



2023 NORTHERN SIERRA PAGEANT



September 7th - Gold Country Fair - Auburn, CA

WELCOME!

Welcome to the new Northern Sierra pageant! The Up Pageantry staff is excited to have you join us on this journey to the crown. Up Pageantry was founded in 2015 by Tami Uhler with the vision of promoting the personal and professional growth of young women. This 501c3 non-profit has been producing the Miss Placer County pageant for nearly a decade and has now been selected to produce the Miss Northern Sierra pageant.

Up Pageantry prioritizes the contestant experience. Collectively, our diverse and accomplished team of coaches and volunteer staff has over 100 years of experience in the pageant industry (really). We've been around the block and have seen the good and the bad, and we've made a concerted effort to adopt every good element we can while excising the bad.

Our goal is to cultivate our contestants' passion for excellence, drive for success, and desire for personal development. We seek to shape leaders, and are excited to work with contestants who want to have fun, learn about themselves, make new friends, gain poise and self-confidence, connect with their community, expand their knowledge, and increase their marketability. The lessons learned and skills acquired through this pageant experience can last a lifetime.

Thank you for trusting us with your time, talent, and treasure!

Welcome to our pageant family!



AGE DIVISIONS

DIVISION IS DETERMINED BY CONTESTANT AGE ON PAGEANT DAY

TEEN - 13-17 years old

MISS - 18-28 years old

JUDGED CATEGORIES

PERSONAL INTERVIEW (25%) - Contestants will each have a 4-minute private interview with the judging panel.

FITNESS WEAR (25%) - Contestants will each walk on stage in fitness wear of their choice.

EVENING GOWN (25%) - Contestants will each walk on stage in an evening gown of their choice.

ON STAGE QUESTION (25%) - Contestants will each be asked a question at random on stage.

FEES

WE OFFER SEVERAL DISCOUNTS SUCH AS EARLY-BIRD AND RETURNING CONTESTANT. THE REGULARLY PRICED FEE IS BELOW.

ENTRY FEE - \$200 includes entry for the pageant, fair admission for the day of the pageant, and entry into all special awards.



SPECIAL AWARDS

IN ADDITION TO THE ROYAL COURT WE WILL AWARD:

MISS CONGENIALITY – Voted on by the contestants.

PHOTOGENIC – Scored by the judges.

PEOPLE'S CHOICE – Voted on by the public. Voting will take place online prior to pageant day and in person leading up to showtime on pageant day. Votes are \$1 each. The proceeds of voting will be split between the People's Choice winner and the scholarship fund.

ITEMS TO TURN IN

THE FOLLOWING ITEMS MUST BE COMPLETED BY EACH CONTESTANT. CLICK THE LINK FOLLOWING EACH ITEM TO COMPLETE IT.

APPLICATION – Must be signed by a contestant (or guardian) in order to compete: [**APPLICATION**](#)

RULES AND WAIVER – Must be signed by contestant (or guardian) in order to compete: [**RULES AND WAIVER**](#)

HEADSHOT – Used to promote People's Choice voting and for the Photogenic award. If you do not have a headshot, please let us know and staff will take one at rehearsal: [**HEADSHOT**](#)

STAGE CARD – Read during evening gown, should be 4-6 sentences and include things such as education, career, hobbies, community service, fun facts, et cetera: [**STAGE CARD**](#)

CONTESTANT PROFILE – Given to the judges prior to interview for them to get to know you better and formulate questions. Profile template must not be altered: [**CONTESTANT PROFILE**](#)



WARDROBE GUIDELINES

PERSONAL INTERVIEW – Fashion forward business outfit, suits, dresses, and jumpsuits are all acceptable.

OPENING NUMBER – All-white outfit for Teen and all-black outfit for Miss. Cocktail dresses, rompers, jumpsuits, high-lows, and two-piece sets are all allowed. No floor-length gowns for opening number! Black, white, or nude heels.

FITNESS – Workout shorts/pants and sports bra/workout top or one-piece outfit, tennis shoes.

EVENING GOWN – Must be floor length, any color and style, no thigh-high slits or excessively low necklines for teens.

SCHEDULE

ORIENTATION – Orientation will be held via a Facebook livestream on August 18th at 6:00 pm. An event link will be sent to contestants..

REHEARSALS – We will offer 2-3 rehearsals in the weeks leading up to the pageant. A schedule will be sent to contestants once fin

WHY UP PAGEANTRY?

EXPERIENCE – The contestant experience is our highest priority. We provide a positive and inclusive event that prioritizes sisterhood.

TRANSPARENCY – We commit to open communication, sharing feedback, ensuring ethical judging practices, and providing a fair pageant experience for all contestants.

PERSONAL GROWTH – We provide mentorship for contestants before and after the event. We teach skills that can be utilized in all stages of life such as public speaking, interviewing, accountability, self-advocacy, and more.

COMMUNITY INVOLVEMENT – Our contestants are encouraged to be involved in their community and our titleholders are invited to community events throughout the year.



MEET THE TEAM



TAMI UHLER

Executive Director

Tami has been a Placer County resident since 1975. She is a graduate of U.S.C and McGeorge School of Law. A former Placer County Deputy D.A., she is the Assistant Director of Placer County Child Support Services. Involved in pageants for over 40 years, Tami held multiple titles and has experience in all aspects of the industry. She is a Global Beauty Award winner for Brand Ambassador 2021 and Best Director 2020. She was awarded the "Woman of the Year" in 2020 from the Placer Charter of the American Association of University Women. Tami is the proud mother of two amazing children, Jacy and Jaden.



ALORA MARTIN

Director

Alora has called Northern California "home" her entire life. After graduating with business degree, she became the Director of Compliance for Urban Services. She's been involved in pageantry for 25 years, has held several local and state titles, and has placed in the top 5 at four national pageants. She was awarded the Global Beauty Award in 2022 for Best Titleholder and the Presidential Gold Service Award in 2021. She is a passionate supporter of the Firefighters Burn Institute and serves on the board for her hometown fire department. In her spare time she enjoys pole fitness and playing with her "tri-pawd", Lily.



LET'S WORK TOGETHER

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