

CONCEPT DOCUMENT FOR UFS BEAUTY PAGEANT

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1. Introduction

The proposed beauty pageant at the University of Free State aims to foster a sense of unity and celebrate diversity across its three campuses: QWAQWA, SOUTH, and BLOEMFONTEIN. This initiative is aligned with the university's Vision 130, emphasizing excellence, care, impact, and partnerships. This inaugural project will create more opportunities for students to interface sharing experiences, and networking to meet and make new friends.

2. Purpose

The primary purpose of the beauty pageant is to create a platform that goes beyond superficial beauty, focusing on holistic qualities, capabilities and talents. It seeks to promote inclusivity by embracing various gender identities and abilities, ensuring an all-encompassing representation of the university community.

3. Contribution to Vision 130

1. **Excellence:** advantageous to students with a good academic record.
2. **Care:** Foster a caring community by addressing financial concerns through prizes, such as money to cover outstanding university debt or pay directly to winning students if their fees are up to date.
3. **Impact:** Inspires positive change by challenging traditional beauty standards and promoting diverse talent and skills.
4. **Partnerships:** Strengthen internal partnerships by involving different campus communities in a shared event, fostering collaborations and a sense of belonging.

5. Event Structure

- **Campus Preliminaries:** Each campus organizes its pre-selection event, ensuring tailored representation.
- **Inclusivity:** Beyond the traditional gender categories, the pageant embraces and celebrates diverse gender identities and abilities. The event will provide reasonable accommodation will be provided for participants with specific needs.
- **Culmination:** The UFS beauty pageant serves as the finale, where winners from each campus compete institutionally.

6. Criteria for Participation

- **Academic excellence:** Participants must maintain a minimum 65% average in the previous semester exams.
- **Seniority:** Open to senior students, starting from 2nd year undergraduates to postgraduate students.

- **Care & Impact:** community involvement with demonstrated impact.
- Demonstrates the values of the university through its social media platforms.

7. Prizes

7.1 Campus Level Prizes

Winner – Groceries voucher worth R3000 inclusive of branded UFS gift bags with goodies.

1st Runner – Groceries voucher worth R2500 inclusive of branded UFS gift bags with goodies.

2nd Runner – Groceries voucher worth R2000 inclusive of branded UFS gift bags with goodies

7.2 Institutional Finale Prizes

Winner – 100% financial support inclusive of academic tools. KoviseFit free gym membership for a year.

1st Runner – 75% financial support inclusive of academic tools.

2nd Runner – 50% financial support inclusive of academic tools.

Financial Support: Prizes in the form of money will be awarded to the winners. If winning students still owe the university, the prize money will be used to settle the outstanding fees. Where winning students don't owe the university any outstanding fees, it will be paid directly to the student's bank account.

Academic tools: Laptops will be awarded to winners, promoting academic success and technological empowerment.

8. Composition of the Judging Panel for the Finale

- Personnel with extensive pageantry experience.
- Two representatives of the University.

- Personnel involved throughout the process of the pageant (inclusion of the compulsory workshops).
- Public Figure

9. Eligibility for Institutional Campus Finale

- All top three from each campus will be eligible for the institutional pageant per category. A total of 6 per campus (Mx & Mxss).
- Total 18 spots for the finale.

10. The period between winning the campus level to finale:

- Providing workshops for public etiquette, public speaking, social media management, modeling and fashion, and finances.
- Demonstrate community service, in UFS branding.

11. Conclusion

The University of Free State Beauty Pageant seeks to instill a sense of pride, inclusivity, and excellence within the university community. By aligning with Vision 130, the pageant serves as a platform for positive impact, fostering care, unity, and partnerships across campuses.