

DELEGATE HANDBOOK

MISS CHARM USA 2026



KAVLYN
SLEVIN

MISS CHARM USA 2025

MISS CHARM USA

2026



DELEGATE HANDBOOK

Culture • Education • Tourism

Confidence with Purpose

National Event • September 11–13, 2026
Eisemann Center for Performing Arts • Richardson, Texas

A MESSAGE OF WELCOME

Welcome to a journey of confidence, connection, culture, education, and opportunity.

This handbook is your complete guide to the Miss Charm USA 2026 experience. Inside, you will find everything you need to prepare, compete, and shine—from the moment you accept your invitation through the crowning of the new Miss Charm USA.

You were chosen because you embody something special. This is your invitation to step fully into your potential, embrace every moment, and discover just how far your confidence can carry you.

Read every section carefully, complete your checklist, and reach out to the Miss Charm USA team whenever you have questions. We are here for you every step of the way.

“Confidence is not about being perfect. It is about believing you belong in the room.”

— Miss Charm USA

Culture • Education • Tourism

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About Miss Charm USA

Miss Charm USA is a modern national program dedicated to empowering young women through confidence, cultural understanding, personal growth, leadership, and meaningful connections.

As the official United States preliminary to the international Miss Charm competition, Miss Charm USA provides participants with opportunities to expand their horizons, develop valuable life skills, build lasting friendships, and represent their communities on a national and international stage.

Founded upon the pillars of Culture, Education, and Tourism, Miss Charm celebrates women who are ambitious, authentic, and committed to making a positive impact while embracing the diversity and beauty of the world around them.

“Your story is unlike anyone else’s—and that is exactly what makes you extraordinary.”

— Miss Charm USA

Our Mission

Miss Charm USA strives to inspire and empower women by creating opportunities that encourage confidence, leadership, cultural appreciation, and personal achievement.

We believe every participant has the ability to make a meaningful impact, and we are committed to providing an experience that helps each delegate grow, connect, and shine both on and off the stage.

The Miss Charm Experience

Miss Charm USA is more than a pageant. It is a journey of self-discovery, growth, and opportunity. Participants have the opportunity to:

- Develop confidence and communication skills
- Connect with accomplished women from across the United States and around the world
- Participate in cultural, educational, and tourism-focused experiences
- Build professional relationships and expand personal networks
- Gain exposure through media, marketing, and public appearances
- Represent causes and initiatives that are meaningful to them
- Experience personal growth while creating lifelong memories

◆ CHARM SCHOOL • LESSON #1

Introduce yourself before talking about yourself. The most charming people are genuinely interested in others.

Competition Overview

The Miss Charm USA competition is designed to evaluate the qualities necessary to serve as an effective national representative and international ambassador. Delegates will be evaluated in the following areas:

Judging Criteria

- Personal Interview
- Fitness & Presence
- Evening Gown
- Overall Impression

Each area contributes to the delegate's overall score and provides an opportunity to showcase different aspects of her personality, confidence, communication skills, and personal style.

Personal Interview

The Personal Interview allows the judging panel to get to know each Delegate beyond the stage. Judges will evaluate communication skills, confidence, authenticity, leadership potential, personality, and overall readiness to serve as Miss Charm USA.

Interview questions may be based on information provided by the Delegate, current events, personal goals, education, career aspirations, cultural interests, and community involvement. Judges are not seeking memorized responses—they are looking for thoughtful conversation and genuine personality.

◆ CHARM SCHOOL • LESSON #2

Speak from your heart, not from a script. Authenticity is more compelling than a perfect answer. Take a breath, smile, and let the real you shine through.

Fitness & Presence

This phase of competition allows Delegates to demonstrate confidence, wellness, stage presence, and self-assurance. Judges will evaluate how each Delegate presents herself and carries herself on stage. Physical measurements are not considered.

Evening Gown

During the Evening Gown competition, Delegates will showcase elegance, poise, confidence, and personal style. Judges will evaluate overall presentation, stage presence, fashion sense, and how effectively the Delegate represents herself.

Overall Impression

Throughout the event weekend, judges may also consider a Delegate's professionalism, attitude, conduct, and ability to serve as a positive representative of the Miss Charm USA organization.

“Poise is not a posture—it is the peace you carry with you into every room.”

— Miss Charm USA

Special Recognition Awards

Miss Photogenic

Presented to the Delegate whose submitted and official event photographs best reflect confidence, personality, and visual presence.

Miss Congeniality

Selected by fellow Delegates, this award recognizes the participant who best demonstrates kindness, positivity, support, and friendship throughout the event.

