, or National T-shirt will be due in full by June 15, 2025. Any remaining balance on optional fees* and guest tickets is due by July 15, 2025.

*Print Model optional fees and Ad Program payments (if applicable) are due by June 15, 2025.

2 WINNING DISCOUNTS: If your \$150 deposit is paid as follows the winning **state queen** will receive HUGE discounts for Nationals:

- 40% off if deposit is paid within 2 weeks after winning,
- 30% off if deposit is paid within 1 month of winning,
- 20% off if deposit is paid after 1 month and up to 60 days after winning.

LOCAL QUEEN & DUCHESS DISCOUNTS: If your \$150 deposit is paid as follows local and duchess queens will receive these discounts for Nationals:

- 30% off if deposit is paid within 1 month of winning,
- 20% off if deposit is paid after 1 month and up to 60 days after winning.



3 NATIONAL ENTRY FEE BREAKDOWN

- **State and Local Winners** (7+ yrs): \$795 National fees include registration fee and entry fee for the formal wear competition, introduction competition, and interview. Side awards are FREE.
- **Princess Winners** (0-6 yrs): \$545 National fees include registration fee and entry fee for the formal wear competition and final look. Side awards are FREE.
- **Optionals for Nationals** (\$60 each): Casual Wear, Runway, Photogenic, Print Model, Talent, Spokesmodel, Achievement, Princess Interview & Princess Introduction for ages 0-6.
- **North American Royal Beauties titles** (additional \$75 entry fee): We're introducing five new North American Royal Beauties titles for ages 7+ at Nationals. Those opting for these titles will be considered after the ARB National Queen winners are tabulated. Click [here](#) for more details.

4 OPTIONAL COMPETITIONS enhance your National experience and give you additional chances for National Titles. All of our optionals are reasonably priced at only \$60 per optional. These can be paid online at any time or at the door on the first day during registration. Optionals can be entered more than once. Optional Winners are part of our reigning National Royalty.

5 ON FACEBOOK: Send Sarah Marie Shumaker & Susan Bradley West friend requests and join the National Delegate Group: www.facebook.com/groups/arbnationaldelegates2025. **It is important to have a Facebook account to be engaged in the delegate group and stay updated on all important info.**



ADD-ON PROGRAM

North American Royal Beauties

Five incredible ladies will become our National North American Royal Beauties titleholders. We feel strongly about our mission to serve our communities, and we are excited that five more ladies will have the chance to be crowned to serve on the national level.

It's easy to participate, just check the "add-on" box on your national registration to let us know that you want to be considered for the new North American Royal Beauties national titles.

The Details

- This title is not double-crowned. Winners of the national American Royal Beauties titles will not be considered for these new titles.
- This is an opportunity for anyone wishing to have an additional chance at representing American Royal Beauties and the Crown to Serve mission at the National Level should you not win the national ARB title in your division.
- Winners will be chosen by the highest scoring required events and virtual video interview in each division. These results will be tallied after the national American Royal Beauties title winners have been determined.
- **NEW** this year, there will be a virtual video interview for the North American titles. This will be completed prior to the competition. The focus of this will be: your "why" for wanting to represent ARB, your community service involvement, and your plan for sisterhood should you win.
- This opportunity is for ages 7 and up and requires an additional entry fee of \$75.
- Opting in to these titles has no bearing on the winners of the national competition for the American Royal Beauties titles.
- No additional outfits or stage events required.
- Winners are contractually obliged to perform one community service project monthly.
- Winners are allowed to hold titles with other pageant systems with permission from the ARB directors.
- Winners have the option to return to nationals the following year to crown their successor and receive additional perks at nationals when their national contract is fulfilled.

Age Divisions

- Little Miss 7-10 yrs
- Junior Miss 11-13 yrs
- Young Miss 14-17 yrs
- Modern Ms. 18-34 yrs*
- Classic Ms. 35+ yrs*

*married or unmarried

These age divisions apply solely to the North American Royal Beauties titles. For the ARB national title, contestants will adhere to the standard ARB age divisions. Age is determined as of January 1, 2025.

Prize Package

VALUED AT OVER \$3,000!

