



2025 Junior Miss SLE Rodeo

RULES & REGULATIONS

General

On behalf of the Southeastern Livestock Exposition (SLE), we are excited to welcome each applicant who desires to compete for the title of Junior Miss SLE Rodeo (JMSLER). The SLE Rodeo is a proud member of the Professional Rodeo Cowboys Association (PRCA) and ranks in the top 70 of over 700 rodeos. It is our hope that each contestant understands the magnitude of this achievement, and that each is prepared to represent the Southeastern Livestock Exposition in a professional and dignified manner. Throughout the reign, J / MSLER is expected to observe a high standard of moral and ethical behavior at all times including her presence on all social media. Breaking any rules outlined in the JMSLER contract will entail immediate revocation of title. In the event that JMSLER forfeits her title, the first runner-up will assume the queen's position and obligations for the remainder of the reign.

Purpose and Expectations

The purpose of JMSLER is to serve as an ambassador for the Southeastern Livestock Exposition and to professionally represent her title at various rodeos, parades, and public events in Alabama, as well as television and radio interviews during the SLE Rodeo & Livestock Week. She will serve as an ambassador of the sport of rodeo and the western lifestyle. She will also be a leader for future pageant contestants as well as other title holders. Once crowned and contract is signed, JMSLER will begin her reign immediately, and it is expected that she will be able to speak about the SLE mission, how to purchase SLE Rodeo tickets, the schedule of SLE Rodeo Week activities, and achievements of the SLE Rodeo within the PRCA. **The JMSLER pageant will be held February 1, 2025, and the newly crowned JMSLER will need to be prepared to attend SLE Rodeo & Livestock Week activities from March 7-16, 2025.** This list of activities is made available within this document as well as on www.SLErodeo.com/queen. The SLE Rodeo will provide JMSLER with a stall and camper hookup during the 2025 SLE Rodeo and Livestock Week.

The entry fee for the JMSLER pageant is \$160.00. All applications, required documentation, and payments must be submitted by mail and postmarked no later than December 1, 2024. No application will be considered if it is postmarked after this date. The Miss SLE Rodeo Committee will review every application and notify applicants of approval status by December 15, 2024. Applicants are not subject to a refund for entry fees if it is found that her application does not meet the eligibility requirements outlined in this document.

Pageant Schedule *(subject to change)*

FEBRUARY 1, 2025

Location: *Alabama Cattlemen's Association | 201 S. Bainbridge Street Montgomery, AL 36104*

8:30AM Formal Wear Division Check-in

9:00AM Individual Interviews, Media Interviews

10:00AM Written Test

11:00AM Modeling, Impromptu Questions, Speeches

-----*Break for lunch on your own*-----

Location: *Pike Road Ag Center Arena | 6281 Trotman Road Montgomery, AL 36116*

2:00PM Mounted Division Check-in (provide proof of negative Coggins)

2:30PM Horsemanship, Hot Lap, Flag Pattern, and Dismounted Interviews *(open to the public)*

Following Horsemanship Awards

Eligibility Requirements

To be eligible to participate in the JMSLER pageant, applicants must fit the following criteria:

- Must be a female between the ages of 13 – 16 years old in 2025
- Has never been married or pregnant
- Are not currently holding another pageant title at the time of competition (this does not include titles such as prom queen/winter festival queen/etc. which do not have obligations throughout the year)
- Must be currently enrolled in a public, private, or home school program and be in good standing
- Must be able to provide her own horse and transportation for the pageant and required rodeo appearances if selected as JMSLER. Said horse must have proof of current negative Coggins (Coggins will need to be presented at Horsemanship check-in)
- Never have been convicted of a felony or misdemeanor

Below is a list of required documents that must be submitted with each application:

- Copy of birth certificate
- Proof of current GPA – must be 2.5 or higher
- Proof of most recent report card if applicant is not yet in high school
- Proof of health insurance
- Proof of current Alabama residency (copy of driver's license or proof of school enrollment)
- 8"x10" color headshot in western attire including a felt cowboy hat (list contestant name on the back)

How do I submit my application, required documentation, and payment?

Mail paperwork and payment to the SLE Rodeo Headquarters:

Southeastern Livestock Exposition
 ATTN: Miss SLE Rodeo Committee
 201 S. Bainbridge Street
 Montgomery, AL 36104

Checks must be made out to the Southeastern Livestock Exposition. This must be postmarked no later than 12/1/24.

