

# AMBASSADOR PACK

## MISS NIGERIA UK 2024

The Official Miss Nigeria UK Cultural Pageant is an annual event which takes place in commemoration of Nigeria's Independence. A platform that aims to empower, enrich and edify the Nigerian culture in the UK and unite British born and raised Nigerians with their heritage.

The main event is held in prestigious central London venues and is a fantastic depiction of true West-African culture. An equal combination of education, beauty, business and entertainment has attracted the best familiar faces and reputable companies. In 2020 Miss Nigeria UK made further history by becoming the first pageant to showcase online due to the pandemic and saw hundreds of delegate join via our online conference software.

The cultural pageant will encourage contestants to embrace their heritage and learn what it means to truly represent their country. By encouraging the contestants to work together and build each other's character we are showing them how to be successful and prosperous in their future. We want everyone who participates in the event to feel like they are walking away a winner.



## APPLICATION PROCESS

To apply please complete the application form [HERE](#).

- An application fee of £150 must be paid when completing the form, this only be paid in a via bank transfer (details on application form)
  - Applicants MUST attend an online casting, the focus will be on their reason for entering , communication and project plan.
- Following the casting there will a series of different activites happening across the country where all ambassadors will work towards the live final in 2025
  - Each contestant is expected to raise £500 in sponsorship. We will provide the material required in order to get the most out of the process and to gain the skills and understanding of negotiation.

## AMBASSADOR CAMPAIGN

Building a year-long campaign for the 8th Miss Nigeria UK, leading up to a grand gala event in October 2025 is a great way to create a solid foundation for the brand while engaging and building the community. Here is a list of challenges, projects, and programs that will be launched throughout the year to ensure the you have a well-rounded experience leading to the crown.

### **Community Engagement and Charity Work**

**Monthly Volunteering:** Contestants must participate in or organize a volunteering activity each month, supporting various causes such as food banks, homeless shelters, or environmental clean-ups.

**Charity Fundraising Project:** All ambassadors will collaborate to create and execute a fundraising campaign for a chosen charity. This will test their creativity, organizational skills, and commitment to giving back.

**Social Impact Programs:** Ambassadors will spend time raising awareness about a specific social issue relevant to the African community in the UK, using social media, local events, and partnerships with local organizations.

### **Cultural Appreciation and Education**

**Cultural Heritage Challenge:** Ambassadors will host events or workshops that educate the public about the rich cultures of Nigeria and Africa. This could include dance, music, food, history, or traditional attire.

**African History and Literature Month:** Each ambassador must read a book by an African author and present their learnings to a panel or audience, focusing on cultural insights and personal reflections.

### **Personal and Professional Development**

**Public Speaking Workshops:** Regular workshops that help ambassadors develop their public speaking and presentation skills. This will culminate in a public speaking competition judged by a panel of experts.

**Entrepreneurship Challenge:** Ambassadors will be tasked with developing a business idea or social enterprise that could positively impact the African community in the UK. They will pitch their ideas to a panel of judges.

**Networking Events:** Ambassadors will attend networking events with professionals, community leaders, and influencers, practicing their networking skills and building relationships that could support their future endeavors.

### **Health and Wellness**

**Fitness Challenge:** Ambassadors will participate in a fitness program or challenge that promotes physical health, such as a marathon, charity run, or regular fitness classes. They will document their journey and encourage others to join them.

**Mental Health Awareness Campaign:** Each Ambassadors will create a campaign focused on mental health awareness within the community, providing resources, sharing personal stories, and collaborating with mental health organizations.

**Nutrition and Wellbeing Workshops:** Ambassadors will attend workshops or seminars on healthy eating and wellness practices. They will then host their own events or create content to educate the community on these topics.

### **Advocacy and Social Justice:**

**Advocacy Challenge:** Ambassadors will choose a social justice issue to advocate for throughout the year, such as racial equality, gender rights, or climate change. They will create campaigns, host discussions, and engage with the community on their chosen topic.

**Policy Awareness Program:** Ambassadors will learn about UK policies affecting the African community and participate in a debate or discussion panel on how these policies can be improved.

**Collaboration with NGOs:** Partner with local and international NGOs to work on specific projects or campaigns that align with the values of the Miss Nigeria UK. Ambassadors will be evaluated on their contribution and impact.

### **Digital Presence and Media**

- **Social Media Challenge:** Ambassadors will create a month-long social media campaign highlighting African culture, community stories, or personal experiences that align with the Miss Nigeria UK's values.
- **Media Training Program:** The team will conduct media training sessions where Ambassadors learn how to handle interviews, create compelling content, and effectively communicate their messages to the public.
- **Content Creation Challenge:** Contestants will participate in videos, blogs, and podcasts throughout the year on various topics such as culture, social issues, or personal development, showcasing their creativity and ability to engage an audience.

### Leadership and Mentorship:

- **Mentorship Program:** Each ambassadors will mentor a young person from the African/Caribbean community, providing guidance and support in their personal and professional development.
- **Leadership Workshops:** Regular workshops focused on leadership skills, including conflict resolution, team management, and decision-making. Ambassadors will apply these skills in group challenges.
- **Community Project Leadership:** Ambassadors will be tasked with leading a community project that addresses a specific need within the African community. They will be evaluated on their leadership skills, project management, and community impact.

## POINTS SYSTEM

In order to ensure that the competition is fair and the right winners are appointed, there are several opportunities to gain points leading up to and on the day of the live final.

