

SOUTHERN NEW MEXICO STATE FAIR
AND RODEO
ROYALTY PAGEANT INFORMATION
PACKET



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PURPOSE:

The purpose of the Southern New Mexico Fair and Rodeo Royalty Pageant is to select young ladies as official representatives of the Southern New Mexico State Fair and Rodeo (SNMSF&R). The Fair and Rodeo Queens, along with their courts, will serve as ambassadors of the Southern New Mexico State Fair and Rodeo to the public, exhibiting excellent sportsmanship, high moral, and ethical standards. They should be able to speak intelligently, with authority, and with knowledge of the Southern New Mexico State Fair and Rodeo and Southern New Mexico.

REQUIREMENTS:

- A. Contestants must be natural born females who have been a resident of Dona Ana, Luna, Otero, Sierra, Socorro, Bernalillo, Hidalgo, Valencia, Grant, Catron, or El Paso Counties for one year prior to the contest. Contestants must have never been pregnant or married.
- B. A contestant may not be holding another title from any other organization and compete in the SNMSF&R Royalty Pageant.
- C. Previous title holders of the Southern New Mexico State Fair and Rodeo may hold the same title twice, as long as, there is one year in between the titles; and that they left the previous title in good standing. To be in good standing, the title holder must uphold her agreement with the Royalty Committee and may not have had any disciplinary action which resulted in removal of her title.
- D. A contestant may not have had any disciplinary action from a committee, event, title, or office of the Southern New Mexico State Fair & Rodeo which resulted in her removal.
- E. Each contestant shall enter the category which they are the appropriate age for as of July 1 of the competition year. A copy of her birth certificate must be submitted with her application. Qualifying ages for the Rodeo Court are: Rodeo Queen- ages 17- 24; Rodeo Princess- ages 13-16; Rodeo Jr. Princess- ages 9-12. Qualifying ages for the Fair Court are: Fair Queen- ages 16-24; Fair Princess- ages 13-15; Fair Junior Princess- ages 9-12; and Pee Wee Princess- ages 5-8.

ENTRY:

- A. The entry fee for each contestant is \$200.00, which may be obtained through sponsorship advertisements for the commemorative royalty pageant booklet. The advertisement format and information for your sponsors are listed on the website. Entry is due by **June 13, 2026** at the

Information Session; however, late entries will be accepted no later than **July 10, 2026** with a late fee of an additional \$50.

- B. Contestants are required to sell 100 raffle tickets.
- C. Contestants must provide an item to go into the contestant duffle bags (i.e., lip gloss, nail polish, cups, etc.) Contestants will receive an e-mail after registration (no later than July 11, 2026) with the number of contestants for the bag item.
- D. Each contestant must provide one silent auction item for the Coronation Luncheon. This is required and will be due no later than three weeks before the pageant date each year.
- E. If a contestant fails to meet the above-mentioned items, they will not be allowed to compete in the upcoming pageant.
- F. There is a Top Hand award for the contestant that raises the most money in sponsorships and raffle tickets combined.

JUDGED EVENTS:

Fair Demonstration:

- A. Fair Contestants will participate in a demonstration. The demonstration should be entertaining and should resemble a typical demonstration with an introduction, body, and conclusion.
- B. Each contestant is responsible to provide all props and supplies needed for the demonstration: to include tables, chairs, easels, etc. No live animals may be used, and no parents will be allowed on stage. The current Queen Court will assist the contestant in setting up their props.
- C. The time limit:
 - a. Queen and Princess Contestants is 5-7 minutes
 - b. Jr. Princess and Pee Wee Princess Contestants is 3-5 minutes.
- D. Wardrobe for demonstration will be:
 - a. Long-sleeved collared shirt
 - b. Dark blue jeans**
 - c. Boots, cleaned and dust free
 - d. Western felt "Cowboy" Hat of any color

(NOTE: This is a great way to show your personality. If you're doing a cooking demonstration you might wear an apron and chef hat. If producing a milking demonstration, you might wear overalls and a straw hat. Remember you still need to have age-appropriate make-up (i.e., for non-queen age groups, minimal make-up is acceptable) and hair curled (if hair is long enough to be curled).