People's Choice Award

This award recognizes the Delegate who receives the highest level of public support through the official voting platform. Additional details regarding voting procedures and eligibility will be provided during the event.

National Event Weekend

The Miss Charm USA national event is designed to be an unforgettable experience filled with friendship, personal growth, cultural exchange, education, tourism, and competition. From arrival through the crowning ceremony, every aspect of the event is crafted to provide a memorable and rewarding experience.

Please note that a detailed event schedule, ticket information, and optional activities will be provided closer to the national event.

Day 1 — Friday, September 11, 2026

- Delegate Registration and Check-In
- Official Welcome Session
- Orientation Meeting
- Personal Interview Competition
- Official Photography and Media Activities
- Delegate Introductions
- Sash Bash Welcome Gala & Reception

Day 2 — Saturday, September 12, 2026

- Delegate Rehearsals
- Sponsor and Partner Activities
- Cultural and Educational Experiences
- Official Delegate Events
- Preliminary Competition
- Special Recognition Presentations

All Delegates will participate in the Preliminary Competition, where they will be evaluated in the official phases of competition.

Day 3 — Sunday, September 13, 2026

- Delegate Rehearsals
- Official Delegate Activities
- National Final Competition
- Crowning Ceremony
- Farewell Celebration

The National Final Competition will include the announcement of semifinalists and finalists, culminating in the crowning of the new Miss Charm USA.

◆ CHARM NOTE

All Delegates are expected to participate in all required activities, rehearsals, meetings, and official competition events unless otherwise approved by the organization.

Host Hotel & Venue

Official Host Hotel

DoubleTree by Hilton Dallas–Richardson

Delegates receive access to a specially negotiated discounted room rate through the Miss Charm USA partnership with the DoubleTree Richardson. This preferred rate has also been extended to family members, friends, sponsors, and supporters attending the national event.

We encourage Delegates to make travel arrangements early and secure accommodations as soon as possible to take advantage of the preferred rate and ensure availability.

Official Competition Venue

Eisemann Center for Performing Arts, Richardson, Texas

Travel, Accommodations & Meals

Delegates are responsible for arranging and covering their own transportation, lodging, meals, and personal expenses associated with participation in Miss Charm USA unless otherwise provided by the organization.

Throughout the weekend, light snacks will be available during designated activities and event hours. Delegates are encouraged to plan meals that best support their individual dietary preferences, nutritional goals, schedules, and personal wellness needs.

◆ CHARM TIP

Bring a refillable water bottle. Complimentary water refill stations will be available throughout the event weekend. Staying hydrated keeps you energized, focused, and glowing.

◆ CHARM TIP

Pack a light sweater or jacket for air-conditioned venues, a small emergency kit with bandages, double-sided tape, and safety pins, and label all personal belongings whenever possible.

Etiquette & the Art of Charm

Charm is not a performance—it is a lifestyle. From the way you greet a stranger to the way you carry yourself on stage, every interaction is an opportunity to leave a lasting impression rooted in kindness, grace, and genuine connection.

◆ CHARM SCHOOL • LESSON #3: THE ART OF THE FIRST IMPRESSION

Stand tall, make eye contact, smile first, and offer your name. You have seven seconds to make a first impression—make it count.

Social Etiquette

- Greet everyone you encounter—from fellow delegates to venue staff—with a warm smile and genuine acknowledgment.
- Use names when you know them. People feel valued when they hear their own name.
- Practice active listening: give your full attention, do not interrupt, and respond thoughtfully.
- Thank people specifically. “Thank you for your help setting up the stage” is far more powerful than a general “thank you.”
- Put your phone away during conversations, meals, and official activities. Presence is a form of respect.

◆ CHARM SCHOOL • LESSON #4: TABLE ETIQUETTE

Sit up straight, chew quietly, and keep elbows off the table. Begin eating only after everyone is served. Small gestures of consideration speak volumes about your character.

Professional Etiquette

- Arrive early—punctuality signals respect for others’ time and your own readiness.
- Dress intentionally. Your appearance communicates your level of preparation and professionalism before you say a word.
- Speak clearly and at a measured pace. Rushing through your words can signal nerves; steady speech signals confidence.
- Never speak negatively about fellow Delegates, judges, or the organization—in person or on social media.
- Send handwritten or personal thank-you notes when possible. They are remembered far longer than a text message.

◆ CHARM SCHOOL • LESSON #5: THE POWER OF POSTURE

Posture is silent communication. Roll your shoulders back, lift your chin gently, and plant your feet with intention. Confidence is as much about how you stand as what you say.

