
Miss Alabama
ULTIMATE
USA
2027 State Handbook
November 20-22, 2026
MissUltimateUSA.com

Miss Alabama
ULTIMATE
USA

State Pageant

November 20-22, 2026

Venue:

The Center for Education and Performing Arts

25 Williamson Drive, Pell City, AL 35125

Host Hotel:

Hampton Inn Pell City

220 Vaughan Ln
Pell City, AL 13125

Deadline To Enter:

November 1, 2026

State Pageant

Titles & Fees:

2 Prestigious titles per division will be awarded: (Miss Alabama & Heart of the South)

MISS ALABAMA ULTIMATE USA REGISTRATION – $225

ALL CONTESTANTS WILL COMPETE FOR THE TITLE OF MISS ALABAMA ULTIMATE USA.

CONTESTANTS MAY ALSO CHOOSE TO ADD THE MISS HEART OF THE SOUTH ULTIMATE USA TITLE OPPORTUNITY FOR AN ADDITIONAL $100.

AT THE CONCLUSION OF THE COMPETITION, THE CONTESTANT EARNING THE HIGHEST OVERALL SCORE WILL BE CROWNED MISS ALABAMA ULTIMATE USA. AMONG THOSE WHO HAVE ENTERED THE HEART OF THE SOUTH OPPORTUNITY, THE HIGHEST-SCORING ELIGIBLE CONTESTANT NOT CROWNED MISS ALABAMA ULTIMATE USA WILL BE CROWNED THE TITLE OF MISS HEART OF THE SOUTH ULTIMATE USA.

THIS ADDITIONAL OPPORTUNITY ALLOWS CONTESTANTS TO BE CROWNED FOR AN ADDITIONAL PRESTIGIOUS STATE TITLE WHILE COMPETING IN THE SAME EVENT.

THE NEWLY CROWNED STATE TITLE HOLDERS WILL HAVE THEIR $300 NATIONAL REGISTRATION FEE FOR NATIONALS PAID BY THEIR STATE DIRECTOR!

Fee: $225

Sweetheart Division

THE SWEETHEART DIVISION IS A NO CONTRACT, NO ADVANCEMENT TO NATIONALS PRACTICE DIVISION OF OUR STATE PAGEANT PARTICIPATION.

PARTICIPANTS MAY COMPETE IN ALL REQUIRED COMPETITIONS, INCLUDING INTERVIEW, RUNWAY, AND GOWN, AS WELL AS ALL OPTIONAL COMPETITIONS. CONTESTENTS MAY ALSO ATTEND THE PARTY EVENT. JUDGES COMMENTS WILL BE PROVIDED. A SASH WILL BE GIVEN TO THE WINNER.

Fee: $150

State Pageant

Titles & Fees:

2 Peoples Choice titles will be awarded: (Jr. Division & Sr. Division)

*CONTESTANT WITH THE MOST VOTES IN THE JR. DIVISION AND SR. DIVISION WILL BE CROWNED MISS CRIMSON STATE ULTIMATE USA. (ONE WILL BE CROWNED IN THE JR. DIVISION AND ONE IN THE SR. DIVISION.)

BOTH WINNERS WILL ADVANCE TO COMPETE AT MISS ULTIMATE USA NATIONALS IN ORLANDO, FLORIDA IN JULY 2027.

PLEASE NOTE: THE NEWLY CROWNED PEOPLES CHOICE WINNERS WILL BE RESPONSIBLE FOR THEIR $300 NATIONAL REGISTRATION FEE, AS WELL AS THE NATIONAL PACKAGE FEE TO THE NATIONAL OFFICE. WINNERS WILL BE INCLUDED IN THE CONTRACT SIGNING, PRIZE PACKAGE AND PHOTOSHOOT.

State Pageant

Titles & Fees:

Auction Item

EACH CONTESTANT IS REQUIRED TO SUBMIT AN AUCTION ITEM WITH A MINIMUM VALUE OF $50 AT REGISTRATION. ALTERNATIVELY, CONTESTANTS MAY CHOOSE TO PAY $50 IN CASH AT REGISTRATION IN LIEU OF PROVIDING AN AUCTION ITEM. THE AUCTION WILL TAKE PLACE DURING THE PARTY AT THE HOST HOTEL ON THE EVENING OF FRIDAY, NOVEMBER 20TH.

