

Newsletter #1



We are thrilled to release our first national newsletter of 2021! We hope this will answer some of your pressing questions about the upcoming National Pageant and we are so excited to share a few of the surprises we have been planning! In this newsletter we have hotel booking information, tentative pageant week schedule, and more! If you have been with Coed in the past please remember that this information is new so please read through carefully. We are so excited to have you all in Atlanta this October and we look forward to hosting an amazing National Pageant!

Contacting the National Office

Should you need help at any time during your preparation for the pageant, our Office Administrator, Wendy Fierro, will be happy to help. Contact us using the following:

Phone: (339) 234-9495

Email: info@missamericancoed.com

Mailing Address: Landry Productions LLC, PO Box 1151 Billerica, MA 01821

2021 National Pageant Email List

To keep you up to date on all pageant happenings we'll be sending frequent email newsletters and updates. All of our contestants have been added to this email list with the email provided in their application. If you'd like to add an additional email please use the link below to have a secondary address added to the email list.

[National Email List Sign Up](#)

2021 National Pageant Facebook Group

Use the link below to join our 2021 National Contestants Facebook Group! This group will have the most up to date announcements, links to paperwork, and serves as a great way to get to know your fellow contestants and families before Nationals.

[National Contestant
Facebook Group](#)

Tentative National Schedule

Our tentative national schedule is included for your national weekend planning. Please note that Covid-19 event and travel restrictions are still changing continuously. All contestants are responsible for being aware and complying with their state and local regulations. If there are schedule changes, updated copies will be sent via email and posted to the facebook group.

[Tentative Schedule](#)

Pageant Fees

This year we are taking a new approach to pageant fees. We've created a new payment portal on our website. All you have to do is fill out the form outlining what you'd like to pay for and our office will send an invoice to you directly. These invoices allow you to pay online using any credit card, debit card, or bank account as well as save a payment method to use later. If you or any of your sponsors plan to pay by check please ensure they are made out to Landry Productions LLC. Any checks made out incorrectly will be returned. In August all of our contestants will receive a statement showing all of their payments so that you can review and send any updates, changes, or corrections to our office. Friday, September 3rd is the deadline to pay entry fee and title fee balances or make changes to your account. After this date you will only be able to purchase tickets or add optional entries.

[Online Payments](#)

Crowns and Banners

For 2021 we are excited to unveil newly redesigned banners and state queen crowns! For our appointed titles crowns and banners are included in your fee and will be ordered once you've paid a deposit of at least \$300. We are still experiencing some delays due to Covid restrictions but we will keep you all posted as crowns and banners arrive in our office for our appointed queens so that you can track their delivery.

Custom Pageant Apparel

We are thrilled to be teaming up again with Stitchmasters! They have a great selection of apparel and gifts for the pageant queen in your life! Throughout the year Stitchmasters will be adding new items to their MAC shop and will also be on hand at nationals with exclusive American Coed customizable items. Click the link below to visit their MAC Store to shop today!

[Apparel Shop](#)

Contestant Bio

The Contestant Bio gives our judges a glimpse of your background and personality. Bios are required for all contestants in the National Pageant whether they are competing for the National Queens Competition or in the National Victory Competition. The Contestant Bio does not receive a score and is not a factor in the interview score. Although the bio is required, it is important to know that judges have discretion in their line of questioning and they may choose to create questions from the bio or use general questions. All bios should be submitted using the link below by September 3rd.

[Bio Form](#)

[Bio Submission](#)

Host Hotel

We're excited to spend nationals at our 2021 Host Hotel the Hilton at Atlanta Airport! The Hilton is conveniently located within minutes of Hartsfield-Jackson International Airport but close enough to downtown to see all the sights and history Atlanta has to offer!

All pageant events will take place in the ballroom and meeting rooms located in the hotel. However, staying at the hotel is not required. Should you make a reservation, a deposit of a one night stay will be charged. Please use the links below to book your room and to find out more about the amazing attractions just minutes away from the hotel.

