

MISS RODEO OREGON INC. FOUNDATION



2026/27 Miss Rodeo Oregon Sweetheart Rulebook

For further information or assistance, please contact Pageant Director:

Sarah Fransen
mroifpageant@gmail.com

Miss Rodeo Oregon Inc. Foundation Pageant

Sweetheart Pageant Rules & Eligibility

Eligibility:

- Be between the age of 4 and 8 on the day of pageant, which is July 11, 2026.
- Have executed all consents, waivers and/or agreements presented for the competition.
- Abide by all rules and regulations of the Miss Rodeo Oregon Sweetheart Pageant.

Entry Requirements

- Submit a completed application & Release of Liability.
- Pay a \$125 entry fee
- Submit (1) vertical head and shoulder color photo in western attire
- Send proof of age (i.e. birth certificate)

The above requirements must be submitted on or before the deadline date of April 20, 2026.

Each pageant contestant will have their biography and photo in the pageant program.

Fundraising Requirements

Each Sweetheart is required to purchase at least one 1/2 page ad for the pageant program, totaling \$200, which we suggest seeking sponsors for. The Sweetheart and her family are welcome to purchase additional ads. These can be well wishes for contestants or advertisements from businesses and/or individuals. Several sponsors may go in together to pay for one ad.

There is a special award for the Sweetheart with the highest sales. This will be awarded to the Sweetheart who sells the most program ads in addition to the required \$200 ad.

Please keep in mind that the pageant program and raffle is the primary fundraiser for our pageant. The proceeds feed directly back into the Sweetheart and Pageant Contestants.

Each contestant is required to bring to the pageant registration at least one silent auction item for the Miss Rodeo Oregon Benefit Auction. We recommend this be a sponsored item(s). The funds generated through this auction benefit a yearly cause to improve the program, selected by the Board of Directors.

Not Required* The MROIF Scholarship Live Auction is held right before the Sweetheart Pageant during the fashion show event. If the Sweetheart wishes to bring an item to support our Scholarship Program, she will be able to showcase/model the item, with the assistance of a "big queen." This is not a requirement, but would be very appreciated!

Suggested Attire

This is a non-judged pageant, and as such, it is not necessary to spend a large amount on clothing, or even purchase anything additional. The only “requirement” is that Sweethearts have a cowboy hat for their crown to be placed on. There are photo examples in this rulebook from past pageants.

Fashion Show and Coronation – Western Outfit with Cowboy Hat, this can be a button up shirt and jeans or a dress/skirt outfit. Sweetheart will be modeling this outfit in the Miss Rodeo Oregon Fashion Show.

Other Pageant Requirements

- A parent or guardian is responsible for transporting their daughter to all pageant functions.
- Sweetheart contestants will generally follow the same Saturday schedule as the other contestants but will be under the supervision of their parents or guardian when not “competing”.

Contestant Expenses

- Contestants in the Miss Rodeo Oregon Sweetheart pageant are required to pay their own transportation to and from the pageant, lodging, food, entry fees, ads in pageant program (unless sponsored), and any other expenses that might occur during the pageant.

Pageant Authority and Sponsors

- The Miss Rodeo Oregon Pageant is an annual event, which will be held in conjunction with The Elgin Stampede.
- Miss Rodeo Oregon Inc. Foundation conducts the actual competition and arranges the judges, awards and entries for all age divisions.
- Miss Rodeo Oregon Inc. Foundation has complete authority over the pageant competition and any activities of the contestants during the competition.
- Contestant application form, waivers, picture, and all other required information must be postmarked by April 20th, 2026. All submissions must be submitted pursuant to the deadlines outlined on the Pageant Checklist.
- Upon receipt of the completed application from each contestant, along with the required proof of age, picture and entry and program ad fees, the applicant will then receive pertinent information regarding the pageant.

Please make all checks payable to: Miss Rodeo Oregon Inc. Foundation Entry Fee can also be paid in the MRO Store

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Sweetheart Guidelines

- Sweethearts may appear at any of the Miss Rodeo Oregon Titleholder coronations in the State of Oregon.

- Sweethearts may attend events in crown and sash in their own and neighboring counties.

- The Sweethearts appearing at events and representing their title will be dressed in appropriate and clean attire. This includes wearing a hat, shirt tucked into jeans, buckle on belt, crown on hat, and sash.

- Sweethearts are not permitted to seek sponsors.

- In parades, we highly prefer that a Sweetheart ride in a wagon or pickup. If horseback, she must be accompanied on the parade route by an adult over 18.

- Sweethearts may design banners for the title of Miss Rodeo Oregon Sweetheart that use the Miss Rodeo Oregon logo and/or the Sweetheart Logo.