Digital Etiquette

- Your social media presence is a reflection of your personal brand. Post with purpose and positivity.
- Tag Miss Charm USA official accounts when sharing content related to the competition.
- Avoid posting negative commentary, complaints, or anything that could reflect poorly on you or the organization.
- Celebrate and uplift your fellow Delegates online—a generous spirit is always charming.

◆ CHARM SCHOOL • LESSON #6: GRACE UNDER PRESSURE

When things don't go as planned, respond—don't react. A poised woman pauses before she speaks, chooses her words with care, and meets every challenge with quiet strength.

“Elegance is not about being noticed—it is about being remembered.”

— Miss Charm USA

Delegate Requirements

Previous pageant experience is not required to participate in Miss Charm USA. Delegates from all backgrounds and levels of experience are welcomed and encouraged to participate. The Miss Charm USA experience is designed to support personal growth, confidence, leadership development, cultural awareness, and meaningful connections.

Conduct & Expectations

Delegates are expected to demonstrate professionalism, courtesy, integrity, and respect throughout all official activities. The following standards apply throughout the event:

- Respectful behavior toward fellow Delegates, staff, sponsors, judges, volunteers, and venue personnel is required.
- Delegates must comply with official schedules, instructions, and event policies.
- Unauthorized access to backstage, dressing room, interview, or restricted areas is prohibited.
- Family members, friends, coaches, stylists, and guests may not access restricted Delegate areas unless specifically authorized by the organization.
- Delegates may not engage in disruptive, unsafe, inappropriate, or unsportsmanlike conduct.
- The sale or solicitation of products or services during official Miss Charm USA activities is prohibited unless approved.
- Smoking, illegal drug use, or the misuse of alcohol during official event activities is prohibited.
- Miss Charm USA reserves the right to remove any participant whose conduct is deemed detrimental to the safety, integrity, reputation, or operation of the event.

Electronic Devices

Cell phones, tablets, laptops, cameras, and other electronic devices may be restricted during interviews, rehearsals, backstage activities, and official competition events. Specific guidelines will be communicated throughout the event weekend.

Photography & Recording

Photography, videography, livestreaming, and recording activities must comply with venue policies, event regulations, and intellectual property protections established by Miss Charm USA. Additional guidelines regarding photography and recording will be communicated prior to the event.

Official Banners & Materials

Official Delegate Satin Banner

The Official Delegate Satin Banner is a custom embroidered banner featuring the Delegate's official title within the Miss Charm USA system. This banner serves as an important part of the Delegate experience and may be worn during appearances, promotional activities, social media content, registration, and other approved Miss Charm USA events.

- Custom embroidered official title
- Premium satin construction
- Official Miss Charm USA design
- Suitable for appearances, photos, and promotional activities

Banners are custom produced upon order. Please allow approximately 4–6 weeks for production and delivery. Ordering instructions and pricing will be provided within the Delegate Acceptance Package.

Official Competition Ribbon Banner

The Official Competition Ribbon Banner is worn during required phases of competition and serves as the Delegate's official competition identification. Competition banners will be distributed during event registration and must be worn during all designated competition activities as directed by the organization.

✦ IMPORTANT

Official Delegate Banners and Competition Ribbon Banners are required components of participation in Miss Charm USA. Delegates are responsible for ensuring all required banner orders and associated fees are completed by the established deadlines.

Official Headshot Requirements

Each Delegate is required to submit an official headshot photograph for use in Miss Charm USA publications, promotional materials, digital platforms, event programs, voting platforms, media materials, and judging resources.

Photo Requirements

- Full-color professional photograph
- Vertical orientation

- White or light neutral background
- Head and shoulders composition preferred
- High-resolution image (300 dpi minimum)
- Minimum size: 4" × 6" | Maximum size: 5" × 7"
- JPEG or PNG file format

Submission Instructions

- Name your image file using your title and name (Example: Miss Great Lakes — Jane Smith)
- Include your title and full name in the subject line of your email submission
- Submit your image to the official Miss Charm USA email address provided in your acceptance materials
- Submit by the deadline provided in your Delegate Checklist

Sponsorships & Digital Publication

Program book advertisements are a tool to help Delegates offset their participation fees by selling ad space to local businesses, sponsors, and supporters. Delegates sell the advertisement, collect the full investment from their advertiser, retain their portion, and submit the difference to the Miss Charm USA office by the established deadline.

The Official Miss Charm USA Digital Publication

As an international brand built upon the pillars of Culture, Education, and Tourism, Miss Charm USA is committed to providing visibility and opportunities that extend far beyond the competition weekend.