[Atlanta Attractions](#)

[Room Reservations](#)



Host Hotel

Important Notes

- Guests of the pageant receive a discounted rate beginning at \$129+tax per night
- Prices vary based on the number of people in your party
- On site parking is available for a discounted rate of \$10 per day
- The deadline for booking discounted rooms is September 7, 2021
- After the deadline, the hotel is not obligated to honor this rate
- Discounted rooms are limited so we recommend booking as soon as possible
- The hotel typically offers a shuttle to/from Hartsfield-Jackson airport and to nearby public transportation, however, this service may change depending on local covid-19 policies. We will monitor this and notify contestants as we get closer to Nationals
- At this time masks are required inside the hotel except when in your room or eating.
- The pageant is required to follow any guidelines that Hilton Atlanta Airport and Hilton Corporate have in place during the week of the pageant.
- We will continue to monitor the policies and update contestants regularly.



National Events



National Theme

We'll be lighting up the hotel with this year's National Theme - Let's Glow Crazy! We have many events and surprises to come and we can't wait to see this neon dream to come to life!

Glow Up Gala

An exciting new event for 2021 is our Glow Up Gala! Come dressed in your best for a cocktail party full of fun, photos, and a chance to win some amazing prizes. This event is not required but is open to all contestants and parents. There is no cost to attend and raffle tickets will be available to purchase at the door.

Neon Night PJ Party

Our Pajama Party is getting a vivid twist! Join our queens and staff for a pajama party filled with music, dancing, glow sticks, and fun! This event is not required and is free to attend. Come wearing your favorite pajamas and ready to have a good time!

Gift Exchange

A classic American Coed tradition continues with our Gift Exchange! Sunday, after rehearsals, our contestants will treat each other to special gifts. Approximate contestant numbers for each age division will be sent out in our next national newsletter to help with your planning.

Program Book

Our national program book is a beautiful keepsake to remember your time with American Coed! Each contestant will have a feature photo with space to recognize any friends, family, or sponsors that provided support on your way to Nationals. In addition to the feature photos, the program book has pages available for contestants who wish to participate in our Advertising Program. This program is a great way to build public speaking skills, gain support and sponsorship, make connections with local organizations, and earn some amazing prizes!

Feature Photos

All of our contestants have an opportunity to be featured in our program book as well as recognize the sponsors that helped them along the way! Program book photos should be a headshot or “head and shoulders” photo with you as the focus. Full body shots or photos wearing your crown and banner should not be used. These photos will also be used in the voting page on Pageant Planet for our People’s Choice contest. All

Photos are due by September 1st

Advertising

Advertising pages can be purchased for those who wish to work toward our Cover Girl title. These pages can include well wishes, sponsor logos, and crown and banner photos. Pages should only be submitted by contestants who are participating in the advertising program.

All advertising pages are due by September 1st

[Submit Program Book Photos
and Advertisements](#)

Optional Awards

Talent

Contestants will have 2 minutes on stage to present a talent of their choice. Judges will be looking for presence, entertainment value, confidence, and poise under pressure. The 2 minute time is enforced. If your music does not stop at the 2 minute mark it will be faded out. Should you continue to perform after the time limit, you will receive point deductions with the amount of points decided at the judge's discretion. A winner will be selected in each of the following groups: Princess, Sweetheart, Preteen, Junior Teen, Teen, and Coed. Our three Ms Divisions will be combined with one winner selected. Makeup and hand held props are allowed in all ages. Our National Talent winners will take home a commemorative plaque, the National Optional crown and banner, and a \$300 cash prize. Scores in the Talent Competition can be used toward your National Victory scores. Use the link below to submit your talent music. All talent contestants must complete the online talent form by the end of Pageant Check In on Thursday, October 7th.

[Talent Form](#)

Fashion

Contestants will model their outfit in a walking pattern of their choice. Outfits for this competition should be unique ensembles that you would only wear for a special event or this type of competition. Off the rack, street wear, sportswear, and casual outfits should be used for the Model competition. Our judges will be looking for personality, confidence, and age appropriate styling. A winner will be selected in each of the following groups: Princess, Sweetheart, Preteen, Junior Teen, Teen, and Coed. Our three Ms Divisions will be combined with one winner selected. Makeup is allowed in all ages. Our National Fashion winners will take home a commemorative plaque, the National Optional crown and banner, and a \$300 cash prize. Scores in the Fashion Competition can be used toward your National Victory Scores.