- Official ARB custom-designed contoured round crown
- Luxury rhinestone-lined embroidered sash
- Official ARB customized national award
- Official ARB customized duffel bag
- Official crystal ARB national sash pin
- Custom crown case
- Travel jewelry case
- Discount for promotional materials
- Speaking engagements; including appearance opportunities and emceeing
- Internship opportunities in marketing, social media, pageant design, production and management

General Policies

DO NOT MIX & MATCH CROWNS

For those of you who may have won an optional award or entered a StarJewel event and won additional crowns, you may have more than one crown from your previous event. Please note, if you are wearing your state sash, then you need to wear your state crown. Do not mix and match sashes and crowns. It is confusing to those who follow you and see the crown and sash you wear and then expect that to be the crown awarded at state events.

ADDING YOUR NAME TO THE BACK OF YOUR SASH

Please feel free to get your first name embroidered on the back of your sashes. Black lettering please in a script font. [Caitlyn Kent Designs](#) does a wonderful job if you are looking for someone.

No rhinestones are permitted to be added to your state/local sashes. This designation is reserved for National Royalty.

SASH PINS & BUTTONS

You are permitted to add five sash pins/buttons maximum on your sash, as long as the items do not detract or cover any of the embroidery on your sash. Pins/buttons representing other pageant systems are not permitted.

LOGO USE

You are not permitted to use the ARB logo on **any** product that you intend to sell, whether it is physical or digital. Doing so not only goes against our brand guidelines, but is also illegal. **ALL** promotional products must be purchased through official vendors who have gone through the necessary steps to provide licensed merchandise. We do not allow use of the logo on any item that we have an official vendor for, even for personal use. This includes, but may not be limited to: All print promotional products of any size, jackets, T-shirts, and masks.

You are entitled to a **limited** license for personal use only. The logo cannot be shared, used on a commercial product, or resold in any form. If you intend to put the logo on a personal item, you must message the office for permission to do so. If permission is granted, you will be emailed a high-resolution version of the logo that must be put on the item in **unaltered** format. Example of Acceptable Personal Use: If you message the office and ask for an SVG file for a Cricut to cut out the logo to put on your own personal crown box, this is acceptable.



Expectations as an ARB Titleholder: Your Commitment

COMMITMENT TO YOUR OBLIGATIONS

- When you signed up to compete at your live event OR filled out the paperwork to obtain an appointed title, you signed a contestant affirmation stating you would be present at Nationals. Your signed titleholder contract also reiterates that you agree to attend Nationals and represent your state or local title to the fullest of your ability.
- We understand that pageantry can be a big financial commitment. That is why we only charge the minimum possible. Additionally, we offer multiple programs that give you discounts towards your National fees. However, it is YOUR responsibility to take initiative and advantage of these valuable programs. We promise if you put in the work, these programs will 100% pay your way to Nationals.
- If you are unable to attend Nationals due to a true emergency (severe or contagious illness, death in the family, accident, or the like), please know there are no hard feelings and we are happy to work with your situation. However, deciding to go on vacation, obligating yourself to another pageant after you got your ARB title, obligating yourself to too many pageant systems, the impact of the pandemic, obligating yourself to another sport or event, etc. are not excuses to not attend Nationals.
- From the moment you win your local or state title, the entire ARB team starts working to make provisions on your behalf for Nationals. When you disregard your commitment to attend Nationals it is inconsiderate to those who have invested their time in your Nationals experience, and puts a hardship on the ARB organization as a whole.

COMMITMENT TO YOUR TITLE

- Joining the ARB family means making a commitment to your local or state title for an entire year. Being an ARB titleholder means prestige and honor. Representing your title to the best of your ability is the best way to show respect to our organization and to your fellow contestants.
- If you were to win at Nationals, you are expected to assume the responsibilities of a National Titleholder. National Royalty are required to complete one appearance monthly (at minimum). National Princesses are required to complete a total of 8 appearances (at minimum).
- Additionally, National Queens ages 7 & up have a non-compete clause throughout their entire year of reign. This means National Queens are not permitted to compete in any other pageants or hold any other titles.
- We urge you to consider your overall commitments and your commitment to ARB before entering additional pageants. Although we allow our state titleholders to hold more than one title, we have found that it is difficult to fully represent multiple titles.



