

# South Dakota Snow Queen Festival

Sponsor's Guide  
2021- 2022

South Dakota Snow Queen Festival Local Contests  
P.O. Box 1764  
Aberdeen, SD 57402  
*[SDSnowQueenLocalContest@gmail.com](mailto:SDSnowQueenLocalContest@gmail.com)*

# **The Story of the South Dakota Snow Queen Festival**

---

## **Fantasy and Wonder Surrounds Snow and Ice**

The South Dakota Snow Queen Festival is the largest winter festival in South Dakota. The Festival began in November, 1946, when the Aberdeen Jaycees and Jaycettes accepted a request from the St. Paul Winter Carnival to bring a “Queen of the Snows” to the Winter Carnival.

The first festival was very local, with contestants coming from towns only a few miles from the Hub City. The Festival is no longer a local event. It now involves more than 400 queen contestants from over 30 communities in the state. Some of the local contests have as many as 20 contestants.

Since the first celebrity came to the Snow Queen Festival 70 years ago, the list has grown to include famous names such as Tex Ritter, Myron Floren, Guy and Ralna, Tom Netherton from the Lawrence Welk Show; Ronnie McDowell; Williams & Ree; and Dan Seals. Miss America 1949, Beebe Shoppe, also appeared as the headliner for the third Festival in 1950.

In 1949, the first frosty was crowned as part of the festival. Frosty the Mystery Snowman and the Guards also help promote the Festival. The Guards are made up of the immediate past three Festival Presidents, Chairpersons and Past Committee members. Frosty is an individual, chosen by the Guards, who is known for his or her outstanding service to the Aberdeen community and South Dakota Snow Queen. Frosty’s identity remains a secret until the Snow Queen Coronation, where he or she is unveiled by the reigning Snow Queen. Clues about Frosty’s identity are given through the media.

The first Junior Snow Queen was crowned at the Festival in 1955. Contestants for this crown are freshmen with early participants representing only Aberdeen Junior High Schools. Beginning in 1972, the Junior Snow Queen contestants represented towns throughout the state just as their senior counterparts did. The junior and senior talent portion of the Festival was added in 1956. The selection of a little Prince and Princess to participate in the Festival began in the mid-1980s. One of the fundraising traditions of the Snow Queen Festival, the First Button Auction, began in 1981 with that year’s first button going to the high bidders representing Kessler’s, Tim and George Kessler.

Each year the South Dakota Snow Queen receives wardrobe, expense paid trips to the Festivals and events that the Board of Directors choose for the South Dakota Snow Queen’s to attend, scholarships for college, an 11x14 colored portrait, and her crown, along with a lifetime of memories and friends.

## **Sponsoring Organization General Information**

---

### **To help facilitate your planning:**

- Plan early and pay attention to deadlines, they sneak up on you!
- Secure your judges early and/or request Festival judges early. If you usually use local judges, your judging packet will be sent to the local contest chairperson.
- Keep a copy of all forms you turn into state Festival.
- Make sure all forms are fully completed, incomplete packets and forms can/will disqualify candidates.
- Please submit all your paperwork and registration fees in a timely manner. This helps ensure that all that candidates will be listed correctly in the magazine.

### **Deadlines:**

- **Friday, September 17, 2021**
  - Local Contest Forms & Registration Fee
- **October 1, 2021 - December 5, 2021**
  - Local Contests need to be held
- **Three (3) business days AFTER local contest**
  - Winning Queens' Applications, Resumes, and Photographs
  - Talent winner's forms & registration fee(s)

### **How to submit documents:**

- Winning Queens' photographs **must** be submitted via email to:  
**sdsnowqueenlocalcontest@gmail.com**
- Payments can be mailed to:  
SDSQ Festival Local Contest, PO Box 1764, Aberdeen SD 57402

### **Late/Penalty Fees:**

- Any paperwork, forms (applications, resumes, photographs, etc.), or fees not submitted by their respective due date will be subjected to a **\$25 fee per item**
- All late/penalty fees will be added to the local contest's registration fee.
- Failure to submit required paperwork and/or applicable fees by registration at State Festival can/will disqualify candidates.

