

**Southern New Mexico State
Fair and Rodeo
Queen and Princess Pageant**

P.O. Box 14251
Las Cruces, NM 88013
(575) 649-0640

Dear Community Leader:

The Purpose of the Southern New Mexico State Fair and Rodeo Queen and Princess Pageant is to select young ladies as official representatives of the SNMSF&R. The Queens along with their courts will serve as ambassadors of the SNMSF&R to the general public, exhibiting excelled sportsmanship, high moral, and ethical standards. The contest is open to young ladies of Dona Ana, Luna, Sierra, Hidalgo, Grant, Catron, Socorro, Otero, Bernalillo, or El Paso Counties.

As part of the Southern New Mexico State Fair and Rodeo non-profit organization, contributions to the Queen and Princess Pageant are tax deductible. In order to make this pageant successful, and to support the activities throughout the year, we rely on donations from businesses in the community. Because of the tremendous support from the business community, every contestant goes home a winner. Some of the awards given include, a saddle, trophy buckles, sashes, t-shirts, duffle bags, necklace pendants, and scholarship money.

All sponsors are listed in the official souvenir program. Donations can be either monetary or in the form of gift certificates or other items that promote your business. We realize you donate to many other organizations but would greatly appreciate your support for the young ladies in Southern New Mexico.

Sincerely,

Jodi Lindsay

Jodi Lindsay
SNMSF&R
Queen Superintendent