Optional Awards

Speech

Contestants will have up to 2 minutes to present a speech of their choice. The maximum time is enforced and anyone going over time will receive deductions with judges having discretion over the amount of points. All speeches must be performed by memory without notes, props, or any presentation materials. A copy of your speech will be sent to the emcee in case you need assistance during your performance. Judges will be looking for professionalism, content, and a confident delivery. A winner will be selected in each of the following groups: Princess, Sweetheart, Preteen, Junior Teen, Teen, and Coed. Our three Ms Divisions will be combined with one winner selected. Makeup is allowed in all ages. Our National Speech winners will take home a commemorative plaque, the National Optional crown and banner, and a \$300 cash prize. Scores in the Speech Competition can be used toward your National Victory scores. All contestants entered must fill out the Speech Form by the end of Pageant Check In on Thursday, October 7th

Speech Form

Actress

This year our Actress competition will take on a new format. Contestants will be performing in a live audition setting and will have 90 seconds to perform a commercial, scene, or monologue of their choice. Entries will be performed in a separate space and recorded for our judges to review. Judges will be looking for entertainment value, performance quality, and poise. A winner will be selected in each of the following groups: Princess, Sweetheart, Preteen, Junior Teen, Teen, and Coed. Our three Ms Divisions will be combined with one winner selected. Makeup is allowed in all ages. Our National Actress winners will take home a commemorative plaque, the National Optional crown and banner, and a \$300 cash prize. Scores from the Actress Competition can be used toward your National Victory scores.

Optional Awards

Photogenic

Our photogenic competition is open to all contestants who want to showcase their eye catching photos. Judges will be looking for age appropriate and natural styling, complimentary grooming, and overall photo quality and presentation. Makeup is allowed in all ages. A winner will be selected in each of the following groups: Princess, Sweetheart, Preteen, Junior Teen, Teen, and Coed. Our three Ms Divisions will be combined with one winner selected. Our National Photogenic winners will take home a commemorative plaque, the national optional crown and banner, and a \$300 cash prize. Scores in the photogenic competition cannot be used toward your National Victory scores. All photogenic entries must submit the Photogenic Form by end of Pageant Check In on Thursday, October 7th.

[Photogenic Form](#)

Model

Contestants will model their outfit in a walking pattern of their choice. Outfits for this competition should be off the rack, street wear, sportswear, and casual outfits. Our judges will be looking for personality, confidence, and age appropriate styling. A winner will be selected in each of the following groups: Princess, Sweetheart, Preteen, Junior Teen, Teen, and Coed. Our three Ms Divisions will be combined with one winner selected. Makeup is allowed in all ages. Our National Model winners will take home a commemorative plaque, the national optional crown and banner, and a \$300 cash prize. Scores in the Model competition can be used toward your National Victory scores.

Additional Awards

Academic Achievement

Our Academic Achievement recognizes contestants making significant strides and accomplishments toward their academic goals. To enter contestants need to complete the form and submit it by September 3rd. Age divisions will be combined in the following way: Princess & Sweetheart, Preteen & Junior Teen, Teen & Coed, Ms Divisions. This contest is free to enter and winners will receive a commemorative plaque.

[Academic Form](#)

[Academic Submission](#)

Volunteer Service

Our Volunteer Service competition recognizes contestants who actively volunteer for local and national organizations. To enter contestants need to complete the form and submit it by September 3rd. Age divisions will be combined in the following way: Princess & Sweetheart, Preteen & Junior Teen, Teen & Coed, Ms Divisions. This contest is free to enter and winners will receive a commemorative plaque.

[Volunteer Form](#)

[Volunteer Submission](#)

Additional Awards

Erin Joy Award

This award was created in honor of our friend and former American Coed queen Erin Joy Landis. On September 9, 2018 Erin passed away at 29 years old after a brave and long fought battle with cancer. Erin may have left us too soon but her spirit, her light, and her memory lives on for all of us that were blessed to know her. Our pageant staff will be watching our contestants throughout the week and will select one person from each of our show groups who most embodies Erin's spirit on and off the pageant stage. Age divisions will be combined in the following way: Princess & Sweetheart, Preteen & Junior Teen, Teen & Coed, Ms Divisions. Winners will be awarded a donation to the charity of their choice and a commemorative plaque.

