

ALABAMA'S SOUTHERN MISS

March 6, 2027

Location TBD in August 2026

The plan is to return to Pell City CEPA

STATE GUIDEBOOK



Photo by Dana Bean - Queen B Studios

State PAGEANT INFORMATION

DATE: March 6, 2027

LOCATION: TBD in August 2026

DEADLINE: February 1, 2027

Contestants will book their hotel of choice.

More details are included in this guidebook.



Photo by Dana Bean - Queen B Studios

Entry Fee: \$350- **A \$100 deposit is required to hold your place in the lineup.**

Scholarship Fee: \$100 must be paid in cash on pageant weekend.

Your entry fee includes the cost to enter, one photogenic entry, and your State welcome bag. *Stage shots are not included and will be purchased directly through the photographer. More details are included in this guidebook.

****There will be no refunds, transfers, or carry-over payments on any fees paid.***

HOW TO CONTACT THE STATE OFFICE

BY EMAIL

alsmstatepageant@aol.com

**Please Do Not Use Social Media
to Contact the State Office.**

Introduction **WELCOME**



Thank you for entering the Alabama's Southern Miss State Pageant (ALSM).

We cannot wait to meet you and your family. Our focus is bringing back the basics of pageantry. For more than 18 years, we have provided a fun, family-friendly, affordable pageant experience, and we cannot wait to continue this tradition. ALSM is excellent for beginners and seasoned pageant enthusiasts.

The ALSM program is a pageant mentoring program that helps young ladies prepare for the pageant stage and all stages of life.

We are thrilled that you have chosen to join us for your next stage, and we look forward to helping you succeed.

We cannot wait to bring back the basics of Pageantry and we are thrilled you have chosen to enter the ALSM State Pageant.

We are looking forward to seeing everyone and crowning our new State Queens.

Are You an ALSM GIRL?

Who is ALABAMA'S SOUTHERN MISS

A

ADVOCATE FOR POSITIVE
CHANGE

L

LEADER ON AND OFF THE
STAGE

S

SERVES THEIR COMMUNITY

M

MENTOR TO THOSE AROUND
THEM

ARE YOU AN ALSM
GIRL?

Each contestant is encouraged to know the meaning behind the ALSM letters. Contestants should be prepared to discuss these letters during their personal interview with the judges.

ALABAMA'S SOUTHERN MISS STATE AMBASSADOR

An ALSM Ambassador is a young lady who demonstrates a strong commitment to community service and a love for her fellow human and displays the characteristics of a strong leader.

Our Ambassador serves as a role model to her peers and a representative of the ALSM brand. She is responsible for working within her school and community to inspire and empower those around her to get involved in their communities.

She is a person who is known for her kindness to others, her willingness to help those around her, and her desire to be an ALSM titleholder.

There is a \$50 application fee to apply for the State Ambassador Title. The \$50 fee will be cash at registrations on pageant weekend.

All funds raised will be awarded to our New State Ambassador.

The State Ambassadors will be selected based on their application, social media, and platform and will be chosen by the State Director and other pageant staff.



Applying for the Ambassador Title does not exclude you from winning the overall State Title in your age group. If the judges select you as the new State Queen, the State Ambassador Title will then go to the State Ambassador alternate.

[CLICK HERE FOR THE STATE
AMBASSADOR APPLICATION](#)

DEADLINE TO APPLY IS
FEBRUARY 1, 2027

Alabama's Southern Miss

REQUIRED AREAS OF COMPETITION

[CLICK HERE TO VIEW MORE WARDROBE EXAMPLES](#)



INTERVIEW

Score 1-10 Non-weighted Score

Each contestant will participate in an individual, 3-minute, panel-style interview (standing). This competition area will focus on the ability to speak confidently and portray one's personality. Contestants should wear a fashion-forward jumpsuit or dress, with shoes and jewelry that complement the outfit and contestant. No two-piece outfits with stomachs exposed. All contestants are allowed to wear makeup in the interview. *Due to limited time for hair and makeup changes, contestants are encouraged to be stage-ready for interviews.*



FUN FASHION

Score 1-10 Non-weighted Score

Each contestant will strut their stuff during this exciting and upbeat modeling competition. Contestants are encouraged to wear a red-carpet-worthy outfit that shows their personality and confidence appropriately. It is important to have fun and show your true personality during this phase of the competition. No props, no hats, no denim. The outfit should be age appropriate.