The Official Miss Charm USA Digital Publication is a premium digital showcase featuring Delegates, sponsors, partners, supporters, and official event content. Unlike traditional printed program books distributed only to event attendees, the Miss Charm USA Digital Publication is designed to reach audiences across the United States and around the world through digital distribution and ongoing promotional initiatives.

This publication serves as both an event keepsake and a global marketing platform—celebrating the remarkable women participating in Miss Charm USA and the businesses, organizations, and individuals supporting their journey. It is designed to provide lasting value well after the national event concludes, and may continue to be viewed, shared, and enjoyed by audiences worldwide.

◆ GLOBAL VISIBILITY

The Digital Publication may be promoted through official Miss Charm USA channels, social media platforms, sponsor networks, marketing campaigns, and international Miss Charm audiences—creating visibility that extends around the world.

This creates a unique opportunity for:

- Delegates to expand their personal brand beyond the competition stage
- Businesses to gain visibility with a national and international audience
- Sponsors and supporters to be recognized on a global platform
- Family and friends to celebrate Delegate achievements with audiences around the world

Delegate Spotlight Pages

Delegates may purchase optional Spotlight Pages within the Official Miss Charm USA Digital Publication. These pages provide additional space to showcase professional photography, personal achievements, educational accomplishments, and personal messages. A Delegate Spotlight Page is an excellent opportunity to share your story in a professional format that may be viewed by audiences across the country and around the world.

Artwork Requirements & Design Services

Advertisement and Recognition Page(s)

Camera-ready Advertisement and Recognition Pages must be submitted via email to info@MissCharmUSA.com on or before **September 1, 2026**.

All advertisements and Delegate Spotlight Pages must be submitted in high-resolution digital format by the deadlines established by the organization. Specific design specifications, submission instructions, and deadlines will be communicated throughout the competition season.

Submission Guidelines:

- All Advertisement and Recognition Pages must be camera-ready
- JPEG, PNG OR PDF are accepted
- High-resolutions files only (300 DPI recommended)
- Advertisement is published in a worldwide digital format
- Miss Charm USA reserves the right to reject content inconsistent with organizational standards.

Advertisement payments may be made directly to the delegate (checks should be made payable to the delegate's name) or submitted online through the official payment portal:

<https://misscharmusa.com/payment>

Delegates may create their own advertisements or utilize a professional graphic designer of their choice. Recommended graphic design resources may be provided by the organization for Delegates who would like assistance. All publication content is subject to review and approval by Miss Charm USA prior to publication.

Program Book Advertisements

5" × 7" Advertisement – Horizontal

- Sell For: \$125 | Delegate cost: \$75 | Delegate earned: \$50
- Delegate Retains: \$50 (Submit \$75 to the Miss Charm USA office)

8" × 10" Advertisement – Vertical

- Sell For: \$195 | Delegate cost: \$100 | Delegate earned: \$95
- Delegate Retains: \$95 (Submit \$100 to the Miss Charm USA office)

Recognition Page(s)

5" × 7" Advertisement – Horizontal

- Delegate cost: \$75

8" × 10" Advertisement – Vertical

- Delegate cost: \$100

Recognition Page(s) payment made in the delegate portal at <https://misscharmusa.com/portal> on or before **September 1, 2026**.

Profile Promo Page

Profile Promo Pages are an optional opportunity to increase your visibility with the judging panel and in the official program book. There is no limit to the number of Promo Pages a Delegate may purchase—the more you add, the more you stand out. Promo Pages are priced as follows: 1 page for \$55, or 3 pages for \$150.

Additional Opportunities

- Official Miss Charm USA Delegate Crown — Pricing to be announced
- Official Photography Package
- Official Video Package

◆ CHARM NOTE

Sponsorships, advertisements, and publication purchases are non-refundable once submitted. Miss Charm USA cannot guarantee inclusion in publications or marketing materials if required information is submitted after established deadlines.

If You Are Selected Miss Charm USA

If you are selected as the new Miss Charm USA, prepare for an extraordinary year filled with opportunities, experiences, and memories that may last a lifetime. From the moment your name is announced, you will become the official representative of the United States within the Miss Charm organization.

“A crown does not make a queen—but a queen always wears her crown with grace.”