- E. Judges will rate the demonstrations based on:
 - a. Introduction – clear purpose of the demonstration
 - b. Body of Demo – steps, skill, effective visual presentation
 - c. Conclusion - achieve and demonstrate

**** Wrangler or Cinch jeans are required during the entirety of the pageant, unless otherwise specified.**

Horsemanship:

- A. Each contestant must furnish her own horse and must have a horse available for parades and rodeos in the coming year with no stallions being allowed. You may borrow a horse for the competition and may use more than one horse. A current Coggins Test, along with a health certificate issued at least 30 days prior to the SNMSF&R may be required to enter the fairgrounds. Each horse must be healthy and in good physical condition during the competition and at all events
- B. Rodeo contestants will participate in Horsemanship in the following categories:

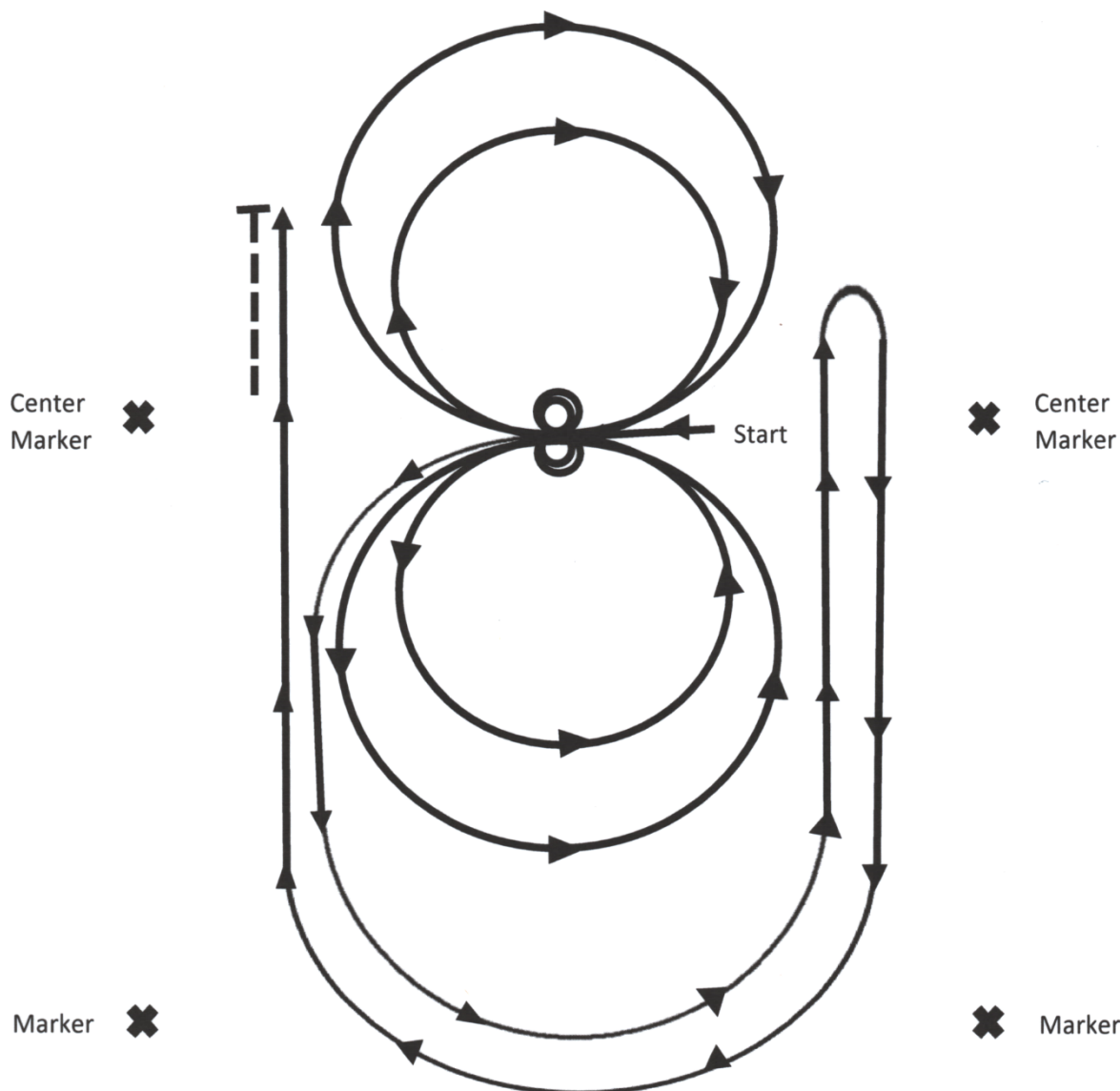
- a. Set Pattern - pattern provided by the committee and is located on pages four and five of this packet.
 - 1. Each contestant will complete the set pattern, dismount/remount in front of the judges, and proceed back to gate in a walk or trot.
 - b. Queens Run/Hot Lap - once back at gate contestant will acknowledge judges and continue into run/lap.
 - c. Rail work – all rodeo contestants will participate at the same time in the arena.
 - 1. After all contestants have completed the set pattern, all Rodeo Royalty and contestants will enter the arena and line up around the fence, evenly spaced.