***Thank you for helping make this a smooth process for everybody involved!***

## **Sponsoring Organizations Forms to be completed**

Any paperwork, forms (applications, resumes, photographs, etc), or fees not submitted by their respective due date will be subjected to a **\$25 fee per item**

### **Local Contest Forms**

**Due Sept. 17, 2021**

Local SQ Contest Information Sheet *(Include date of Local Contest)* page #16  
Local SQ Sponsor Contract *(Send original w/registration fee)* page #17-18  
Local SQ Publicity Form page #19

### **Snow Queen Forms contest**

**Due 3 business day after local**

Snow Queen Application Form page #21  
Snow Queen Personal Resume page #22  
Local Snow Queen Supplemental Application Form page #23  
Snow Queen Photo Release Form page #24  
Snow Queen Information Release Form page #25  
Snow Queen Photograph

### **Junior Snow Queen Forms contest**

**Due 3 business day after local**

Junior Snow Queen Application Form page #27  
Junior Snow Queen Personal Resume page #28  
Local Junior Snow Queen Supplemental Application Form page #29  
Junior Snow Queen Photo Release Form page #30  
Junior Snow Queen Information Release Form page #31  
Junior Snow Queen Photograph

### **Talent Forms contest**

**Due 3 business day after local**

Talent Competition Entry Form page #33  
Senior Talent Information Release Form page #34  
Junior Talent Information Release Form page #35

**\*\*Incomplete packets and forms can/will disqualify candidates.**

## Forms to be Returned to South Dakota Snow Queen Festival

The following documents ***must be emailed to [sdsnowqueenlocalcontest@gmail.com](mailto:sdsnowqueenlocalcontest@gmail.com)*** within ***three (3) business days*** following your Local Contest to assure your candidate's photo and sponsorship and your talent entry's name(s) meet the printer's deadline to appear in the South Dakota Snow Queen magazine.

### **Snow Queen**

- Application Form
- Personal Resume *\*Newly crowned queen cannot rewrite resume*
- Colored **Head & Shoulder** photograph(s) *\*submitted in JPEG format*
- Photo and Social Media Release Form(s)
- Parental Consent Form

### **Junior Snow Queen**

- Application Form
- Personal Resume *\*Newly crowned queen cannot rewrite resume*
- Colored **Head & Shoulder** photograph(s) *\*submitted in JPEG format*
- Photo and Social Media Release Form(s)
- Parental Consent Form

### **Talent**

- Photo and Social Media Release Form(s)
- Parental Consent Form

***\*\*To avoid a \$25 late fee, all forms need to be submitted within three (3) business days after your local contest date.***

## **Responsibilities of Local Sponsoring Organizations**

**Local Contest Form:** Please complete and return the *Local Snow Queen Contest Information Sheet* to the SDSQ Festival by **September 17, 2021**.

**Contest:** The sponsoring organization shall sponsor a fair and unbiased contest for the selection of a candidate who meets the qualifications listed above to enter the South Dakota Snow Queen competition. **This contest must be held between October 1, 2021 and December 5, 2021.**

**Candidates:** The sponsoring organization has the responsibility to notify the local judges if a candidate does not meet the qualifications or does not act in a queenly manner. The candidate *cannot* hold any title when competing. (Homecoming or Prom Queen is acceptable)

**Registration Fees:** The sponsoring organization will submit the **registration fee** to the South Dakota Snow Queen Festival **by October 16, 2021**.

**\*\*A \$25 late fee will be added to your registration fee if the form and registration fee are not submitted by October 16, 2021.**

**Transportation/Expenses:** The sponsoring organization will furnish transportation for their local Snow Queen and Junior Snow Queen candidate(s) to and from Aberdeen for the Festival.