— Miss Charm USA

As the newly crowned titleholder, you may have the opportunity to:

- Represent the United States at the international Miss Charm competition
- Participate in national and international media opportunities
- Attend cultural, educational, tourism, and community events
- Serve as an ambassador for the Miss Charm brand and its mission
- Work with sponsors, partners, and official organizations
- Inspire others through leadership, service, and positive representation
- Build meaningful friendships and professional relationships throughout the United States and around the world

Titleholder Orientation

Following your selection, you will participate in an official titleholder orientation where you will receive information regarding your responsibilities, expectations, opportunities, travel requirements, appearances, and official titleholder agreement. The Miss Charm USA team will work closely with you throughout your reign.

Your Home, School & Career

Miss Charm USA recognizes the importance of maintaining balance between titleholder responsibilities and personal commitments. Titleholders are not required to relocate and may continue pursuing their educational, professional, and personal goals while fulfilling their responsibilities as Miss Charm USA. Whenever possible, appearances and travel opportunities will be coordinated with consideration for school, work, and personal commitments.

Representing the United States

As Miss Charm USA, you will have the unique honor of representing the United States on an international stage while serving as an ambassador for the values of Miss Charm. Your year may include opportunities to promote cultural understanding, tourism initiatives, educational programs, charitable causes, and international friendship.

The Miss Charm USA title is more than a crown. It is an opportunity to inspire others, create meaningful connections, and represent the United States with confidence, professionalism, and pride.

Withdrawals, Deadlines & Refund Policy

Miss Charm USA invests significant time and resources into planning, production, marketing, publication development, delegate materials, event preparation, and vendor commitments throughout the competition season. To ensure the highest quality experience for all Delegates, deadlines are established for materials, publications, event planning, and production requirements.

If a Delegate chooses to withdraw from the competition, notification must be submitted to the Miss Charm USA office as soon as possible so that event records, publications, schedules, and delegate materials may be updated accordingly.

Non-Refundable Fees

All registration fees, participation fees, advertising fees, banner purchases, crown purchases, sponsorship-related fees, and other payments made to Miss Charm USA are non-refundable. Additionally:

- Payments may not be transferred to another Delegate
- Payments may not be applied to a future competition year
- Sponsorships, advertisements, and publication purchases are non-refundable once submitted
- Miss Charm USA cannot guarantee inclusion in publications or marketing materials if required information is submitted after established deadlines

✦ IMPORTANT NOTE

Miss Charm USA understands that unforeseen circumstances may occasionally arise and encourages Delegates to communicate with the organization as early as possible should a situation occur that affects their participation.

Delegate Checklist

Congratulations on your acceptance into Miss Charm USA 2026! Use this checklist to track your progress and ensure all requirements are completed by their assigned deadlines.

Required Steps

- ☐ Review Acceptance Package
- ☐ Complete Official Registration Form
- ☐ Submit Registration Fee (\$395)
- ☐ Submit National Entry Fee (\$295)
- ☐ Submit Official Delegate Profile Form
- ☐ Submit Official Headshot Photograph
- ☐ Order Official Delegate Satin Banner (\$155)
- ☐ Review National Event Schedule
- ☐ Confirm Travel Arrangements
- ☐ Confirm Hotel Accommodations
- ☐ Review Delegate Handbook

Optional Items

- ☐ *Purchase Official Miss Charm USA Delegate Crown*
- ☐ *Purchase Profile Promo Pages (1 for \$55 | 3 for \$150 | No limit)*
- ☐ *Secure Program Book Advertisements*
- ☐ *Purchase Additional Program Book Recognition Pages*
- ☐ *Order Official Photography Package*
- ☐ *Order Official Video Package*

National Event Weekend

- ☐ Check-In Complete
- ☐ Personal Interview Competition
- ☐ Attend Sash Bash Welcome Gala
- ☐ Receive Official Competition Banner
- ☐ Preliminary Competition
- ☐ Final Competition
- ☐ Crowning Ceremony

Fees at a Glance

Item	Fee
Registration Fee	\$395
National Entry Fee	\$295
Official Delegate Satin Banner	\$155
5" × 7" Program Book Ad (optional)	Keep \$50 / Submit \$75
8" × 10" Program Book Ad (optional)	Keep \$95 / Submit \$100
Profile Promo Page (optional, no limit)	\$55 / 3 for \$150

Stay Connected

Follow Miss Charm USA on social media to stay up to date with announcements, inspiration, and all things Miss Charm.

Instagram @misscharmusa.tv @misscharm.tv	TikTok @misscharmusa @misscharm	Facebook Miss Charm USA Miss Charm
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CHARM FOUND YOU FOR A REASON

The next chapter of your story begins here.

“You were made for this moment. Now go show the world exactly who you are.”

— Miss Charm USA



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Confidence with Purpose