 - 2. This is a horse game of “Simon Says”
 - d. Flag Run - After Rail Work, each contestant, in the same order and set pattern, will demonstrate their flag run. (Flag boots are required during the flag run.)
- C. The riding portion of the Horsemanship Competition will end with flag run.
- D. Wardrobe for Horsemanship shall be:
- a. White long-sleeved, collared shirt
 - b. Dark blue/black jeans**
 - c. Western “cowboy” boots
 - d. Hat – clean and shaped, firmly pinned to her hair to prevent it coming off (NOTE: If hat falls off during horsemanship, the judges reserve the right to deduct point(s) from overall score)
 - e. Solid belt – NO BLING
 - f. Clothing should be clean, pressed, and dust-free
 - g. No jackets, pullovers, or chaps
- E. Hair should be pulled back into a ponytail. (Can be worn in the back or on the side)
- F. Judges will rate the competition on the following elements:
- a. Set Pattern - position, balance, and poise of rider.
 - 1. Knowledge and execution of leads, backing and sliding stops.
 - 2. Mount and dismount.
 - 3. Tack, proper fit, cleanliness, and knowledge thereof.
 - b. Queen Run - smile, wave, speed, body position, and control.
 - c. Rail work - performance of a variety of horsemanship maneuvers such as different gaits, the ability to change directions and control the speed of the horse as requested.
 - d. Flag Run - smile, body position, speed, presentation, and control.