### **Provide the candidates with the following information:**

**Resumes:** Must be typed in 12pt, Times New Roman font or non-script font.

#### **Photographs:**

- Candidates **must have** a color photograph and *Photo Release Form* ready to be sent to the South Dakota Snow Queen Festival within 3 business days after the local contest. These documents can be emailed to [sdsnowqueenlocalcontest@gmail.com](mailto:sdsnowqueenlocalcontest@gmail.com).
- **All photographs are required be sent via email in a JPEG format.** This is to make sure we have the highest quality of photo for the magazine and newspaper. A fee of **\$25** will be added per queen if not submitted correctly.
- The photograph **must be a Head and Shoulder shot with plain light background** in regular dress and no crown.
  - School pictures or Senior pictures are preferred. You can reach out to your photographer for a digital version and to sign the release/copyright form.
  - **Glamour Shots, Selfies, Polaroid, and/or pictures in crown and sash** will NOT be accepted.

**Interviews:** It is acceptable for the contestants to have their hair and make-up for the contest done at the time of the interview.

## **Local Snow Queen Contest**

**Judges:**

- If your contest has 20 or fewer total candidates, then 1 team of 3 judges is sufficient.
- If your contest has more than 20 total candidates, then 2 teams of 3 judges is required.
- Judges should not be from your town so that they are not familiar with your queen candidates or any family members.
- If requested, SDSQ Festival will provide judges to local Snow Queen contests within 100 miles of Aberdeen
  - There is a charge (per judging team) of \$0.60 per mile round trip with a minimum of \$25. A check should be given to the judges on the night of the local contest.
- If using local judges, the judging packet will be sent to the local contest chairperson. If using state Festival judges, they will bring the judging packet along with them.
- In the event of inclement weather that would prevent the judges from returning home, the sponsoring organization is responsible for providing lodging for the judges.

**Judging:**

- A copy of the judging sheet and recommended candidate questions are to be provided to each judge.
- Candidates shall be judged based on personality, poise, appearance, sincerity, clarity of expression, originality and depth of ideas and insights, self-presentation, and on-stage presence during the coronation program.

**Personal Interview:**

- Each personal interview will be five (5) minutes in length. Allow three (3) minutes between interviews. In your planning, it is best to plan 10 minutes per interview, which provides time for dealing with unexpected events.
- A room appropriate for private interviewing should be provided. The room should be furnished with one long table and chairs for the judges and one straight-backed chair for the candidate. If two judging teams are used, then two such rooms should be provided.
- Judges are able to recall the candidates for an additional question, if needed. Please do not dismiss the candidates until the judges have approved it.
- The application form and personal resume of each candidate should be given to the judges prior to interviews.
  - Please have the resumes in the order the candidates will be appearing on stage.
  - Be certain to attach a picture of each candidate to her personal resume form.
  - Do not staple or attach candidates' forms to one another; judges must be able to separate the forms for each candidate easily.
- Typically, Junior Snow Queen candidates will be interviewed first, followed by the Snow Queen candidates.

## **Local Snow Queen Contest Cont.**

---

### **Coronation Program:**

- A long table and chairs should be provided for the judges.
- Judges should be placed with a good view of the stage and somewhat separated from the audience so that audience members are not able to view judges' notes as the contest proceeds.
- Lamp(s) shall be provided on the table.
- The candidates should appear on stage in the same order in which they were interviewed.

### **Coronation Attire:**

- The local contest is responsible to furnish robes and sashes, if they chose to use them and crowns for the Queen(s).

### **Visiting Dignitaries:**

- The reigning South Dakota Snow Queen & Junior South Dakota Snow Queen will be available on a first request and as-available basis for your local Snow Queen contest for a **\$25** fee. The fee is to help pay for expenses.
  - The Royal Family appearance fee is waived for the reigning Snow Queen's and Junior Snow Queen's local contest.
  - If the Queen(s) and Ambassador(s) are required to be in attendance during a normal meal hour, the sponsoring organization is requested to provide this meal.
- Frosty & the Guards will also be available on a first-request basis for the same amount.
- If the Dignitaries show up uninvited there will be no fee charged.