Travel Expectations

This opportunity is a year-long commitment and will require some out-of-pocket expenses related to travel. The Southeastern Livestock Exposition will provide JMSLER with bio cards, autograph sheets, and thank you notes to utilize during her reign. The SLE will also help cover some of JMSLER's travel expenses. Our expectation is that she will be required to represent our organization in official queen attire at the following events (unless otherwise specified by the SLE). Please note that the SLE will provide a school excuse for weekday events:

2025 JMSLER MANDATORY TRAVEL SCHEDULE

- February 27, 2025: SLE Rodeo Media Luncheon and Miss SLE Rodeo Coronation (Montgomery, AL)
- March 7-16, 2025: SLE Rodeo Activities (Montgomery, AL)
 - March 7, 8, 9: SLE Youth Rodeo Showdown (Garrett Coliseum) - arena attire
 - March 9: Official Photoshoot - formal attire (dependent on photographer schedule)
 - March 12: Miracle Rodeo - evening event (Garrett Coliseum) - western casual attire
 - March 14, 15, 16: Grand Entries, Stick Horse Rodeos/Western Festival, and PRCA Rodeo Performances (Garrett Coliseum) - arena attire
 - March 14: Parade - noon (downtown Montgomery) - arena attire
 - March 16: Cowboy Church (Teague Arena) - western casual or arena attire
- 3 Alabama County Cattlemen's Association rodeos
- September 25, 2025: SLE Annual Meeting and Dinner (location TBD)
- October 15, 2025: Sunbelt Ag Expo (Moultrie, GA) **attend the rodeo queen day*
- December 2025 - NFR Round 10: SLE Rodeo Membership NFR Watch Party (location TBD)
- February 26, 2026: SLE Media Luncheon and Miss SLE Rodeo Coronation to pass the crown (Montgomery, AL)
- **Other events TBD with MSLER Committee Chairperson, Victoria Suggs.**

It is not the responsibility of the SLE to secure a horse for JMSLER for each event, but MSLER Chairwoman Victoria Suggs will be available to help, if needed.

JMSLER Pageant Dress Code

JMSLER contestants will be responsible for obtaining clothing items that fall within the dress code listed below. Let it be noted here that JMSLER (and contestants) should not show visible tattoos, have facial piercings (nose, lip, tongue, or eyebrow), or have hair that is not a natural color.

- Horsemanship/Written Test: solid western button-down shirt with no embellishments (cuffs and collar required), Wrangler blue jeans, cowboy boots (no lace-up or zip-up boots), felt cowboy hat, and belt. Chaps are not allowed in this division.
- Interview/Speech/Modeling: formal rodeo queen attire (felt hat, boots, flashy attention-getting dress/skirt/jumpsuit. Leather is not required.)

JMSLER Winner - Schedule and Dress Code for 2025 SLE Rodeo & Livestock Week

- **FORMAL ATTIRE**: Felt hat/crown, buckle, boots, sash, flashy dress/skirt/jumpsuit. Leather is not required.
- **ARENA ATTIRE**: Felt hat/crown, buckle, boots, sash, Wrangler jeans, arena shirt, chaps (if riding)
- **WESTERN CASUAL**: Felt hat/crown, buckle, boots, sash, Wrangler jeans, blazer/vest

*SLE will provide: crown, buckle, chaps, and sashes

- SLE Youth Rodeo Showdown on March 7, 8, 9
 - Arena Attire
 - Required Event
- Official Photoshoot on March 9 (subject to the photographer's schedule)
 - Formal Attire, Arena Attire with chaps, and Western Casual
 - Required Event
- Potential School Visits with Victoria Suggs on the mornings of March 11, 13
 - Western Casual
 - We understand that JMSLER is still enrolled in school. If her schedule does not allow for local school visits, this can be eliminated from the schedule.
- Miracle Rodeo on the evening of March 12
 - Western Casual
 - Required Event
- SLE Rodeo and Activities March 14, 15, 16
 - Arena Attire and Western Casual
 - Required Events: SLE Rodeo Performances, Parade, Grand Entries, Western Festival, Stick Horse Rodeos, Cowboy Church

Judged Events

The JMSLER pageant will have a panel of three (3) judges. All judges are carefully selected and invited to participate because of their ability and expertise. Should a judge be approached by a contestant's family, friends, or others whose intent is to influence or harass, the judge will report the contact to the Miss SLE Rodeo Committee and appropriate corrective actions will be taken. There will only be one winner selected to hold the title of JMSLER, so should there be a tie in the final scoring, the winner with the highest points in the Interview division will be selected to reign. Scoresheets will be available for contestant review by request only via email to shunter@bamabeef.org until February 28, 2025. A contestant (or guardian) is only allowed to request her own scoresheet from the Miss SLE Rodeo Committee.