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Horsemanship pattern for Queen contestants:

Marker ✕

✕ Marker



Center
Marker ✕

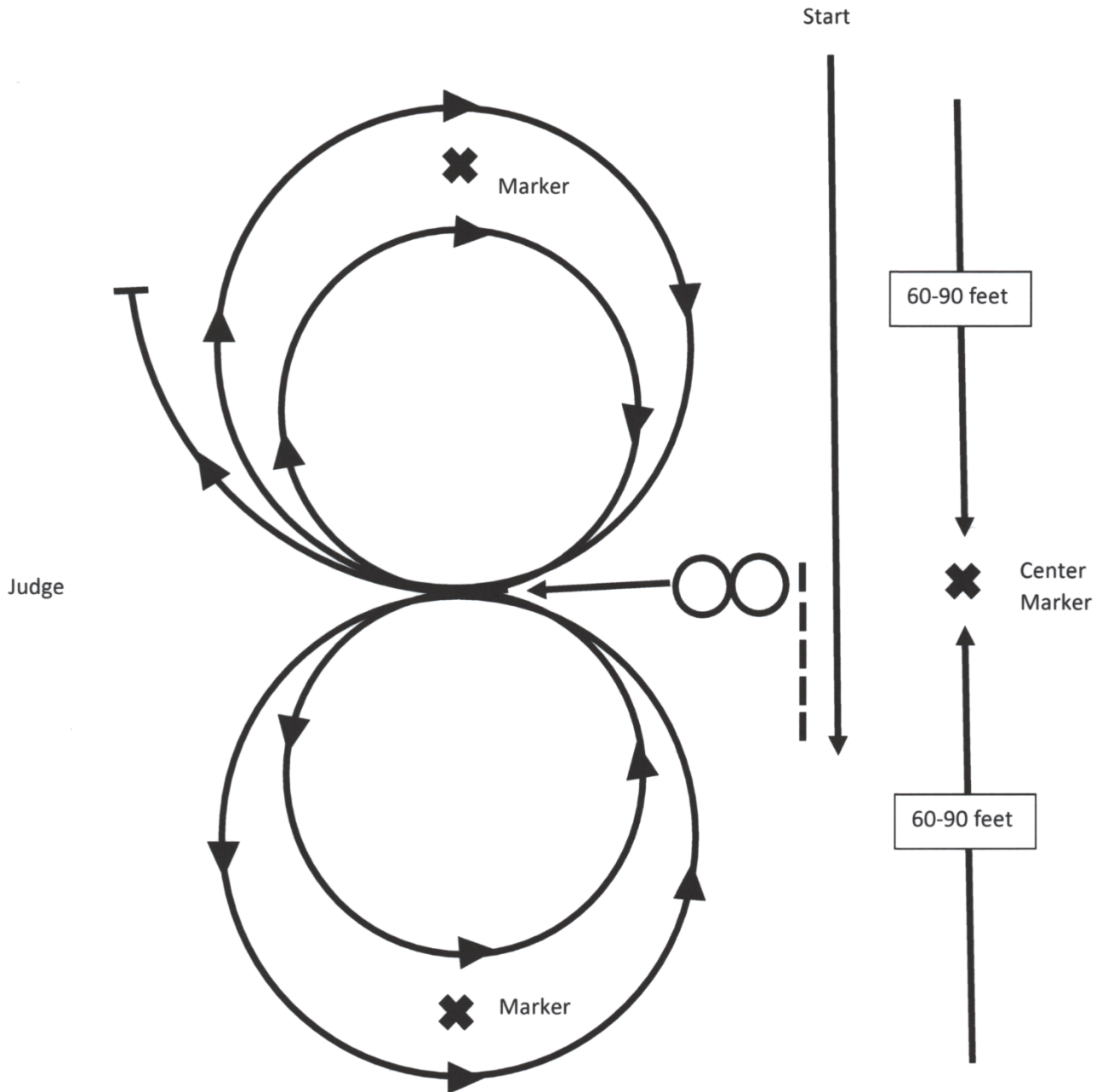
✕ Center
Marker

Marker ✕

✕ Marker

1. Start in the center of arena facing left wall.
2. Complete two spins to the right.
3. Complete two spins to the left.
4. Beginning on the left lead, complete two circles to the left: the first small and slow, and the second large and fast. Flying lead change in the center.
5. Complete two circles to the right on the right lead: the first small and slow and the second large and fast. Flying lead change in the center.
6. Begin a large, fast circle to the left but do not close it. Run straight down the right side of the arena, past the center marker, stop and rollback to the right at least 20 ft off the fence.
7. Continue back around the previous circle, run down the arena on the left side, past the center marker, and do a sliding stop. Back to the center of the arena. Hesitate.
8. Ride to judge for inspection/questions/mounting/dismounting. The bridle may be dropped at the judge's discretion.

Horsemanship pattern for Junior Princess and Princess contestants:



Ride Pattern as below:

1. Lope in a straight line at least 20 feet away from the fence. Stop and back to the center of the arena. Settle horse for 10 seconds.
2. Complete 1 spin to the left. Complete 1 and 1/4 spins to the right.
3. Lope on the right lead to the right in a large fast circle, outside of the marker. Lope a small, slow circle to the right on the inside of the marker. Execute a simple lead change in the middle of arena, after completion of the circle (break to walk or jog).
4. Lope on the left lead to the left in a large fast circle, outside of the marker. Lope a small, slow circle to the left on the inside of the marker. Execute a simple lead change in the middle of the arena after completion of the circle. Lope off on the right lead for a 1/4 circle to the right.
5. Stop and settle horse for 5 seconds. Ride to judge for inspection/ questions/ mounting/dismounting.