**Overall Performance:** During the campaign each ambassadors will be awarded 1000 points to start on, they will have challenges that can improve their points and equally reduce their overall points. The points will be revealed publicly before the day of the live showcase.

**Public Voting:** In the months leading up to the live show each ambassador will begin their campaign to add to their points through gaining public votes.

**Live Show:** During the main event the judges will be awarding point for the ambassadors introduction, talent, cultural representation (each contestant will be given a tribe that they do not belong to that they will need to research and present in the best way they see fit; they will have full creative control), Evening Wear walk and Question answering ability.

## PRIZES

The winner of Miss Nigeria UK will be awarded prizes totalling £10,000, including but not limited to the following:

- Rhinestone Crown, Satin Sash, trophy and certificate
  - Custom made evening wear dress of their choice
- Exclusive invitation to events such as Pageants, Award shows, Conferences, Film premiers and more
- Trip to Nigeria with accommodation and expenses covered. This trip will include charity work and event attendance
  - Other prizes to be announced closer to the time.

## RULES & REGULATIONS

- Applicant must be a resident in the United Kingdom, for a minimum of 18 months following the live final, and able to travel to Europe, America and Africa freely (this includes having or being able to obtain a visa) in order to compete in the Cultural Pageant.
- Applicant must be between the age of 18 – 28 by the end of the competition to compete in the Cultural Pageant (anyone under the age of 18 when applying must seek parental permission before entering).
- Applicant must have at least 50% Nigerian Heritage. (Meaning at least one parent is Nigerian or both parents are at least 50% Nigerian). Proof may be requested upon either through a passport or valid birth certificate.
- The APPLICATION FEE of £150 must be paid via bank transfer at completion of application form.
  - Applicant understands that the ENTRY FEE is non-refundable and non-transferable; and must be paid in full before she can compete in the Pageant.
  - Applicant understands that in order to qualify for the live final they will need to raise a minimum sponsorship a fee which will be used to cover the pageant operational costs.
  - Applicant is aware that all costs relating to the pageant, must be covered by the applicant and/or sponsor.
- Applicant understands that should they withdraw from the competition at any point leading up to the final, the pageant organisers are not obligated to reimburse or refund any monies spent.
- Applicant should understand the responsibility of being involved in the competition and the need to be flexible during the process and understand that should they win; the flexibility must be maintained.
- Applicant must have a project/charity or business idea that they wish to pursue and develop or have one that they have already begun working on. If this is not the case then having a company/charity that they are invested in is also acceptable.
- There are NO height, size or weight restrictions to enter this competition, however, applicant must not be with child during the process or during their reign should they win.
- ALL applicants who pay the fee will be invited to the casting and preliminary stages of the competition.



- Applicant understands that she must uphold a pleasant, professional, and friendly demeanour throughout, while representing the Pageant.
- Applicant understands that the judge's decisions and scoring are final and will not be changed.
  - If the Applicant becomes a pageant title winner, she understands that she will receive the Miss Nigeria UK title, prizes and awards, rhinestone crown, satin sash and trophy.
- Applicant grant permission to the Cultural Pageant and organisations connected directly to the pageant to use their speeches, photos, and videos in pageant related media for advertising and promotional purposes and understands that such pageant materials will become the property of the Pageant and will not be returned.
- Applicant understands that the Pageant and organisations connected directly to the pageant reserves the right to add, change, or delete any rules and regulations at any time with a minimum of 12hrs notice.
- Applicant understands that she must submit the required materials and information for the appropriate competitions, which includes headshot photo along with their entry application form and entry fee.
- Applicant has a duty to inform us of any pre-existing medical conditions that may affect their time in the competition, so that appropriate measures can be put in place to accommodate such. Failure to do so may lead to your removal from the competition and/or title revocation.
- Applicant is required to strictly adhere to the Pageant rules and regulations; and if any of these rules are broken by the applicant, applicant understands that participation disqualification and/or title revocation will be the resulting resolution to the matter.
- If crowned Miss Nigeria UK, Applicant agrees to carry out all duties, which include attending events and charity work, international and local travel where required and agreed in advance. Failure to do so may result in you being stripped of your title that will then go to the 1st runner up. You will forfeit any prizes not yet received.
- Once crowned, the winner and 1st runner up must seek permission from the Miss Nigeria UK team in order to partake in any outside work/promotion whether relating to their title or not. If this is breached all titles and unclaimed prizes will be revoked.
  - Applicant understands that she must sign a formal contract detailing what is expected of them and in return what they expect from the Miss Nigeria UK organisation once they become a finalist for the live final, to ensure that if crowned there is a full understanding of what is expected.

## DISCLAIMER

- Applicants understand that by paying the application fee they are agreeing to all the rules & regulations listed in this application pack.
  - All ambassadors must always maintain confidentiality and discretion during the rehearsals and, for the winners, their reign.
    - Ambassadors must attend all engagements and rehearsals and be ON TIME.
      - NO friends or family members are to attend castings or rehearsals.
  - Ambassadors must NOT be late on the day of the live event as this could result in disqualification
  - Ambassadors are welcome to seek the sponsorship from brands to help in their journey in the competition. For example, you can approach designers to design your outfits in exchange for the MISS NIGERIA UK brand and brands working closely

with Miss Nigeria UK, to promote them. (All contestants will need to make us aware of anyone that is sponsoring them).

- Ambassadors must provide all their own attire and props for all rounds of the competition.
- Ambassadors must be willing to work together throughout the process of the competition.

## CONTACT INFORMATION

APPLICATION ENQUIRIES:

[apply@missnigeriauk.org](mailto:apply@missnigeriauk.org)