Expectations as an ARB Titleholder: Your Commitment

COMMITMENT TO YOUR SERVICE PROJECTS & PLATFORM

- When you joined ARB, you also made a commitment to complete a specific number of appearances throughout your year of reign. Allstate and local queens are required to complete 7 appearances.
- The number of appearances listed above are your minimum requirements. You are encouraged to continue to give back to your community over and above these minimum requirements.
- If completing appearances is something that feels overwhelming or difficult to you, take a look through the 'Appearance' guide in the group for ideas and events you can get involved in! We don't want service or appearances to be overwhelming. We just want you to focus on giving back and being involved in your community in a tangible way that you can continue once your reign is concluded.
- Sharing your appearances on social media is impactful in many ways. You help your sister queens by giving them ideas for their own appearances. Your public appearances also show a heart to serve your community and will inspire others to do the same.



COMMITMENT TO YOURSELF

- One of the most important aspects of our program is the opportunity for personal growth. Pageantry is something that pushes you out of your comfort zone. Face your fears head on and honor the commitment to yourself to work on becoming the best version of yourself you can be!
- Succeeding in pageantry doesn't always come in the form of winning a crown. Succeeding can be conquering the fear of public speaking, nailing a new modeling routine, pushing yourself to enter a new optional event, making friends with people you have never met before, OR finally believing in yourself that you are worthy and capable of accomplishing ALL of your goals.



Expectations as an ARB Titleholder: Your Priorities

FIRST PRIORITY: USE YOUR CROWN TO SERVE

- We are known by our actions. When people think of ARB, we want them to remember us because of our heart to serve. This means being actively involved in your community, serving others, supporting local causes, and/or working on your platform.
- If you are new to community service and finding your footing with appearances, please don't hesitate to reach out to us for support or ideas. We're happy to help you with ideas and causes to support during your reign!



SECOND PRIORITY: BE AN AMBASSADOR FOR ARB

This means connecting others with our system by inviting your friends, hosting open calls, attending other events as visiting royalty, sharing posts on social media, inviting friends to ARB events on Facebook, and passing out your business cards to others who show interest in ARB. See 'How to Recruit Contestants' on [page 11](#) for recruiting ideas.

General Pageant Etiquette

KINDNESS FIRST, ALWAYS

- Always be kind and welcoming to anyone who comes up to you. When you are in public promoting your title, people will want to look at your eye-catching crown. Always remember to smile and be welcoming!
- Always be mindful of who is watching and listening. You are a representative of ARB, and you should never talk negatively about about another person or pageant system.

GIVE THANKS

It is important to recognize those who have gone out of their way to help you on your pageant journey. This may include thanking people who helped with your pageant preparation like your coach, hair and makeup artists, seamstress, family members, and sponsors. Also consider those who help coordinate your appearances or welcome you to represent your title with their organization.



Appearance Guidelines

APPEARANCE REQUIREMENTS

All state and local Queens of all age levels are required to complete seven (7) appearances throughout their year of reign.

WHAT IS A QUALITY APPEARANCE?

- A "quality appearance" means you are actively promoting ARB by performing community service, passing out cards or flyers, speaking in public about the system, or engaging in recruiting contestants. Other types of appearance will not count towards your required appearances.
- We consider the main job of our queens is to be the ambassadors for our system and actively engage in the pursuit of promoting their titles and the system. We encourage combining community service with actively promoting the system; such as speaking about your title at a fundraiser for charity.
- A quality appearance takes time and cannot be accomplished by taking a picture in front of a building and passing out flyers. Each appearance should take time and thoughtful preparation.
- For more information on guidelines for appearances, please see www.arbpageants.com/rules



VISITING ROYALTY APPEARANCE GUIDELINES

- Do not make an appearance at another pageant system and try to recruit contestants, that is considered rude and frowned upon by everyone in the pageant community. This is not considered a quality appearance unless the director of that system allows you to announce your title on stage (or be recognized in some way), wear your crown and/or sash, and pass out cards (only if you are approached - never actively recruit contestants at another pageant system).
- Always be respectful of other pageant systems, and contact the director before attending to ask about their particular rules; for instance, can you wear both your crown and sash, or is it sash only, can you hand out an autograph card if you are approached, etc.
- If you are judging the pageant and the director of that pageant allows you to talk a little about your title and/or write about your title in your judge's bio that would be considered a quality appearance.