EVENING GOWN

Score 1-10 Non-weighted Score

Each contestant will take the stage in an evening gown of their choosing. This is the time to capture the entire audience's attention with elegance and grace. It is important for one to be confident and comfortable in their evening gown presentation. Contestants must wear a floor-length gown. Your evening gown should be age-appropriate. Ensure your gown is long but not so long that you cannot walk. ***No two pieces.**

IMPORTANT

DEADLINES

ENTRY FEE

FEBRUARY 1, 2027

THE ENTRY FEE BALANCE IS DUE NO LATER
THAN FEBRUARY 1, 2027.

PHOTOGENIC

FEBRUARY 1, 2027

EMAIL ONE PHOTOGENIC PHOTO TO:
ALSMSTATEPAGEANT@AOL.COM
PLEASE INCLUDE THE CONTESTANT'S NAME
AND AGE GROUP/GRADE IN THE SUBJECT
LINE. THIS PHOTO WILL ALSO BE USED FOR
PEOPLE'S CHOICE VOTING.

SCHOLARSHIP FEE

MARCH 6, 2027

ALL CONTESTANTS WILL BRING \$100 CASH TO
REGISTRATION ON PAGEANT WEEKEND. THE
SCHOLARSHIP FEE IS NOT INCLUDED IN THE
ENTRY FEE AND CANNOT BE PAID BY CHECK OR
THROUGH PAYPAL. IT MUST BE PAID IN CASH ON
PAGEANT WEEKEND.

SERVICE PROJECT

Each year, ALSM contestants are required to complete a service project that the State Pageant selects. This year, our service project will help the Lovelady Center. Please [CLICK HERE](#) to learn more about the Lovelady Center.



Each contestant is required to bring one gallon-sized Ziploc bag filled with travel-sized toiletry items. Please think of items women and children would need if they were staying overnight in a hotel. Each contestant will turn in one bag at registration. There is no need to label your bag, but feel free to place your favorite inspirational quote or scripture inside your bag.

HOTEL INFORMATION

We do not have a host hotel. Parents will be responsible for booking their rooms. We recommend staying in Pell City. However, depending on where you live, you can stay in a convenient location for you and your family. We recommend booking as soon as possible because we cannot control the available rooms. You'll need to contact the hotel directly or book through their website. ***We do not recommend booking through third-party sites like Expedia, etc.***

The hotels are close to Walmart and various places to eat and shop.

Click the links below for the hotel websites

[Holiday Inn Express & Suites Pell City](#)

[Hampton Inn Pell City](#)

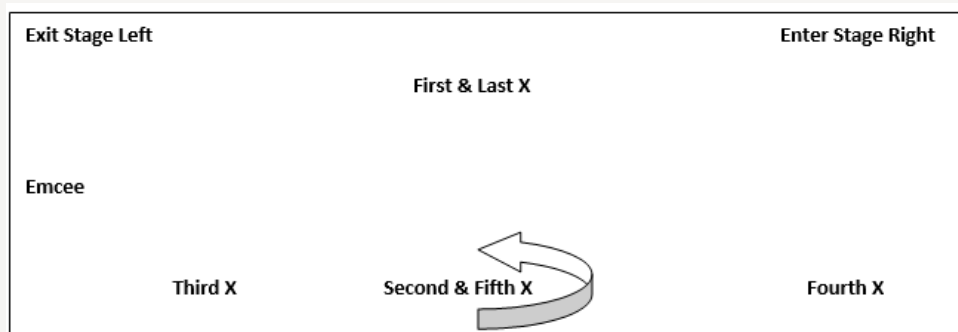
[Comfort Inn Pell City](#)

IMPORTANT

WALKING PATTERN



The pattern is a basic T Pattern and is used for both Fun Fashion and Evening Gown.