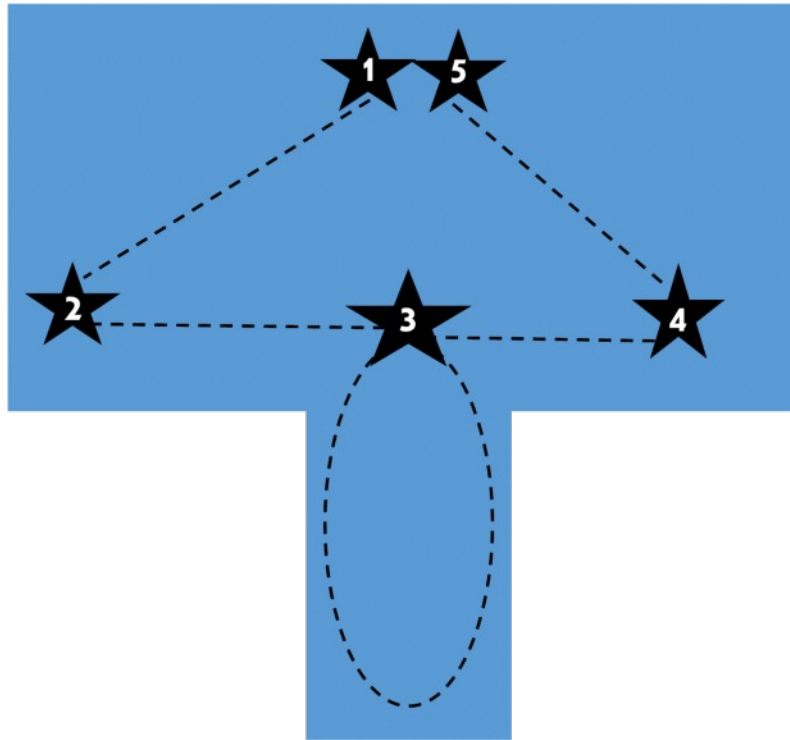
Preliminary Awards

In each show group we'll recognize the contestant with the highest score in Eveningwear, Personal Appearance & Introduction, and Interview. All contestants are eligible for these awards and there is no charge to enter. Age divisions will be combined in the following way: Princess & Sweetheart, Preteen & Junior Teen, Teen & Coed, Ms Divisions. Winners will be announced during our final pageant and will receive a commemorative plaque.

People's Choice Award

We're excited to partner with The Pageant Planet for this year's People's Choice Competition! Voting will take place on the Pageant Planet website and will close on October 10th. Age divisions will be combined in the following way: Princess & Sweetheart, Preteen & Junior Teen, Teen & Coed, Ms Divisions. The contestant with the highest number of votes in each show group will take home a banner, commemorative plaque, and cash prize.