HOW TO SUBMIT APPEARANCES

- The appearance form is [live on our website](#)! This is where you will document and submit ALL appearances you make throughout your reign. Be sure to select the 2024-2025 button.
- Also, please share your appearances on social media and tag American Royal Beauties, Susan Bradley West, Sarah Marie Shumaker. On Instagram the tags are @ARBpageants and @sarahshumaker. We directly share appearances we are tagged in on the ARB accounts!

How to Have a Successful Reign

ORGANIZE ACTIVITIES WITH YOUR SISTER QUEENS

One of the best parts of American Royal Beauties is the sisterhood. You now have a state family to represent your title with throughout the year. If you are planning events that more than one person can join, invite your sister queens! When Nationals comes, you will be so excited to have relationships with your sister queens!

BUILDING COMMUNITY WITH YOUR SISTER QUEENS

- Start a Facebook group or group chat to plan events and network.
- Look for opportunities for all ages to volunteer together. Sometimes this takes a little extra work, but the newsletter "Doing Good Together" is a great resource, focused on family friendly inter-generational service. It doesn't all have to be huge events - Ronald McDonald House, your local nursing home, and Hope Lodge will always be looking for bingo callers probably weekly. You can make crafts and cards seasonally to ship or drop off at these same places.
- Entering parades & community festivals as a group can be a great way to get to know your Sister Queens. You may have photo opportunities with other groups and be able to build community contacts. Many parades waive entry fees for royalty (but not all). You can enter parades in a pickup truck or sportscar, create your own float, or even enter as a walking unit — work with what you have available!
- Social media can be a great place build community. Share your work and share your Sister Queens' work. Create challenges and link to each other. If you don't live close and can't always get together, meet virtually or host separate events - for example, everyone could clean a local park on the same day and post the photos.
- If someone loves organizing, let them - but if you don't have that personality on your court (or don't know it yet) assign everyone a month to lead an event or appearance. It could be as simple as participating in a National effort like Kindness in Chalk, or have everyone together for a picnic.
- Keep asking. It might take a while for schedules to line up or interests/comfort zones to build. That's okay. Post about how much fun you had with who did come - maybe it will start to build some interest.



SERVICE + BEING AN AMBASSADOR

Please make sure as your reign continues you are prioritizing BOTH service + being an ambassador. Both are of equal importance being a titleholder.

How to Discover Your Platform



WHAT IS A PLATFORM?

A platform is a topic you are passionate about or stand for that you promote and share throughout your reign and pageant career. You can use a platform to make a change in your community and even at a National level. With a platform, you can volunteer and create your own events to promote it!

MAKE A LIST OF YOUR PASSIONS

What are you passionate about? Do you love animals, do you love the arts, are you passionate about a health issue? These are all great questions to ask yourself when it comes to finding a platform!

DEVELOP YOUR MISSION STATEMENT

As you consider what your platform should stand for, consider the following factors:

- What do you consider to be the problem?
- What unique solution do you think you can provide for this problem?
- How are you going to implement your solution?
- What acts of service can you do to promote your platform?
- What more will you be able to do if you win the National title?

CREATE A NAME FOR YOUR PLATFORM

This is your chance to get creative! Start by making a list of possible names that you like. Puns and acronyms can be fun to use! To create names, try a different combination of words that you associate with your platform. For example, if your platform is about animal adoption, you can mix and match animal and adoption to find a title, like "Adopting to Make a Change" or "Adopting the Next Pet". Make sure your name is unique, so people will recognize it as truly yours.

START A SOCIAL MEDIA CAMPAIGN

Social media is an invaluable tool to get your message across to a wider audience. Create dedicated pages or profiles for your platform on popular platforms like Instagram, Facebook, or TikTok. Share regular updates, stories, and even testimonials related to your platform. Engaging visuals, infographics, and short videos can amplify your message.



How to Recruit Contestants

A FEW SIMPLE WAYS TO BEGIN RECRUITING

- Be active on social media! Share your appearances, why you love the systems, titles that are available, why people should join ARB, etc. Remember, people don't know until you tell them. Word of mouth referrals + sharing your testimony are two powerful recruiting tactics!
- Attend community events! This is a great opportunity to talk to others about ARB, pageantry, let people know opportunities to join the system, etc.
- Reach out to your pageant friends or just friends/family in general that you think would be a good fit for pageantry. We have tons of titles available in ALL divisions at a great price!
- Order promotional materials! Our design staff has beautiful templates ready to put your name and face on to distribute to your community and potential contestants. This is not only a great way to legitimize your reign, but also provide more information on your platform and American Royal Beauties.
- Flyers to hang around your community for upcoming ARB events are available upon request to the National office. Please email sarah@arbpageants.com for more information.