Fee: $50 Minimum Value

State Pageant

Age Divisions:

(Based on age as of July 1, 2027)

Jr. Princess: Ages 4-6

Princess: Ages 7-9

Preteen: Ages 10-12

Jr. Teen: Ages 13-15

Teen: Ages 16-19

Miss: Ages 20-27

Advancement to Nationals

All crowned State Titleholders and People's Choice Winners are required to promote Miss Ultimate USA and represent their title prior to Nationals. They must compete at our 2027 Nationals in Orlando, Florida.

Don’t worry if you don’t win a title at our State Pageant as you can purchase an appointed title and join team Alabama at Nationals!

State Pageant

Required Areas of Competition

Gown: 30% (Floor Length gown for all ages)

Ultimate Runway: 30% (Showcase your style in this fast paced competition)

Interview: 40% (Personal interview with judges)

Jr. Princess: 3-minute interview with each judge, round robin.

Princess-Miss: 6-minute interview panel style with 30 second intro.

State Pageant

Walk Pattern



JUDGES

All contestants are required to follow the set walk pattern for all stage competitions and optionals. You will enter stage right and walk to the first "X", face backwards and wait on your name to be called. (face the back for all phases of competition except gown) You will then walk to the front "X". You are allowed 2-3 poses. You will then walk to exit front stage right. Judges can deduct points for not following the set walk pattern.

State Pageant

Optionals

$50 EA.

Spokesmodel

Compete to be the Miss Ultimate USA Alabama Spokesmodel! Present your speech live on the stage, presenting yourself and your platform. 60 seconds max. One winner in the Jr. division and one in the Sr. division.

Talent

Got Talent? Show the judges your skills on stage with a 90 second time limit. Music must be submitted on Dashboard. Winners in each category will be awarded.

Photo

Compete in our photogenic competition! Digital Entry ONLY. One winner in each division.

B/W Photo

Compete in our black and white photogenic competition! Digital Entry ONLY. There will be winners in each division.

State Pageant

Optionals

$50 EA.

Academic

Submit your transcript on the dashboard. One winner in Jr. and one in Sr. division.



Casual Wear

Show off your sense of style in this casual competition! One winner in each division.

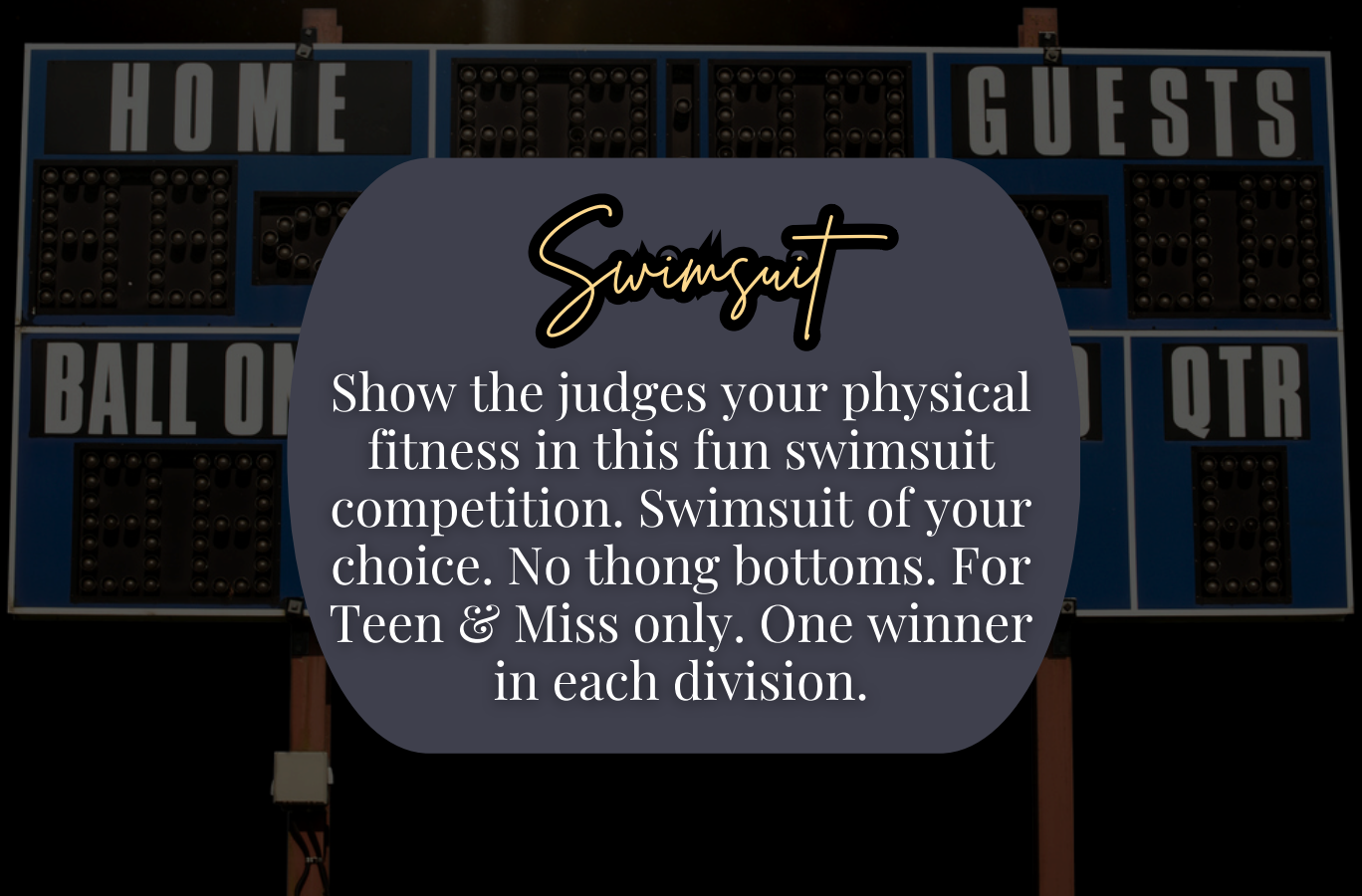
State Pageant

Optionals

$50 EA.

Fitness

Show the judges your physical fitness in this fun competition. Fitness attire of your choice. For Junior Princess-Jr. Teen only. One winner in each division.



Swimsuit

Show the judges your physical fitness in this fun swimsuit competition. Swimsuit of your choice. No thong bottoms. For Teen & Miss only. One winner in each division.

State Pageant

Ambassador Optional

Contestants may use the referral sheet to introduce prospective contestants to the Miss Alabama Ultimate USA program. The contestant who submits the highest number of verified contestant referrals will be named the Miss Alabama Ultimate USA State Ambassador.
The State Ambassador will receive a custom crown and sash.

Please note that the State Ambassador crown and sash are honorary awards and are separate from the official state titleholder crown and sash.

The Contestant Referral Sheet is available in the State Dashboard for all contestants. Participation in the State Ambassador Program is optional and free of charge.

State Pageant

Cover Model

The contestant who sells the MOST AD PAGES, with all payments and ads submitted by November 1, will be named the Miss Alabama Ultimate USA Cover Model and featured on the BACK COVER of the official program book!

The contestant who sells the SECOND-MOST AD PAGES will be named the Miss Alabama Ultimate USA Print Model and featured on the INSIDE BACK COVER!

State Pageant

Opening Number

Contestants will wear State tshirt given at registration with their choice of white athletic skirt (tennis skirt, etc.) clean white sneakers are required.

State Pageant

Prize Package

Our state titleholders will be awarded an exclusive prize package fit for true royalty! This includes the prestigious official Miss Ultimate USA rhinestone sash and a stunning custom state crown. In addition, state winners will have their $300 national registration fee FULLY COVERED by their state directors for nationals!

To celebrate your achievement, we'll provide professional hair and makeup for your official state photo shoot on Sunday after the pageant. Plus, you'll enjoy a range of exciting perks, including premium luggage, photoshoots, and gift cards from sponsors!

That's not all! Our prize package continues to grow with gift certificates, exclusive discounts from top dress and boutique sponsors, and so much more!

Winners are required to pay their National Package Fee within 45 days after crowning (AfterPay options are available).

Miss Alabama
ULTIMATE
USA

Official Photographer



Sheldon Smith Photography

State Pageant *Rules*

Jr. Princess, Princess & Preteen

- Light/natural makeup is allowed for Interview. Hair extensions are allowed for interview. No false eyelashes in interview.
- Age Appropriate Makeup for stage Competitions.
- Flippers are not allowed
- Natural Hair Extensions and False lashes are allowed for stage competition.

Jr. Teen, Teen & Miss

- Age Appropriate Makeup for Interview and Stage Competitions.
- Natural Hair Extensions and False Lashes are allowed for interview and stage competitions

State Pageant

Rules

All Divisions

- All contestants must be a natural-born female, never been married, nor have children.
- Each contestant is permitted to have one natural-born female assistant in the dressing room. Please note that photographs, videos, and any form of social media content are strictly prohibited within the dressing room. Violation of this policy can result in immediate disqualification.

State Pageant

Code of Conduct

Miss Ultimate USA Code of Conduct

As a representative of Miss Ultimate USA, you are expected to embody the values of positivity, respect, and professionalism. Contestants and titleholders should demonstrate kindness, integrity, and grace at all times. The following guidelines outline the expected behavior:

1. Promote Positivity
   - Empower Others: Encourage and uplift fellow contestants and staff, fostering a supportive and friendly environment.
   - Confidence with Humility: Show confidence while remaining humble and approachable.

2. Maintain Professionalism
   - Exemplary Behavior: Conduct yourself positively in public, at events, and on social media.
   - Respect Others: Treat everyone—contestants, staff, and the public—with kindness and respect.

3. Uphold Presentation Standards
   - Elegance: Dress with dignity and grace, maintaining a polished appearance at all pageant-related activities.

State Pageant

Code of Conduct

4. Be a Role Model
   - Community Involvement: Use your Ultimate Service Initiative to engage in charitable initiatives and inspire others.
   - Integrity: Be honest, fair, and reliable in all actions.

5. Follow Competition Rules
   - Fair Play: Adhere to all pageant guidelines. Dishonesty or violations will result in disqualification.
   - Respect Privacy: No photos, videos, or social media posts are allowed in private areas.

6. Show Good Sportsmanship
   - Grace in Competition: Celebrate with humility and support your peers, regardless of the outcome.

Consequences for Violations

Failure to follow the Code of Conduct may result in warnings or disqualification.

By participating, you agree to uphold these values and serve as a positive role model in the Miss Ultimate USA community.

Please note this applies to both parents and families of the participant as well.

State Pageant

OUR NATIONAL SERVICE INITIATIVE AND NON-PROFIT

THE MIRROR MIRROR PROJECT

MM

Mirror Mirror

THE MIRROR, MIRROR PROJECT

MISS ULTIMATE USA

OUR NONPROFIT IS DEDICATED TO RAISING FUNDS FOR CASH SCHOLARSHIPS AWARDED AT THE STATE AND NATIONAL LEVELS.

THE MIRROR MIRROR PROJECT



Mirror Mirror Project – Community Service Initiative

Each contestant is required to participate in the Mirror Mirror Project by contributing a minimum of $25.

A special award and cash scholarship will be presented to the contestant who raises the highest total contribution.

Miss Alabama

ULTIMATE USA

PARTY THEME

SATURDAYS IN THE SOUTH

Game day glitz! Grab your jerseys, boots, denim, sequins, and favorite football-inspired fashion for a stylish Southern celebration.

MISS ULTIMATE
USA

State Pageant

Schedule

Friday

Registration (10:30-11:30) Location: Host Hotel

- Wear a stylish, age-appropriate outfit of your choice.
- An auction item with a minimum value of $50 is required and to be turned in at registration. You may choose to opt out of bringing an auction item. As a result, you must pay $50 in cash at registration in lieu of the item.
- Turn in The Mirror Mirror Cash Donation ($25 minimum REQUIRED)

Contestant meeting (12:30-1:15)

Location: Venue

- Contestants under the age of 18 must be accompanied by a parent or chaperone.

Rehearsal (1:30-3:30) Location: Venue

- (Closed Rehearsal)

Doors open (5:30pm)

Optionals Show (6pm) Location: Venue

Party/Auction (8:30-9:30) Will Be held at host hotel.

State Pageant

Schedule

Saturday

Interviews (8am-11am) Location: Host Hotel

- Interview times will be assigned closer to November 20th.

Rehearsal (12-2pm) Location: Venue

- (Closed Rehearsal) Bring competition heels to practice!

DOORS OPEN (5:30pm)

SHOW TIME (6pm) Location: Venue

Sunday

Winners Circle

Location: hotel

- Sponsored hair and makeup.
- Photoshoot
- Contract Signing and Prize Package for winners.

Newly crowned royalty is required to wear a black cocktail to contract signing.

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Produced by the National Office

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www.missultimateusa.com