A complete list of the judged events are as follows:

- **Horsemanship** – The purpose of this division is to evaluate each contestant's horsemanship skills. She will be evaluated on topics such as riding ability, control of horse, mounting and dismounting, balance, and position of hands, feet, and seat. The horse will not be judged – only the contestant's ability and skill. The rider should appear natural in the saddle with a balanced, functional, and correct position. She will be required to complete a predetermined horsemanship pattern, a hot lap, a flag pattern with a flag provided by the SLE (contestants must supply their own flag boot), and a dismounted interview on the dirt with a judge. Judges can request contestants switch horses at any time.
- **Modeling** – The purpose of this division is to evaluate the stage presence, poise, and grace of each contestant while modeling her formal attire on stage. Each contestant will also be required to answer an on-stage impromptu question.
- **Speeches** – Each contestant will be required to give a 1-2 minute on-stage speech during the modeling division. This speech should be focused around promoting the SLE Rodeo & Livestock Week events. This division will be judged on stage presence, personality, content, delivery, and usage of time.
- **Interview** – Each contestant will be privately interviewed by a panel of judges. Questions asked may test the contestant's knowledge of the Southeastern Livestock Exposition, equine anatomy and care, personal goals, or PRCA rodeo events, standings, and rules. Topics to be evaluated are presence, personality, quick-wit, and knowledge. At the conclusion of the sit-down interview, each contestant will participate in a faux 2-minute media interview with questions that could cover topics related to entertainment at the SLE Rodeo, the SLE mission, how to purchase rodeo tickets, personal experience, and more.
- **Written Test** – A written test will be administered which could cover topics related to the Southeastern Livestock Exposition, PRCA and WPRA rodeo, horsemanship, and equine care.
- **Most Photogenic** – Each contestant must submit one 8"x10" color photo with her application by mail to the SLE Rodeo Headquarters. This headshot must be of the contestant in western attire complete with a felt cowboy hat. You must list the contestant's name on the back of the photo. The submission should include the photo only – no frame or matting.

Awards

Awards will be presented to the winners of the following divisions: JMSLER overall winner, JMSLER Most Photogenic, and JMSLER Horsemanship.

Disqualifications

At the discretion of the Miss SLE Rodeo committee, contestants may be disqualified for the following infractions: being late to an event, poor sportsmanship, using foul language, animal cruelty, or any attempt to threaten, bribe, influence, harass, or coerce a judge, another contestant, or anyone on site during the JMSLER pageant.