Speech:

- A. Fair and Rodeo contestants will present a speech to the judges.
- B. Each speech must be on the topic of Southern New Mexico, the State of New Mexico, or Southern New Mexico State Fair and Rodeo.
- C. The Contestant does not have to author the speech, but it should be memorized as reading from note cards will cause points to be deducted from her score. NOTE: Pee Wee contestants may use props and cards to help them rather than memorization.
- D. The time limit for each contestant is as follows: Queen - Up to 5 minutes; Princess - Up to 4 minutes; Jr. Princess and Pee Wee Princess - Up to 3 minutes.
- E. Wardrobe for speech is as follows:
 - e. Long-sleeved, collared shirt
 - f. Dark Blue Jeans**
 - g. Boots, cleaned and dust free
 - h. Western “Cowboy” hat of any color

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Modeling:

- A. Both Fair and Rodeo contestants will participate in modeling a “Western Trend/Fashion Forward” style of outfit.
 - a. Each girl will create her own outfit, which should show the contestant’s personality and flair
 - b. They will be judged on their knowledge of current western fashion
 - c. Clothing may be “off the rack”
 - d. No short skirts or shorts to be worn during this portion, bottoms must be no shorter than 2” above the knee.
- B. It is not a requirement to use sponsored clothing of the Southern New Mexico State Fair and Rodeo; however, contestants should be aware of them and use their products whenever possible.
- C. Each outfit should keep the professional appearance of the title and the current trends in fashion.
- D. Wardrobe for modeling is as follows: All outfits must follow the rules as set out by the Miss Rodeo America Pageant which states:
 - a. Skirts and dresses need to be no shorter than 3 inches above the knee
 - b. Dresses should not show cleavage
 - c. Nothing extremely low in the back
 - d. Must be longer than a cap sleeve, or you need to wear a jacket over blouse/shirt
 - e. Western “Cowboy” felt hat is mandatory, color of your choice (No straw hats allowed)
- H. Judges will rate the contestants on the following elements:
 - a. Movement – good posture, fluid, grace
 - b. Current western style, clean, neat fitted
 - c. Smile – friendly, relaxed, confident
 - d. Accuracy – regarding answer to impromptu question

Impromptu Question:

- I. Following modeling, each contestant will remain on stage for their impromptu question.
- J. The impromptu question will be pulled from a hat and read out loud by the Master/Mistress of Ceremonies.
- K. The question will be appropriate for each contestants’ age category.

Private/Personal Interview: Fair and Rodeo contestants will participate in a private interview with the judges.

- A. Only the judges, the judge's chaperone, and the contestant will be allowed in the room during the interview.
- B. The contestant will be questioned on her personal life, information pertaining to the Southern New Mexico State Fair & Rodeo, current events, the agricultural industry, our western heritage, and southern New Mexico.
- C. Wardrobe for the Interview is as follows:
 - a. Contestant's may wear business attire such as a jacket, skirt, etc.
 - b. Western felt "Cowboy" Hat – clean and shaped
 - c. Boots – clean and dust free
 - d. Long- sleeve collared shirt with dark blue jeans** (unless wearing a skirt)

NOTE: This wardrobe should be professional in appearance.

D. Judges will rate the Interview on the following:

Rodeo contestants will do their Horsemanship Interview at this time, this will include the following elements:

- a. Knowledge of professional rodeo - its history, organization, rodeo terms, explanation of standard events, awareness of PRCA and WPRA championship standings, and what is going on in the pro-rodeo world.
- b. Knowledge of horsemanship and the meaning of horsemanship terms.
- c. Knowledge of tack and the purpose of each piece of tack.
- d. Knowledge of veterinary care/horse health and how to treat common occurrences such as colic, abrasions, etc.
- e. Apparel – clean, hair curled (if hair is long enough to be curled), etc.
- f. Posture – sits ladylike with feet together.
- g. Attitude – Friendly, relaxed, sincere, and poised

Fair Contestants will include the following elements:

- a. Knowledge of current AND national events local, as well as, information on the SNMSF&R.
- b. Apparel – clean, hair curled (if hair is long enough to be curled), etc.
- c. Posture – sits ladylike with feet together.
- d. Attitude – Friendly, relaxed, sincere, and poised

**** Wrangler or Cinch jeans are required during the entirety of the pageant, unless otherwise specified.**

Written Test:

- A. Each contestant, except for those in the Pee Wee Category, will be given a written test on Sunday morning of the competition prior to the start of the speech category of the pageant.
- B. The test will be on the Southern New Mexico State Fair & Rodeo activities and will be written with appropriate questions for each age category.
- C. The test is not used on the overall score, only as a second tie-breaker should one occur, but an award will be given for this category.
- D. Wardrobe for the written test: Each contestant should be dressed in her speech attire as the speech category will begin immediately after the written tests are completed.