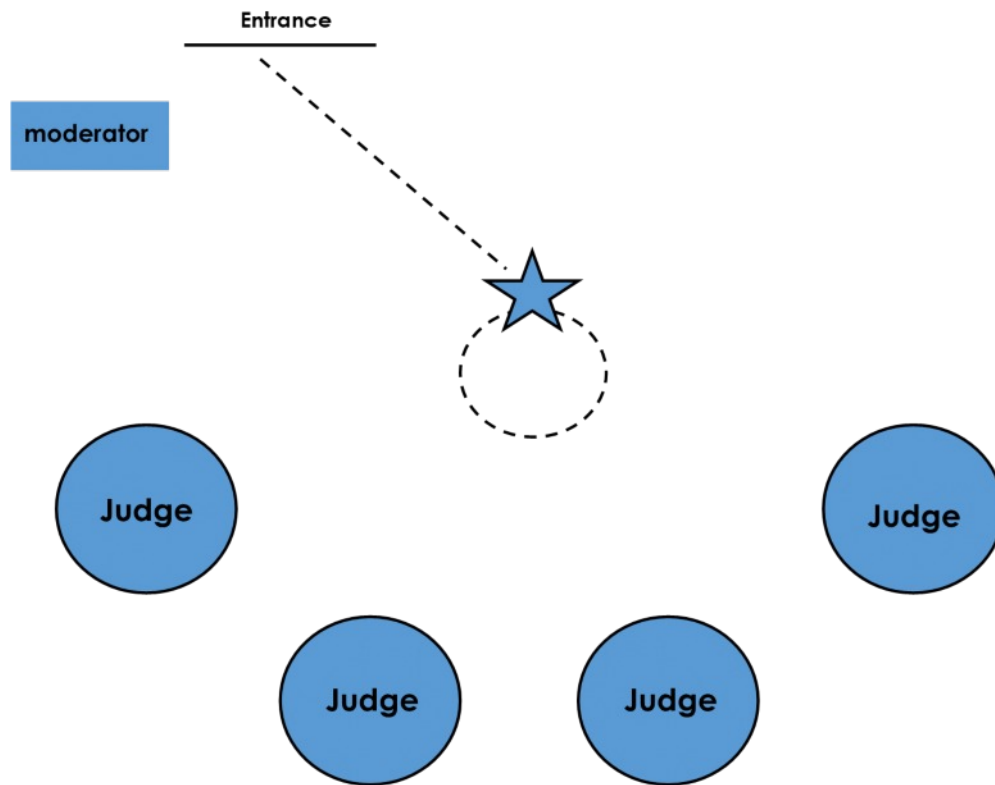
Eveningwear Pattern



Contestants will enter from the back-center of the stage and pause for a moment before moving to mark number 2 where they will pose again. After posing at mark number 2 contestants will walk toward center stage. After stopping at mark number 3, contestants will complete a circle of the runway and pause briefly again at mark 3. Contestants will have a final look on mark number 4 before heading to the back and exiting at mark number 5. Please note the following:

- Posing, such as placing a hand on your hip, is allowed but should not be excessive and not distracting
- holding or picking up your gown is strongly discouraged
- no makeup is allowed on any contestants in the Princess, Sweetheart, or Preteen Age Divisions
- all contestants should follow the walking pattern
- if needed, contestants may use a pivot turn, half turn, or take an extra few steps to move from their marks
- Any changes to this walking pattern will be sent out in advance

Interview Room



Contestants will enter the room and walk to their mark. Once in place they will perform their introduction and one full turn. Princess contestants may choose from a pivot turn or circle turn. All other divisions will do a pivot turn. After returning to face the judges, our moderator will escort the contestant out of the room. Once all of the contestants in the interview group have performed their introduction, the group will be brought in to be seated for the interviews. Please note the following:

- Interviews will be one on one in a “round robin” / rotation style
- Introductions have a maximum time limit of 30 seconds
- Contestants in the princess division will enter the room in small groups along with a staff member for introduction and will sit for interview after the last introduction in their small group
- All other divisions will enter one at a time for introduction and will come back with their small group to begin their interview
- no makeup is allowed on any contestants in the Princess, Sweetheart, or Preteen age divisions
- Any changes to this format will be sent out in advance

National Sponsor Information



Dear Prospective Sponsor:

This letter is to introduce you to a contestant in the National Miss American Coed Pageant Program. She is one of a select group of girls and women who are participating in one of the nation's most well-known pageants. This program helps girls, young ladies, and women build life skills such as interview and public speaking skills and promotes positive role models. This contestant's outstanding accomplishments have qualified her to move forward to our National Finals to compete title with other contestants from across the United States. All of this takes place October 7th - 11th in Atlanta, Georgia!

As a prospective sponsor, you are asked to participate by offering financial support. Sponsors can help contribute to contestant's entry fee or participate by purchasing advertising in our program book which is distributed to the hundreds of contestants and family that attend the event. Your contributions to entry fees or advertising are tax deductible as an advertising expense for your business. Should you wish to participate, checks must be made out to Landry Productions LLC or you may email our office to request an online invoice. As a sponsor or advertiser, you are helping a future leader take part in an experience that will help her gain poise, self-confidence and valuable communication skills and we appreciate your support of our program and participants!

Sincerely,

Michelle Landry
National Director
Miss American Coed