HELPFUL RECRUITMENT TIPS

from Amy Hannah, National Lifetime Queen

I designed an outline. I felt as though this would be easy to follow and that it would be better than sending ladies a handbook and telling them to just read it. Every person that I talked to, I tried my best to cover all required competitions and costs and then to discuss the optionals. I made sure to ALWAYS emphasize the crown to serve motto.

- I attended local and state pageants to watch competitions and would reach out to contestants following. I scrolled through Facebook and noted ladies who did community service type projects and would send private messages about ARB. I feel as though that individual attention makes a potential contestant feel more important and that the recruiter sees real value in HER. I did FaceTime and Zoom calls, as well one-on-one. I made sure to also stress that experience was not necessary and that the size of the heart was more important than the size of the dress.
- I set a goal for myself to reach out to a new potential contestant monthly, which made recruiting more attainable and less overwhelming for me.
- Lastly, you HAVE to believe in the system that you are promoting. It will be evident if your enthusiasm shows, and it will make others want to be a part of what brings you joy!



Social Media

A FEW SOCIAL MEDIA RULES

- Although our staff is not regularly monitoring your social media accounts, you should make sure that everything you post is family friendly content. This means no explicit language, no sexual content or images, etc. Parents - this also applies to you if you are sharing photos of your daughter representing American Royal Beauties.
- By rule of thumb, if you are concerned something may be inappropriate, then it probably is.
- If we see a post that is inappropriate, we will ask you to take it down. Failure to do so will result in relinquishment of your title. American Royal Beauties is a family friendly system for ALL ages and our titleholders need to reflect this environment.
- If you see something on another titleholder's account that you find concerning or want clarification on, please email sarah@arbpageants.com to discuss. Please do not gossip or make speculations about a concern to other titleholders, as this is how rumors get started.
- If you are not active on social media or do not have social media accounts, please email sarah@arbpageants.com to formulate a plan so you are still able to engage with the ARB community. With that being said, **it is important to have a Facebook account to be engaged in the delegate group and remain up to date on all important information.**



TIPS FOR BEING SUCCESSFUL ON SOCIAL MEDIA

- Social media should be used to share your community service appearances, engage with your community, spread information on American Royal Beauties, and recruit contestants.
- Please be sure to tag American Royal Beauties (@arbpageants) on Facebook & Instagram, as this is how our social media team is able to pull appearances to share on the main ARB page.
- If your Instagram account is private, the ARB account will be unable to share your posts on the main ARB story due to your account restrictions.
- Check out social media tips from our Communications Director and National Lifetime Queen, Janae Bond, at this link: <https://adobe.ly/3LNZRwe>



How to Be Successful at Nationals

- Use the National handbook as your greatest asset in preparation. Our office works very hard each year to include absolutely everything possible to help you prepare far in advance.
- Use the Facebook delegate group to your advantage. Use this group as a resource to prepare for Nationals. You can search the group use the search engine for different topics. In addition, all important posts are filed under the 'Guide' section for easy access. Be an active member! Our team and your sister queens want to hear from you.
- Use the Facebook delegate group, state group chat, and divisional group chat to connect with likeminded women prior to Nationals. Knowing a familiar face prior to attending the competition can help eliminate some of the nerves and pre-pageant jitters.
- Participate in the Zoom calls and sponsored Zoom calls as you are available. This is a great informational resource to help get questions answered by ladies who have been in your very shoes!
- If you are someone who loves lists, make a list of all the tasks you need to complete prior to Nationals and set deadlines to check off items. This will help the process be less overwhelming!
- In the same regard, make a list of your questions or concerns you would like more information. After searching the handbook and delegate group, if you don't find an answer, please contact the National office and we are happy to assist you.
- Lastly, take a deep breath. Everything will be fabulous and you will have a wonderful time if you prepare and enjoy the moments at Nationals!