Looking at the stage, you will enter from the right side and exit from the left side. Enter stage right, go to the first X, and stop. From there, you will follow a T pattern straight down to the second X and circle, then proceed to the third X, Fourth X, and back to the center to the fifth X. Circling back around to your last X. Remember you will stop at the left corner, center, and right corner of the stage. You do not leave the stage until the emcee says, Thank you, contestant number (?).

Contestants are not timed, but points will be deducted for walking too slowly or too fast. The average time on stage is about one minute. Anything longer than one minute is too long.

We do not practice walks during practice. We only go over crowning and production. Please practice your walks at home.

Important Information

Dana Bean - Queen B Studios will be taking stage shots

If you do not order photos, the photographer will not take photos of your contestant. Please preorder your photos by clicking the link below.

[CLICK HERE TO ORDER PHOTOS](#)

Approved Hair & Makeup Vendors

These vendors are approved. However, you will need to contact the vendor to see if they are planning to attend the ALSM State Pageant.

Jennifer Brindley Sears - Text 256-606-5459

Brantley Marie White - [Click here to message via Facebook](#)

Laura Clements - [Click here to message via Facebook](#)

[Raven Kay](#)- [Click here to message via Facebook](#)

Tracy Pierson Reid- [Click here to message via Facebook](#)

Ally Weyant - email: allyweyantbeauty@gmail.com

[Tori Treadway Flippo](#)- [Click here to message via Facebook](#)

All HMU Vendors book their appointments and set their prices. We are not responsible for any issues with hair and makeup vendors.

IMPORTANT

TENTATIVE SCHEDULE

Location TBD by August 2026

Saturday, March 6, 2027

***Registration is just for parents. Contestants will be in hair and makeup for interviews.**

***No parents allowed in the interview area.**

****Contestants need to line up 5 minutes prior to all events.***

ALSM March 6, 2027
Tentative Schedule
Registration -Parents Only
7:00-7:30 AM - Tiny & Little Miss Parents
7:30-8:00 AM - Petite & Preteen Parents
8:00-8:30 AM - Jr. Teen & Late Registration
Petite, Preteen, JR Teen
Based on 10 Contestants in the group
Interview Times
9:00-9:30 AM - Jr. Teen
9:30-10:00 AM - Preteen
10:00-10:30 AM - Preteen
Welcome bag received after interview
Petite, Preteen, JR Teen
10:45-11:15 AM -Practice Crowning
*Note - Tiny & Little will not practice
Tiny & Little will be escorted on stage by
our reigning Queens.
Little & Tiny
Based on 10 Contestants in the group
Interview Times
10:45-11:15 AM -Little
11:15-11:15 AM Tiny
Welcome bag received after interview
Break/HMU Prep
11:45 AM-1:00 PM

Doors Open at 12 PM
Show Begins at 1:00 PM
Fun Fashion
1:00-1:15 PM- Tiny Fun Fashion
1:15-1:30 PM-Little Fun Fashion
1:30-1:45 PM-Petite Fun Fashion
1:45-2:00 PM-Preteen Fun Fashion
2:00-2:15 PM-Jr. Teen Fun Fashion
2:15-2:30 PM
Introduce Judges & Queens Farwells
Evening Gown
2:30 PM - Tiny Evening Gown
2:45 PM - Little Evening Gown
3:00 PM-Crown Tiny Miss ALSM
3:15 PM-Crown Little Miss ALSM
3:30 PM-Petite Evening Gown
3:45 PM-Crown Petite Miss ALSM
4:00 PM-Preteen Evening Gown
4:15 PM-Crown Preteen Miss ALSM
4:30 PM-Jr. Teen Evening Gown
4:45 PM-Crown Jr. Teen ALSM

Celebrating 20 Years of ALSM

Come Bloom, where you Belong!