- Miss Rodeo Oregon Inc. Foundation is NOT liable for insurance coverage or for incidents which occur to, during, or on the way home from an event.

- For additional guidance, please contact:
Sweetheart Liaison, Cindy Granger, at (509) 386-2499 or clgksg@gmail.com
Pageant Director, Sarah Fransen at (503) 423-7615 or mroifpageant@gmail.com

- Photographs of Sweethearts at events in full attire should be submitted via Messenger or email to missrodeooregonincfoundation@gmail.com and they will be used on social media by the organization.

Miss Rodeo Oregon Pageant

Sweetheart Pageant Schedule

**Exact times will be published and communicated prior to the pageant.
Schedule for the day is subject to change*

Saturday, July 11th, 2026

- **10:00 am Sweetheart Pageant Check-In** (McKenzie Theatre, EOU Campus)
 - Please bring silent auction item, optional live auction item and any other applicable items
- **10:30 am Doors Open for Fashion Show/ Sweetheart Pageant** (McKenzie Theatre)
 - This is a ticketed event. Sweethearts will have free admission.
- ***Possibly, but also OPTIONAL* Elgin Stampede Grand Parade**
 - This event will only be included if we are able to accommodate as it may overlap with the crowning of the MROIF contestants Saturday afternoon.
 - Further details will be shared as soon as they are available.
- **Saturday Elgin Stampede Performance *OPTIONAL*** (Elgin Stampede Grounds)
 - This is a ticketed event, sweethearts will get free admission and will be announced from the grand stands at the beginning of the rodeo.

Outfit Examples: only one outfit is necessary. For further guidance and questions, please reach out to the pageant director or Sweetheart liaison.



Miss Rodeo Oregon Pageant

Program Ad Examples

Example of Required Sweetheart ad:

Each Sweetheart receives their own page in the pageant program. This is created with the information that was provided with the application, which will be on the top half. On the bottom half will be the ad that you purchase, create, and submit.

 2025 Miss Rodeo Oregon Sweetheart

Sweetheart Name

Sweetheart Photo

Biography

Why I Want To Be Miss Rodeo Oregon Sweetheart

Sweetheart Why

Sweetheart Ad

Additional ad sales are welcomed and are counted toward the Overall Sweetheart Sales Award. These ads can be sold as half page, quarter page, or business card sized.

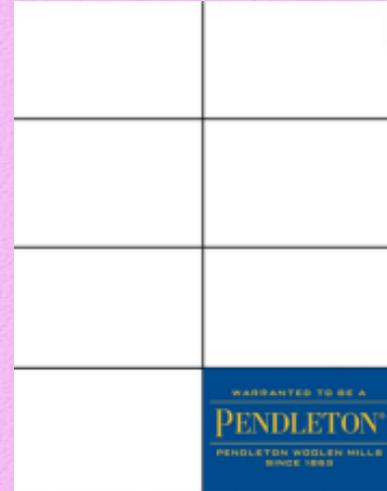
Example Half Page:



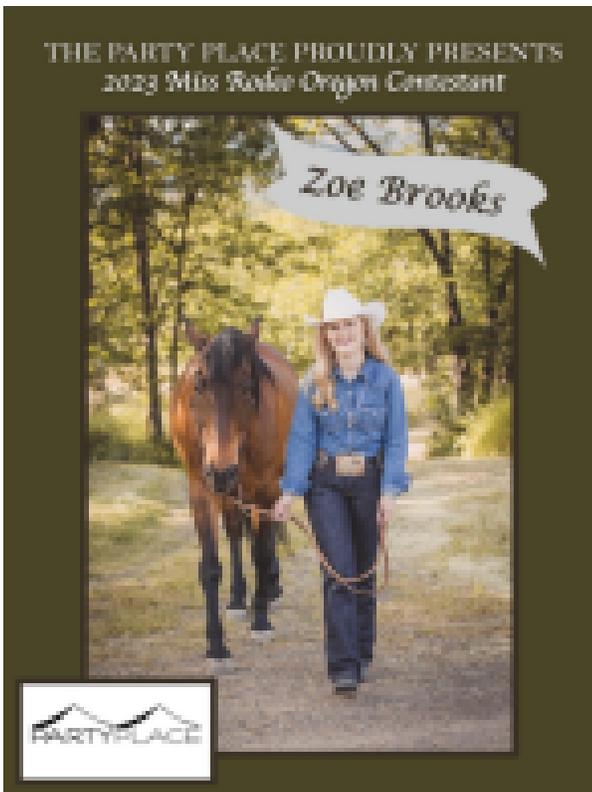
Example Quarter Page:



Example Business Card:



Example of Ad of Support:



Example of Business Ad:

