MISS TOURISM

EXECUTIVE PROGRAM

Build Miss Tourism in Your Area. Earn as You Grow.

Start Small. Build Your Area. Grow Into Leadership.

You bring the passion. We provide the system. You build the community.

An informational overview for prospective Miss Tourism Coordinators and Directors

A Path to Leadership

The Miss Tourism Executive Program is designed for individuals who love pageantry, enjoy connecting with people, and want the opportunity to grow into leadership within the Miss Tourism organization.

You do not have to begin by producing a pageant, purchasing a state license, or taking on the responsibilities of a State Director. You can begin by helping introduce new contestants to Miss Tourism and grow into greater leadership opportunities based on your results and continued commitment to the program.

How the program works

- Share approved Miss Tourism information and promotional materials.
- Promote Miss Tourism in your community, surrounding area, and personal network.
- Speak with prospective contestants and families about the program and direct them to the official Miss Tourism website.
- Help build awareness of Miss Tourism in areas where the organization would like to grow.
- Earn referral commission for qualifying contestants you personally refer.
- Advance into greater leadership opportunities as you meet the requirements for each level.

No upfront director cost to begin

Coordinators can begin helping Miss Tourism grow without taking on the expense and responsibility of producing their own pageant. Additional costs and licensing responsibilities apply only when an individual advances into a role that includes operating a state or regional program.

A program built around opportunity

This program is about more than numbers. Miss Tourism leaders help create opportunities for girls and women to build confidence, communication skills, leadership, visibility, community involvement, and meaningful experiences through their titles.

Leadership Progression

Advancement is based on qualifying contestants referred to Miss Tourism and continued compliance with program policies. Each contestant must list the Coordinator or Director as the referrer on the official application to count toward advancement.

Leadership Level	Qualifying Contestants	Advancement / Requirement
Coordinator	0-4	5 qualifying contestants moves you to Executive Coordinator.
Executive Coordinator	5-9	10 qualifying contestants moves you to Territory Executive.
Territory Executive	10-19	20 qualifying contestants moves you to Executive State Director.
Executive State Director	20+	Must maintain at least 20 qualifying contestants to remain at this level and may oversee one state.
Executive Regional Director	30+	Oversees multiple states or an assigned region and must maintain at least 30 qualifying contestants across the area served.

Note: Leadership titles are earned through qualifying referrals and continued program participation. State and regional operating rights may require a separate written agreement and approval by the National Office.

Referral Earnings

Earn as You Grow

Miss Tourism Coordinators and Directors may earn referral commission for each qualifying contestant they personally refer to Miss Tourism.

1-19 Qualifying Contestants	20 or More Qualifying Contestants
$50 per qualifying contestant	**$75 per qualifying contestant**

Earning examples

- **5 qualifying contestants = $250**
- **10 qualifying contestants = $500**
- **20 qualifying contestants = $1,500 at the $75 level**
- **30 qualifying contestants = $2,250 at the $75 level**

Choose How You Receive Your Earnings

Referral earnings may be paid out or, at the Director's choice, applied as credit toward crowns and sashes, program books, posters, and approved marketing materials for your Miss Tourism pageant.

To receive referral credit

- The contestant must list your name as the referrer on the official Miss Tourism application.
- The contestant must be accepted into the Miss Tourism program.
- All required contestant fees must be paid in full before referral commission is earned or paid.
- Referral credit cannot be added after the application has been submitted if no referrer was originally listed.

Referral commissions are intended for qualifying new contestants personally referred to the program and are subject to Miss Tourism policies and verification by the National Office.

When You Advance Into Directorship

Executive State Directors and Executive Regional Directors take on greater responsibility for developing Miss Tourism in the areas assigned to them. These positions may include producing local or state events, supporting contestants, maintaining communication with the National Office, and protecting the consistency of the Miss Tourism brand.

Director expectations

- Follow all Miss Tourism policies, procedures, branding standards, and National Office directives.
- Maintain the minimum qualifying contestant level required for the leadership position assigned.
- Use only approved Miss Tourism information, logos, promotional materials, crowns, and sashes.
- Require all contestants to apply through the official Miss Tourism website - no exceptions.
- Maintain professional communication with contestants, families, other Directors, and the National Office.
- Support a positive, respectful, opportunity-focused environment for contestants and titleholders.

Assigned state protection

Once a state directorship is assigned, Miss Tourism will no longer accept appointed titles for that state. Contestants from that state will follow the approved state program and qualification process established by Miss Tourism.

Crowns and sashes

Crowns and sashes must be ordered through the Miss Tourism National Office to ensure consistent branding. No exceptions. All crown and sash orders must be paid in full before the order will be placed.

Director Materials	Current Cost
Crown	$25.00
Sash with stones	$85.00
Sash without stones	$45.00

Application, Approval & Program Standards

Participation in the Miss Tourism Executive Program is subject to review and acceptance by the National Office. Advancement is not automatic solely because a referral number has been reached; participants must also remain in good standing and meet the expectations of the role.

Applicants and advancing Directors may be required to provide:

- Completed application and additional program paperwork
- Proof of age and residency
- Signed program or licensing agreement, when applicable
- Authorization for a background check
- Any additional information reasonably required for the leadership role being considered

Important program policies

- Acceptance into the program is not guaranteed.
- All contestants must apply online through the official Miss Tourism website.
- Participants are expected to follow Miss Tourism policies, procedures, and branding requirements at all times.
- Failure to follow program policies or procedures may result in loss of referral privileges, leadership status, or removal from the program.
- Leadership assignments and operating territories are subject to National Office approval and may be reviewed based on performance, participation, and compliance.

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Program details, costs, commission structure, and policies are subject to change by the Miss Tourism National Office. Current written policies and agreements govern participation.