



USA ICON Competition & Scoring Guidelines

Overview

USA ICON stands for:

- **Intelligent**, she embraces knowledge and wisdom
- **Confident** in her abilities and convictions
- **Optimistic**, she sees possibilities in everyone and every situation
- **Noble** in character, she leads by example

These are the qualities we strive to inspire in all our titleholders. When competing, judges will be looking for women who not only shine on stage but also embody these values in their actions, words, and overall presence.

How You Will Be Judged

Scoring Process: Each phase of the competition will be judged independently. This means your performance in one phase of the competition won't impact your score in another. Judges will focus on the specific criteria for each phase, ensuring a fair and balanced evaluation of your overall performance. Once a score is recorded, it is final, and judges will not compare you with other titleholders—they will evaluate you based solely on your individual performance.

Preliminary Competition Phases

1. **Interview (1/3 of Preliminary Score):**

This private interview competition allows you to express your thoughts, beliefs, and personality. The interview is conducted in a panel style for 4 mins, and judges will be assessing how well you communicate, your confidence, and your ability to think on your feet. There will be no political or religious questions asked unless it is showcased through your personal paperwork. This is a chance to share your intelligence, character, and how well you align with the values of the USA ICON.

2. **Fitness/Swimsuit (1/3 of Preliminary Score):**

The fitness and swimsuit competition overall focus is on how you embody health, confidence, and vitality. Judges will be looking at how you carry yourself, your



USA ICON Competition & Scoring Guidelines

posture, movement, and overall stage presence. It's about showing your commitment to a healthy lifestyle and the confidence you exude.

3. **Evening Gown (1/3 of Preliminary Score):**

In the evening gown competition, judges will evaluate your elegance, confidence, and how you command the stage. It is not about the cost of the gown but how you present yourself while wearing it. This is your opportunity to shine with grace and style.

Final Competition Phases

If you advance to the final competition, the scoring will include:

4. **Interview (30% of Final Score):**

Your private interview score will carry over.

5. **Fitness/Swimsuit (30% of Final Score):**

You will recompete in fitness/swim, and the judges will continue to assess your confidence, stage presence, and presentation of health and vitality.

6. **Evening Gown (30% of Final Score):**

You will also recompete in the Evening Gown, where your grace, elegance, and how you showcase yourself in your gown will be the focus.

7. **On-Stage Question (10% of Final Score):**

This phase of competition is for finalists only. You'll be asked a question on stage, and judges will evaluate how well you respond under pressure, focusing on your confidence, clarity, and composure. The complexity of the question will be tailored to your age division. For example, Preteen contestants will face questions that are only personality-based, ensuring that they can comfortably express their thoughts and feelings. While no political or religious questions will be asked, you may encounter questions related to current events or sociable topics. These could include, but are not limited to: *Social Media, Impact on Community (local, state, national level), Generational Controversies, Historical Figures, Technology, etc.* Your answer should reflect your ability to think critically and communicate effectively on topics that are relevant and meaningful. This is your opportunity to showcase not just what you know, but how you think and respond in real-time.



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Conduct and Expectations

Throughout the competition, it's important to remember that the judges are looking for titleholders who embody the values of the USA ICON—those who are **intelligent, confident, optimistic, and noble**. Your scores will reflect how well you showcase these qualities in each phase of the competition.

You as a titleholder are entitled to your scores. This is request based only. You will not be provided with individual scores per judge. Titleholders will receive an average score calculated from the combined scores of all judges for each category and any judges' comments.

In addition to your performance, your conduct, and your family/friends play a role in maintaining the competition's integrity. We expect all contestants, along with their supporters, to demonstrate sportsmanship and respect throughout the competition and your reign as a local/state/national titleholder. Should any issues of misconduct or unsportsmanlike behavior arise, they will be reviewed by the organization and appropriate actions may be taken, which could include disqualification. The organization reserves the right to make these decisions discreetly, without further disclosure to the titleholder(s) or others.

By understanding these expectations and what the judges are looking for, you can better prepare to excel in the competition and shine as a true USA ICON.