Photogenic:

- A. Each contestant must submit an 8 x 10 color, vertical, head and shoulders photograph.
- B. Photos should be taken with a hat and no crown and will not be returned to the contestant.

- C. The photograph does not need to be done by a professional; however, it will be the picture used in pageant advertisements, the pageant book, and the photo judged for photogenic.
- D. The Photogenic Category is only used as a third tie-breaker, in the event that there is one, but an award will be given for this category.
- E. A color headshot photograph will also need to be submitted to snmsfr.royalty@gmail.com

Awards:

- A. All contestants will receive a duffle bag with numerous items provided by the contestants themselves.
- B. All title holders will receive a perpetual* crown, trophy belt buckle, sash, and sash pin.
 - a. The Fair Queen will receive a perpetual* vest.
 - b. The Rodeo Queen will receive perpetual* chaps.
- C. The Fair and Rodeo Queen will each receive a \$1,000 scholarship at the end of their reign, and upon completion of their duties.
 - a. The Rodeo Queen will receive a trophy saddle of up to \$850 in value and her entry fee paid, if she chooses, to compete in the New Mexico State Fair Queen Contest the following year.
 - b. The Fair Queen will receive a trophy leather purse of up to \$850 in value.
- D. Awards will be given in each of the following categories:
 - a. Top Hand – given to the contestants who brings in the most funds via advertisements, sponsorships, and raffle ticket sales
 - b. Miss Congeniality – this will be voted on by the contestants themselves
 - c. Test – the contestant with the highest score
 - d. Photogenic – voted on by the judges and used for a tie breaker
 - e. Horsemanship – between **ONLY** Rodeo contestants in each age category
 - f. Demo – between **ONLY** Fair contestants in each age category
 - g. Speech – between **ALL** fair and rodeo contestants in each age category
 - h. Appearance – between **ALL** fair and rodeo contestants (this is a combined score from all events)
 - i. Personality - between **ALL** fair and rodeo contestants (this is a combined score from all events)

**The crowns, vest, and chaps are for the use of the titleholders for the year of their reign and shall be handed down to the next titleholder at Coronation the following year.*

Tie-Breaking Procedures:

- A. If the total score results in a tie, the Rodeo contestant with the highest horsemanship score will be declared the winner; and the Fair contestant with the highest demonstration score will be declared the winner.
- B. If a tie still results in the respected categories, the contestant with the highest test score will be declared the winner.
- C. If after the test result is considered and there is still a tie, the contestant with the highest photogenic score will be declared the winner.
- D. If after all tiebreakers have been exhausted and scores still result in a tie, the committee will consult with the Judges for the final decision.

Interference:

- A. At no time during the contest will parents or others associated with the contestant be allowed to interfere with the judges or contest officials. (NOTE: A contestant may provide the judges with samples (i.e., baked goods) immediately following their fair demonstration.)
- B. The SNMSF&R Royalty Pageant welcomes and encourages immediate family members, relatives, and friends to attend all the events that are open to the public as designated in the schedule. Your support and assistance during the contest are especially important to your young lady, as she will need and appreciate encouragement and possible help during the competition.
- C. Please note that during the actual competition, each contestant is allowed one female companion to assist her backstage. (If the contestant is under the care of her father or male guardian, please let us know so we can make the proper arrangements).
- D. We strive to make this contest a positive experience that the contestant will cherish and remember, and an opportunity to make lifelong friends. We would like to remind you that all who are involved with the pageant: the Royalty Superintendent, Committee Members, and Fair Board members are all volunteers who donate many hours without monetary compensation to make this contest an honest and enjoyable one. They do this willingly because of their passion for providing this competition and their love for the young women who compete.

Coronation:

The Coronation Luncheon will follow the Sunday portion of the competition. During this time the winners of each category will be announced and the new royalty will be crowned. Immediately following the end of the luncheon, the new courts along with their parents and/or guardians will meet with the Royalty Committee to go over their duties and expectations for the upcoming year. **This meeting is mandatory.** All newly crowned titleholders and their parent/guardian will be required to sign the SNMSF&R Royalty Titleholder Contract.