### **After Coronation:**

- Arrange for your newly crowned local Snow Queen, Junior Snow Queen, talent winners, and their parent and/or guardians to meet briefly with the judges. This will allow the judges to go over important forms and information the new Queens and talent winners need to know about the South Dakota State Festival.
- Complete the *Local Contest Winners* form provided in the judge's packet.
- Email completed *Local Contest Winners* form and the newly crowned Queen's paperwork (see *Forms to be Returned* sheet) to **sdsnowqueenlocalcontest@gmail.com** within **three (3) business days**.



## **Preparing for the South Dakota Snow Queen Festival**

### **Dates to arrange transportation to Aberdeen:**

- Junior Snow Queen Weekend - January 7-8, 2022
  - Junior candidates to arrive Friday, January 7, 2022
  - Talent Entry(ies) to arrive Saturday, January 8, 2022
- Snow Queen Weekend - January 13-15, 2022
  - Snow Queen candidates to arrive Thursday, January 13, 2022
  - Talent winners from Junior weekend to arrive Saturday, January 15, 2022

**Chaperones:** The sponsoring organization will furnish a qualified chaperone or parent to accompany the candidate to and from Aberdeen. This person must check the candidate in at the South Dakota Snow Queen registration table at the hotel and check her out at the Aberdeen Civic Theater following the coronation. Unless other arrangements have been made with the South Dakota Snow Queen Festival, the person who checks in the candidate must be the person who checks out the candidate.

**Gowns:** Floor length gowns are **REQUIRED** for coronation. Additional wardrobe suggestions will be provided to the winner after she is crowned. \*\*

***\*\*White dresses are discouraged at the State level,  
out of respect for the reigning State Snow Queens\*\****

## South Dakota (Junior) Snow Queen Candidate Qualifications

### Age:

- **Junior Snow Queen Candidate** must be at least **fourteen (14)** and not older than **sixteen (16)** years of age on January 1<sup>st</sup> of Festival year.
- **Snow Queen Candidate** must be at least **seventeen (17)** and not older than **nineteen (19)** years of age on January 1<sup>st</sup> of the Festival year.

### Residency:

- Candidate must be a citizen of the United States and a resident of the state of South Dakota or going to school in South Dakota from a bordering state.
- If candidate has moved to South Dakota, they must have lived here for one year by January 1 of the Festival year. This also applies to college and university candidates.
- Foreign exchange students are not eligible.

**Title:** Candidate must be chosen at a local contest.

### Character Status:

- The candidate must be single and have never been married. If selected as South Dakota Snow Queen or South Dakota Junior Snow Queen, she must remain unmarried during her reign; marriage during her reign will require giving up her title.
- The candidate must be in good standing with her school and community.
- The candidate must have high moral character.
- The candidate must not be, nor have been, nor become, pregnant.
- The candidate **cannot** currently hold a title in any other pageant or festival, other than their local Snow Queen title. Homecoming and/or Prom is acceptable.

### Availability:

- Candidate must be available to attend any out-of-state or in-state Festivals and functions the Board of Directors chooses for you to attend as a visiting Queen.
  - Potential Festival dates include:
    - St. Paul Winter Carnival – end of January
    - Montevideo Fiesta Days – mid-April
    - Aquatennial – end of July
    - Wilmar Fest – July
    - Bands, Brews & BBQ – end of July
    - Brown County Fair – mid-August
    - South Dakota State Fair – around Labor Day weekend
    - Gypsy Days Parade – end of Sept/beginning of Oct
    - Hobo Days – end of Sept/beginning of Oct
    - Sizzlin’ Summer Nights - August
    - Fourth of July parades
  - All events/Festivals are subject to change. Not all events/Festivals are listed and not all listed events/Festivals may be attended each year.