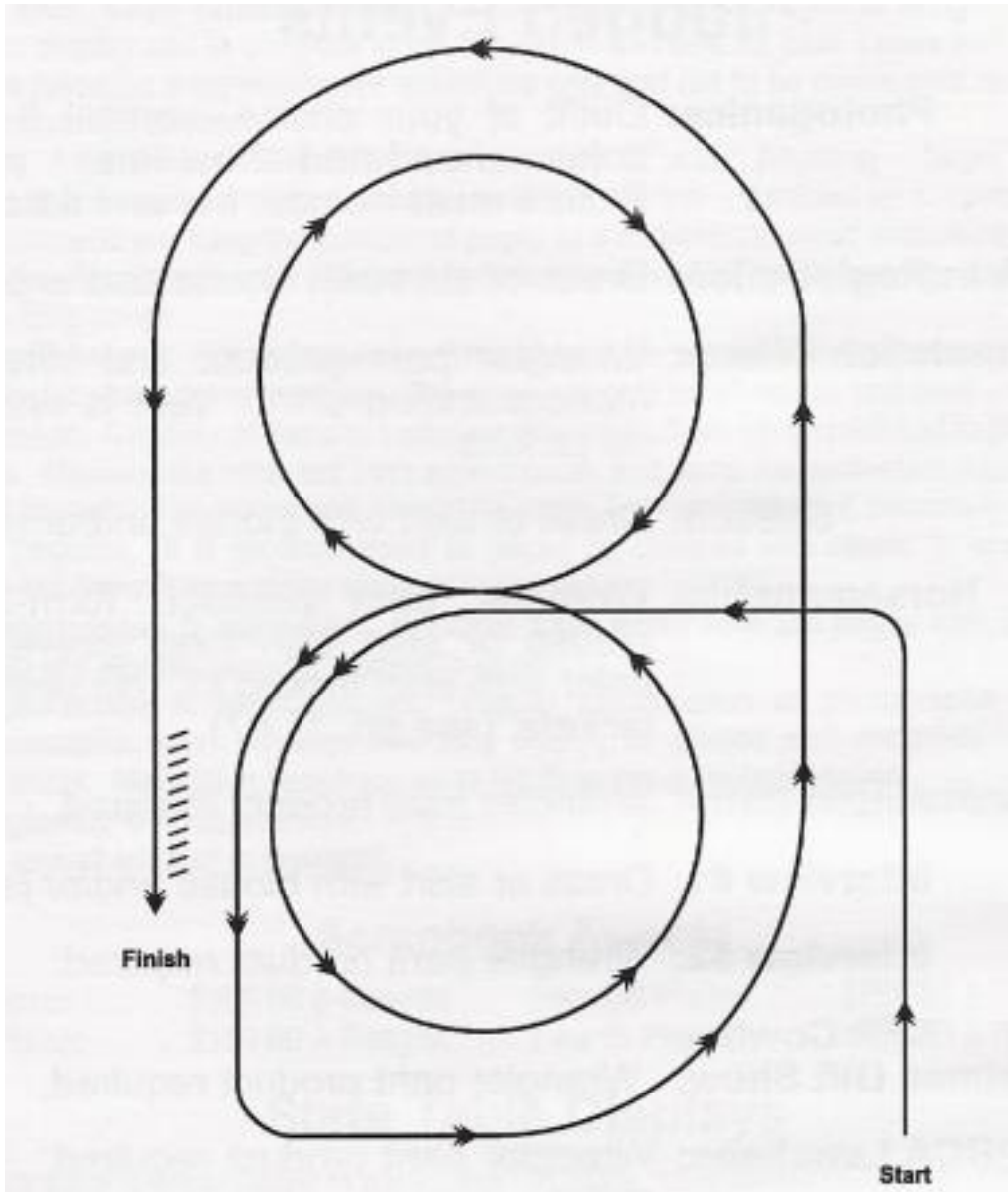
Guidelines and Expectations for the Winner of Junior Miss SLE Rodeo

Junior Miss SLE Rodeo is an ambassador who will be noticed by many. During the JMSLER reign, it is possible that she will be recognized as JMSLER even when she is not making official appearances, so it is imperative that JMSLER always looks presentable and conducts herself in an exemplary manner “on and off the clock.” The SLE has a zero-tolerance policy for the use of drugs, tobacco, or alcohol. JMSLER is not to be married, engaged to be married, or pregnant during her reign. She must also be mindful of what she posts on all social media platforms. If these rules are broken, revocation of title will ensue.

Victoria Suggs is the Miss SLE Rodeo Committee Chairwoman and will be the queen’s point of contact throughout her reign. When the JMSLER reign is complete, the queen will be responsible for returning the chaps, crown, and sashes (without the year) back to Victoria in excellent, like new, condition. Should any damages occur or failure to return the above stated property back to the SLE, the queen will be held financially liable for repair or replacement of said items.

Invitations to events must be approved by Victoria Suggs prior to acceptance or declination. Upon approval, JMSLER must respond to the invitation within five business days with a polite expression of thanks either accepting or declining. Should JMSLER accept an invitation, she should extend an offer to help in any way possible. General conduct at events are as follows: JMSLER must always present herself in the appropriate JMSLER attire when attending an event. She will arrive early to events and will be professional and poised in her manners (no cursing, making inappropriate or negative remarks or gestures, etc), interact with as many people as possible at each function, and if attending a rodeo, she should arrive one hour prior to performance time. Upon arrival to the rodeo, she is expected to contact an event committee member to notify them of her arrival and hand her bio card to the announcer. It is Miss SLE Rodeo’s responsibility to make sure that Junior Miss SLE Rodeo is taken care of if she is in attendance to the same event. Miss SLE Rodeo will be expected to act as a big sister to JMSLER throughout her reign. Last but not least, be sure to never speak poorly of any aspect of rodeo including, but not limited to, the stock contractor, rodeo committees, officials, horses, equipment, events, etc. JMSLER is a representative of the rodeo industry, therefore she must portray a positive light on the sport.