ALABAMA'S SOUTHERN MISS
20TH ANNIVERSARY

BLOOM & Belong AT ALSM

A SIGNATURE EXPERIENCE

Created for Our Queens

A garden party-style event where confidence grows
and every girl blooms.

BECAUSE AT ALSM,

you belong.

THE EXPERIENCE



Wear your favorite
dress or jumpsuit



Receive your official
ALSM sash



Bond with your
sister queens



Hear from inspiring
speakers and mentors



Enjoy light
refreshments

WHAT GIRLS RECEIVE



Official
City/County Crown



Custom
ALSM Sash



Access to one
Bloom & Belong
Event



Confidence-building
experience



Early connection
with others

EVENT DETAILS

*We will host three
Bloom & Belong events
across Alabama!*



North Alabama



Central Alabama



South Alabama



Dates: Coming Soon



Locations: Coming Soon

COST &
REGISTRATION

\$100
Deposit

WHY THIS MATTERS

Instead of walking into a room full of strangers...
you'll walk in feeling:

Confident ♥ Prepared ♥ Connected

AT ALSM, WE ARE BUILDING MORE THAN A PAGEANT.

We are creating a place where every girl can:



Bloom in
confidence



Belong in
community



Become her
best self



LEARN MORE & REGISTER TODAY AT WWW.ALSOUTHERNMISS.COM



IMPORTANT

THINGS TO REMEMBER

Only approved Hair & Makeup Vendors will be allowed in the dressing

1. Only one female chaperone is allowed in the dressing room with each contestant.
2. No photos should be taken in the dressing room as we have contestants getting dressed. Please take photos in the lobby.
3. Absolutely, NO males are allowed in the dressing room.
4. **No steamers** are allowed in the dressing room. If you need to steam your dress, you must do so in your hotel room or the CEPA lobby.
5. Please help us keep the dressing room clean. Please dispose of all trash appropriately.
6. Make sure you remove all items from the dressing room after the pageant. We will not be responsible for anything left behind. Secure all valuables and label all items.
7. Each contestant is encouraged to bring their dress rack. There are no racks in the dressing room.
8. Parents are asked to stay in the dressing room during interviews. Parents are not allowed in the interview area.
9. Parents are not allowed to stand backstage once the contestants are lined up for the competition. Parents will be asked to be seated in the auditorium to enjoy the show.
10. We will have staff fluffing dresses and making sure contestants are ready to take the stage.

A parent LIVE Q & A session will be held before the State Pageant to answer any questions. Please feel free to email questions anytime.

Frequently Asked Questions

Is there a Host Hotel?

No, we do not have a host hotel. Parents will be responsible for booking their own rooms. We recommend staying in *Pell City*. *Most hotels are a short drive from CEPA*. However, depending on where you live, you can choose to stay in a location that is convenient for you and your family. We recommend booking ASAP, as we have no control over the available rooms. You will need to contact the hotel directly or book through their website. We do not recommend booking through third-party sites like Expedia, etc.

We recommend booking your room from Friday through Sunday.

Can I use my own Hair & Makeup Person?

Yes, but all hair and makeup vendors must be approved through the State office. If your hair and makeup person is not approved, they can do your hair and makeup in your hotel room. *Only approved HMU artists and one female parent or guardian will be allowed in the dressing room with each contestant. No males are allowed in the dressing room.

Do parents need to purchase tickets to watch the pageant?

Yes, anyone ages four and up will need to purchase a ticket to watch the pageant. Tickets will go on sale at a later date. Tickets will be \$20 per person.