**Relinquishment of Title:** The South Dakota Snow Queen Board of Directors has the authority to ask the queen to relinquish her title if qualifications have not been met or if she conducts herself in a manner that is unbecoming to her title.

## Talent – Local Level

---

**Contest:** The sponsoring organization shall sponsor a fair and unbiased contest for the selection of a candidate who meets the talent eligibility qualifications the SDSQ.

**Registration Fee:** A registration fee will be charged for each entry in their respective division at the state competition only. The fee must be sent to the SDSQ Festival and post-marked within **three (3) business days** of the local contest.

**Transportation:** The sponsoring organization will furnish transportation for the talent act contestant(s) to and from Aberdeen in time for the competition. Details as to the time the talent act should arrive will be sent at a later date.

**Expenses:** Talent act(s) must furnish their own meals and lodging, if needed.

**Forms:** After the talent competition, complete and submit the *Local Contest Winners* form, provided in the Judge's Packet within **three (3) business days** following the contest to [sdsnowqueenlocalcontest@gmail.com](mailto:sdsnowqueenlocalcontest@gmail.com)

### Eligibility:

- The local talent competition shall be held concurrent with the local Snow Queen contest between **October 1, 2021 and December 5, 2021**.
- There are two (2) talent divisions: Junior and Senior
  - Junior Division are acts with an average age of under 16 years on January 1 of the Festival year.
  - Senior Division are acts with an average age of 16 years or older on January 1 of the Festival year
  - Each talent candidate is eligible to compete in only one (1) talent act at the state Festival.
- Member(s) of the talent act must be resident(s) of South Dakota. If they have moved to South Dakota, they must have lived here for one (1) year by January 1 of the Festival year.
- An individual cannot be in both the Snow Queen/Junior Snow Queen competition and talent competition in the same state Festival.
- The length of the act shall be a maximum of five (5) minutes.
- Amateur talent only is permitted; professional talent will not be allowed to compete.
- Past state winners, as a person or as a group, are ineligible to compete again in the same division.

**Judges:** Judges should not be from your town or surrounding area so that they are not familiar with your talent contestants. If SDSQ Festival judges are present for the local Snow Queen competition, they will judge the local talent contest, if requested.

**Judging:** The judging shall be on a basis of amateur talent, audience appeal, talent ability, material choice, and poise on stage. A private room should be provided for judges to convene to make their decision.

## **Talent – preparing for State Festival competition**

---

### **State Talent Division**

- The talent competition will be held at the Aberdeen Civic Theater on **Saturday, January 8, 2022**. Exact arrival times will be provided to the winners at a later date.
- The talent act must have entered and won in a local talent contest held in conjunction with the local Snow Queen competition to move on to the state talent competition.
- All talent acts will be judged during the day. Five acts will be chosen from each division to compete in the finals to be held during the South Dakota Junior Snow Queen Coronation in the evening.
- The winners from each division will go on to perform at the South Dakota Snow Queen Coronation on **Saturday January 15, 2022**.
- The talent act must appear in the state Festival as it appeared in local competition. This includes **no** changing of instruments, personnel, or musical selections.
- The length of the act shall be a maximum of five (5) minutes.
- Past state winners, as a person or as a group, are ineligible to compete again in the same division.

### **Make-up & Props:**

- The talent winners shall furnish all make-up, props, instruments, sheet music, and other equipment necessary to complete their talent act.
- A piano and stage microphones are available for use by the talent act(s).
- All props and equipment to be used and the requirements for lights and sound should be provided to talent contest coordinators.

**Rehearsal:** There will not be time for talent act to rehearsal on stage at state competition. The talent winners shall come prepared to perform complete acts as it will be done at the competition. Warm-up rooms will be available.

**Winning Acts:** The winner of each division will perform their selection at the South Dakota Snow Queen Festival Coronation on Saturday, **January 15, 2022**.

## Responsibilities of the South Dakota Snow Queen Festival

### Snow Queen and Junior Snow Queen Candidates:

**Chaperones:** The South Dakota Snow Queen Festival will furnish adult chaperones for the candidates during their stay in Aberdeen for their respective Festival weekends.