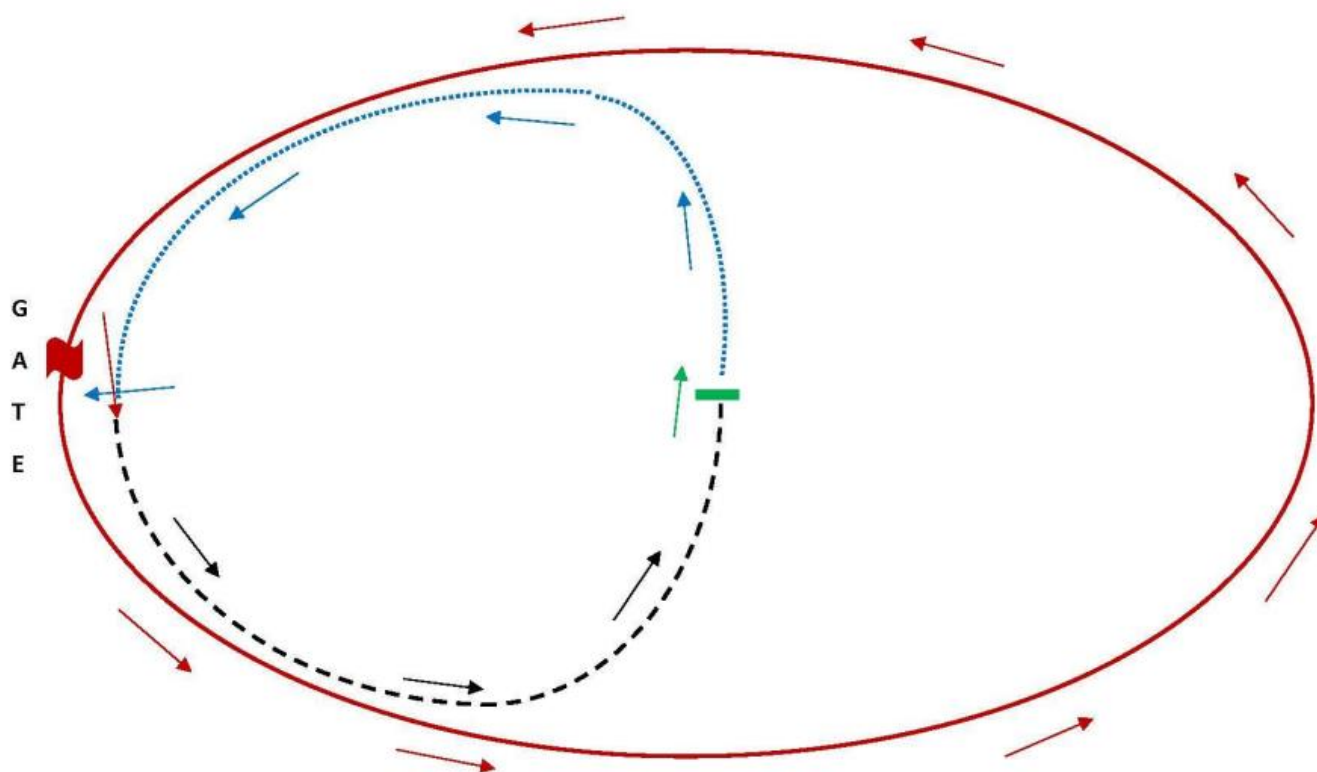
HORSEMANSHIP PATTERN



Horsemanship Pattern:

1. Do extended jog (trot) alongside of arena, then to center
2. Begin lope at center of arena and lope left circle on left lead
3. Change leads at center of arena and lope right circle on right lead
4. Change leads and continue loping around end of arena
5. Once on the straight, increase speed and continue around end of arena
6. Stop and back

FLAG PATTERN



1. After completing the Horsemanship Pattern, you will execute a Hot Lap around the arena at a fast lope or gallop.
2. Once back at the gate, break your horse down to a trot and continue along the rail on the right side of the arena. At the midway point, turn left and continue a trot to the center of the arena.
3. Come to a stop.
4. Walk straight to the rail, turn left, walk around the rail to the gate.
5. You will then be given a flag to present in the arena at a fast lope or gallop along the rail. You must provide your own flag boot.