Wardrobe Requirements for Titleholders:

- A. Once the winning contestants are crowned, they must be able to provide the proper attire for official dress.
- B. The Royalty Committee will purchase the official shirts and jacket to be used for appearances and will be selected by the Fair and Rodeo Queens for their courts.
- C. Each titleholder will need to provide a black felt hat, dark jeans**, dark brown or black boots and dark brown or black belt. The Courts may agree to wear white hats during some events if the entire court has a white hat.
- D. Hair must be curled (if long enough to be curled) and a natural color at all times during official event performances and attendance.

***** Wrangler or Cinch jeans are required during the entirety of the pageant and during official events/performances as a SNMSF&R titleholder.***

Schedule of Events:

Prior to the Pageant - Below is a list of forms/items due and descriptions of mandatory sessions for all contestants in order to compete in the pageant for a title.

- June 13, 2026 – 11:00 am Information session at the NM Farm and Ranch Heritage Museum. This is a session for all contestants interested in running for a SNMSF&R Royalty title. The following items are due on this date, a late fee of \$50 will apply after this date:
- (1) Registration Form
 - (2) Copy of birth certificate
 - (3) Expectation Statement Form (MUST be notarized)
 - (4) Waiver of Liability (MUST be notarized)
- July 10, 2026 Last day to submit late registration forms and \$50 late entry fee. (Check should be made out to SNMSF&R Royalty) NO EXCEPTIONS.
- July 11, 2026 All contestants will be notified of the total number of participants for gift bag items before or on this date.
- July 25, 2026 – 1:00 pm MANDATORY rehearsal for all contestants at the NM Farm and Ranch Heritage Museum. Numbers will be drawn to determine the order of each contestant in each age category for horsemanship, demonstrations, speeches, and modeling/impromptu question. The following items are due on this date, NO EXCEPTIONS:
- (1) Comprehensive Sponsorship Form of all sold program advertisements, monetary donations, and in-kind donations
 - (2) Sponsorship advertisement pages and money
 - (3) Raffle tickets and money
 - (4) One 8x10 colored photo (for photogenic)
 - (5) Digital color picture emailed to snmsfr.royalty@gmail.com
- August 1, 2026 – 1:00 pm All silent auction and gift bag items are due. Coronation Luncheon Ticket and money are due. NO EXCEPTIONS.

Pageant Weekend**

Saturday

- August 15, 2026 – 8:30am Rodeo contestants compete in horsemanship at the Landmark Mercantile arena with start time at 8:30am. (Contestants MUST be saddled and ready to go by the start time.)
- August 15, 2026 – 11:00am Fair contestants compete in demonstrations at the NM Farm and Ranch Heritage Museum with start time at 11:00am.
- August 15, 2026 – 12:15pm Fair and Rodeo contestants will participate in a luncheon with the judges and pageant committee, held at the NM Farm and Ranch Heritage Museum.
- August 15, 2026 – 1:45pm Individual personal interviews for both Fair and Rodeo contestants after lunch scheduled between 1:45pm-5:00pm. Each contestant will have a specific interview timeslot which will be announced Saturday morning. (Interviews will begin with Pee Wee contestants and move up in age category.)

Schedule of Events Continued:

Pageant Weekend**

Sunday

- August 16, 2026 – 8:00am All Fair and Rodeo contestants complete the written test at the NM Farm & Ranch Museum. (Pee Wee contestants do not participate in the written test portion of the competition.)
- August 16, 2026 – 8:30am All Fair and Rodeo contestants compete in the speech category. (Speeches will begin with Pee Wee contestants and move up in age category.)
- August 16, 2026 – 10:30am All Fair and Rodeo contestants compete in modeling followed by answering an impromptu question. (Beginning with Pee Wee contestants and moving up in age category.)
- August 16, 2026 – 12:00pm Lunch is served in the banquet room at the NM Farm and Ranch Heritage Museum.
- August 16, 2026 – 1:00 pm Coronation begins for 2026 pageant following the competition. Immediately following the coronation newly crowned titleholders will meet with the Royalty Committee and sign the Titleholder Contract. THIS MEETING IS MANDATORY FOR NEW TITLEHOLDERS AND HER PARENT(S).

**Pageant schedule is tentative and subject to change based upon number of participants in each category throughout the competition. The SNMSF&R Royalty Committee maintains the discretion to adjust scheduled times to accommodate the needs of the pageant. All involved contestants/families will be notified of any schedule changes as soon as possible.