**Food and Lodging:** The SDSQ Festival will furnish all meals, lodging, and entertainment for the candidates during their stay in Aberdeen for their respective Festival weekends.

### Talent Entries:

**Orientation:** The SDSQ Festival officials will acquaint talent acts with the stage. There will be no formal on-stage rehearsal.

**Dressing Room:** The SDSQ Festival will furnish dressing rooms as required for talent acts.

**Piano & Stage Microphones:** The SDSQ Festival will furnish a piano and stage microphones for use by talent acts.

**Information:** The SDSQ Festival will furnish further information, including a schedule, to all local talent winners prior to the state competition.

**Prizes:** The SDSQ Festival will provide trophy and cash awards to the first, second, and third place winners in each division.

## Sample Junior Snow Queen Weekend Schedule

---

This schedule is just to give the candidates an idea of the weekend. A detailed schedule will be provided to all state candidates at a later date.

### Friday

10 a.m.– noon	Registration/Banners Distributed/Welcome Tea
Noon - 2 p.m.	Lunch for Girls/Ice Breakers
2 p.m. - 5 p.m.	Rehearsal at Civic Theater
5 p.m. - 6:30 p.m.	Supper
6:30 p.m. – 9:30 p.m.	Group Activity
9:30 p.m. – 11 p.m.	Presentation by current reigning Jr Snow Queen/Group Activity
11 p.m.	<b>LIGHTS OUT!!!!!!</b>

### Saturday

6 a.m. - 8:30 a.m.	Wake up and Continental breakfast – Prepare for the day
8:30 a.m. – 1:30 p.m.	Personal Interviews with Judges / Workshops / Lunch
1:45 p.m. - 2:45 p.m.	Relax – Games
3 p.m. – 5:30 p.m.	Banquet
5:30 p.m.	Final Rehearsal at Civic Theater
6:20 p.m. - 6:45 p.m.	Prepare for coronation
7 p.m. -10 p.m.	Junior Snow Queen Festival Coronation
10 p.m.	Junior Snow Queen Reception at Civic Arena – All welcome

## Sample Snow Queen Weekend Schedule

---

### Thursday

10 a.m. – noon	Registration/Banners Distributed/Welcome Tea
Noon – 1:30 p.m.	Lunch / Ice Breakers
1:30 p.m. – 4 p.m.	Sponsor Visits
4 p.m. – 6 p.m.	Informal Rehearsal at Civic Theater
6:15 p.m. – 8:15 p.m.	Skate with Frosty / Pizza supper
8:30 p.m. – 9:00 p.m.	Presentations by current reigning SD Snow Queen
9 p.m. –10:30 p.m.	Group Activity
11 p.m.	<b>LIGHTS OUT!!!!!!</b>

### Friday

6 a.m.– 8 a.m.	Wake up and Continental Breakfast
8:30 a.m. – 3 p.m.	Personal Interviews with Judges/Workshops/Lunch/Games
3:15 p.m. – 5 p.m.	Prepare for Queens' banquet and ball
5 p.m. – 8 p.m.	Banquet
8 p.m. – 11 p.m.	Ball
11:30 p.m.	<b>LIGHTS OUT!!!!!!</b>

### Saturday

6 a.m. – 8:15 a.m.	Wake - up / Breakfast / Move Luggage
9 a.m. – 1:30 p.m.	Final Rehearsal at Civic Theater
1:30 p.m. – 2:30 p.m.	Stage rehearsal with Snow Sisters at Civic Theater
2:30 p.m. – 3:30 p.m.	Final stage rehearsal
3:30 p.m. – 4:30 p.m.	Sign books, games, pictures
5 p.m. – 6 p.m.	Supper
6 p.m. – 7 p.m.	Preparing for coronation
7 p.m. – 10 p.m.	Snow Queen Festival Coronation
10 p.m.	Snow Queen Reception at Civic Arena – All welcome