Can we bring gifts for contestants?

Yes, but the pageant staff is not responsible for handing out any gifts. Gifts can be given out after scheduled practice times.

Is there an onstage question?

No, we do not have an onstage question.

Frequently Asked Questions

What if my daughter wins. Can she compete in other pageants?

Yes, our queens are allowed to compete in other pageants. We ask that our queen never compete in a system that would require them to give up their ALSM title. If you have questions about this requirement, please feel free to email us for further clarification.

Are there any additional fees?

Yes, each contestant will pay a \$100 scholarship fee. This fee is due in cash on pageant weekend. The scholarship fee will be divided between our new State Queens. Stage shots are not included in your entry fee. There is a \$50 application fee to apply for the State Ambassador. [CLICK HERE](#) for more details on the State Ambassador.

How is the order of contestants determined?

The contestant lineup is determined according to when we receive your registration and deposit. First, registration and deposit in goes last in their group. The last registration and deposit goes first in their group. Contestants will not wear contestant numbers on pageant weekend.

Does photogenic count towards your overall score?

No, photogenic is optional and will be judged by an optional panel of judges. All contestants will enter one photo for photogenic. The contestant should submit a professional headshot. Photo should be submitted in jpeg format to the State Office by April 1st to be judged. *You will not bring photos to the pageant. Email your photo to: alsmstatepageant@aol.com

Will we need a program Ad for State?

No, we are passing these savings on to our contestants. We will not have Ad fees or program books for the State Pageant.

Will there be a People's Choice Contest?

Yes, the link will be shared closer to pageant time. The winner of the People's Choice contest will win half of all the money raised. The People's Choice winner can still win the Overall title in their group. The People's Choice contest is a fundraiser for the State Pageant and does not count towards the overall pageant.

Frequently Asked Questions

Do contestants stand or sit for interview?

Each contestant will stand in a 3-minute panel-style interview.

Do contestants need a resume or bio sheet?

No. Contestants will not submit a resume or bio sheet to the judges. Our judges will ask basic questions to get to know each contestant on an individual basis. We feel resumes, and bio sheets cause contestants to seem rehearsed in their answers.

If my daughter wins, is she required to complete community service?

Yes, our State queens are required and expected to complete at least three community service projects per semester = 6 total events throughout the year. We do not feel this is a lot to ask from a State titleholder. State Queens will plan and schedule their own projects, but the State Directors are here to help with ideas whenever needed.

If my daughter wins, will she receive a cash award?

Yes, please see our website for the cash award breakdown. [CLICK HERE](#)

Will there be an opening number dance?

No, we do not have an opening number dance.

Is there a personal introduction?

No, we no longer have personal introduction.

STATE PRIZE PACKAGE

2027

Custom State Crown and Stoned Embroidered Sash – Provided by Savvy's Pageant Productions
Gifts throughout the year -Provided by Savvy's Pageant Productions.

*\$500 CASH Awarded at crowning - guaranteed with five in the age group.

We hope to secure sponsors for the 2026 State Pageant. More details will be added soon.

All awards are based on the number of contestants. Additional costs may apply to trips, photoshoots, queens' gear, and other items throughout the year.



Final Notes

Remember, we will not tolerate poor sportsmanship from contestants, family members, vendors, or other guests. This includes being rude to other contestants, event staff, venue staff, or hotel staff.

All judge's decisions are final. We have a ZERO tolerance policy for bad behavior; anyone breaking these rules will be dismissed without a refund. We will always promote a fun, fair, family-friendly environment for contestants. Please help us make this a fun experience for everyone in attendance.

Parents, please remember you are your daughter's biggest supporter and, often, biggest critic. Remember that your daughter will not stop loving you when you criticize her; she will stop loving herself. Make sure you let her know how proud you are, no matter the outcome.

Doreena Mink
Founder & Executive Director

IMPORTANT

PAGEANT NOTES

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