



South Dakota Snow Queen Festival

Dear 2025 South Dakota Snow Queen Candidate,

Congratulations on winning your local contest! It is a great honor and privilege to be chosen to represent your community at the 2025 South Dakota Snow Queen Festival. **The South Dakota Snow Queen Coronation** will be held at the Aberdeen Civic Theatre, 212 2nd Ave. S.E.

We hope you are looking forward to the festival as much as we are. It is a wonderful experience to embark on. This gives you an opportunity to meet other young ladies from across the state, gain interview experience, add new lifelong friendships, and have fun. You are all in for a weekend of fun, learning, and personal growth, and we can't wait to welcome you to Aberdeen.

Check-in is between 10 and 11 a.m. on Thursday, Jan. 11 at the Ramkota. Only South Dakota Snow Queen Festival volunteers will be allowed on the Queen's floor after 11 a.m. The candidates will not be able to leave the floor without being escorted by one of the weekend's chaperones.

Tentative Schedule of Events

Thursday, Jan. 11

- Registration begins at **10 a.m.** with the Welcome Reception for candidates, parents and sponsors at **11 a.m.**
- Sponsor visits take place throughout Aberdeen in the afternoon with Skate with Frosty in the evening.

Friday, Jan. 12

- The day includes interviews, workshops, activity, as well as the banquet and ball.

Saturday, Jan. 13

- All luggage and personal items need to be in the hallway by 8:30 a.m.
- The rest of the day will include rehearsal, community activity and coronation.
- A reception will be held in the Civic Arena immediately following coronation.
- The person who signed a candidate in at the Welcome Reception (parent or sponsor) must sign that candidate out following coronation at the Civic Theatre.

Wardrobe Suggestions

- **Welcome Reception:** Business casual attire such as dress pants, blouse, skirt, or a dress.
- **Activity in the Community:** Jeans (*without holes*) and T-shirts are acceptable; leggings are not. You can also wear your Snow Queen apparel if you have some.
- **Interview:** Professional attire such as a dress, suit, knee-length or longer skirt, blouse, and dress shoes.
- **Banquet:** Please wear a floor-length formal gown that is age appropriate, does not show a bare midriff and *is not white*.
- **Coronation:** For your first appearance on stage you will wear black slacks and a sweater or blouse. For your

second appearance on stage **you will need a floor-length formal dress that is age appropriate, does not show a bare midriff and is not white.** A heavy slip is recommended because of the strong spotlights.

Clothing notes:

- Snow Queen apparel is available for purchase online at geffdog.com. Preorders are highly recommended as there will only be limited sizes and styles available at the festival.
- Wear what you are comfortable in.
- Please bring a drawstring bag or carrying tote for essentials or extra clothes/shoes while we're traveling.
- Because all candidates must be checked out of their rooms on Saturday morning, stage outfits and other necessities will need to be packed separately and brought along for the day. We will have a secure area for the bags during workshops and bring them to the theater to change into during rehearsal. Bags will be left at the theater with gowns and will be taken home after final checkout. **Please have any bags you will take to the theater labeled with your name and title.**
- When choosing your outfits, here are some tips and suggestions to keep in mind:
 - Skirts and dresses should be at **minimum knee length** and **tights or nylons are encouraged.**
 - Open-back dresses are **highly discouraged** as are those with mesh panels, cutouts, or slits that extend above the knee.

Other important information:

- You will be briefed on the weekend's activities during the Welcome Reception. **Parents and sponsors are welcome and encouraged to attend.** Please arrive by 10:45 a.m.
- **Parents/sponsors must check out and pick up flowers and luggage on the Queen's Floor at the Ramkota between 10 and 11 a.m. on Saturday, Jan. 13. A chaperone will be present so please report to her before removing any luggage.** Please bring a large box and garbage bags to wrap flowers in.
- Candidates are not allowed to have their phones for the duration of their time at state, so please bring a camera if you'd like to take photos. Chaperones and committee members will be taking photos. Parents will be provided contact information at check-in for getting information to candidates, and candidates can talk to chaperones if they need to get in touch with parents.

We have some exciting activities planned to make this a memorable weekend. 2023 South Dakota Snow Queen Addison Kuecker will be around to answer any questions you may have. We look forward to meeting you in January. Come prepared to have a great weekend and meet a lot of new friends!

If you have any questions, please feel free to contact me.

Sincerely,

Courtney Melcher

Queen's Activities Chair

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