



Mr. Trans USA 2027

Official Application Guide and Contestant Handbook

November 17-21, 2027

Milwaukee, WI

Additional details on the exact schedule of competition and conference sessions will be released as the event approaches. Trans USA is excited to continue building on the incredible partnerships we have cultivated in our home city of Milwaukee!

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From the Desk of Mr. Trans USA

Dear prospective contestants,

Welcome to the world of **Trans USA National Pageantry**! You taking the time to just read this handbook is taking a step in the right direction towards making a difference in your community, being a leader, and showing your authentic trans identity. I am excited, and honored to be going on this journey with you through this event!

As a transmasculine person, and further as a disabled trans person, I am acutely aware of the challenges our community is currently facing. I am also very aware of the perseverance, resilience, and determination we have when we come together. That is what I love so much about our community.

This pageant is unlike any that I had ever competed for in the past. It made me think harder about all of the ways I could help my community and pushed me to be even more visible and speak out about the issues we face. If these things sound like something you can do, then I think this is the pageant for you. We believe in activism, advocacy, and empowerment of the transgender community. This pageant also lets you show off your unique story, so if it helps, think of it not just as a competition, but as a showcase of trans beauty and talent.

This year, I want to help you where I can. Whether it's creating an event, helping you brainstorm a category look, or offering any advice needed to help guide you to nationals! We'll be a team, and make sure you're as prepared as you can be for hitting the streets for a march or getting on the stage.

I'm incredibly excited to see you through this journey!

Ryan "Mars" Klinghammer, Mr. Trans USA 2026



A Welcome from the Trans USA Executive Leadership Team

On behalf of the Executive Leadership Team, our National Court, and the many volunteers, partners, and supporters who make this experience possible, we are incredibly excited to introduce you to the **Trans USA 2027** experience and, more importantly, to the community behind it.

You are about to encounter *a lot* of information in the pages ahead. We know that.

This packet is intentionally comprehensive because we believe you deserve to understand what you are considering before you make the commitment to represent your state, region, community, and yourself on the national stage.

Inside, you will find information about eligibility, registration, competition categories and scoring, expectations, deadlines, advocacy and community engagement, Nationals, awards, policies, resources, and much more. The appendices included at the end of this packet are designed to serve as practical resources throughout your journey, and additional materials, reminders, training opportunities, and guidance will be provided as we move through the competition year together.

You are not expected to memorize everything.

Keep this packet. Refer back to it. Highlight it. Make notes in it. Bring questions to your National Court and our team. Many of the resources included here exist precisely so that you do not have to navigate this experience alone.

And that brings us to perhaps the most important thing we want you to know:

Trans USA is about far more than a pageant.

Of course, we love pageantry. We love the lights, the fashion, the interviews, the competition, the excitement, and the extraordinary moment when someone hears their name called as a new national titleholder. But if all we gave you was a weekend on a stage, we would not be fulfilling our mission. Our goal is for every person who participates in Trans USA—not just the three people who leave Nationals wearing national crowns—to leave this experience with something meaningful.

We want you to strengthen your voice as an advocate. We want you to develop skills you can carry into your professional life. We want you to discover opportunities you did not know existed. We want you to meet organizations and community leaders doing work that inspires you. We want you to build relationships in your own community. And we want you to challenge yourself and discover something new about yourself in the process.

Because some of the greatest prizes Trans USA has ever given have never appeared on a prize list. They are the friendships formed backstage, the mentor who answers the phone when you need advice, the connections that lead to new professional opportunities. The confidence to walk into another room and know that your voice belongs there. And the chosen family you did not know you were missing until you found it.

That is the experience we are working to build.

Transgender, nonbinary, and gender-expansive people know what it feels like to navigate spaces that were not created with us in mind. We know what it means to search for belonging, to advocate for ourselves and one another, and sometimes simply to need a room where we can exist without having to explain who we are. That makes the spaces we create together extraordinarily valuable. It also gives each of us a responsibility to protect and cultivate them.

At Trans USA, community does not require us to be identical. In fact, one of the things we treasure most about this organization is the extraordinary diversity of people who become part of it.

We come from different states, regions, generations, races, cultures, identities, abilities, professions, socioeconomic backgrounds, experiences, and perspectives. We express ourselves differently. We advocate differently. We will not always agree. **But we do not need to be the same to belong to one another.**

What we ask instead is that we approach this experience with respect, curiosity, compassion, professionalism, and a willingness to learn.

Competition and community are not opposites. You can want the crown with everything in you and still straighten another contestant's sash. You can bring your absolute best to the stage and still celebrate someone else's excellence. You can disagree and still treat one another with dignity. You can be ambitious without making someone else smaller. And you can walk into Nationals as competitors and leave as family.

Perhaps you have competed for years. Perhaps you have never stepped onto a pageant stage. Perhaps someone sent you this packet because they see something in you that you have not quite learned to see in yourself yet. You may be wondering whether you are experienced enough, polished enough, connected enough, or simply *enough* to belong here.

Please do not look through these pages searching for someone you think you need to become. Use them to imagine what you might accomplish by bringing more of **who you already are** to the table.

There is a stage waiting for you. But there is also a community ready to meet you.

Welcome to Trans USA. Welcome to the family. And welcome to what comes next.

With gratitude, pride, and excitement for the journey ahead,

The Trans USA Executive Leadership Team

Trans USA: An Overview

Purpose and Vision

Founded by Gerardo Chavez and Luis Perez in 2018, Trans USA is a registered 501(c)(3) that strives to celebrate and promote the development of transgender, non-binary, and gender-nonconforming leaders as visible advocates and role models for the community at large.

The primary function of Miss Trans USA is to serve as an active representative of the transgender, nonbinary, and gender non-conforming community; maintain visibility as a positive role model for trans youth and the community at large; and engage in opportunities that promote productive discussions at multiple and often intersecting levels. Performances are not required. Each representative should aim to embody these roles in the ways most appropriate to their personal and professional life.

At a time when anti-trans violence and legislation have reached critical levels, it is now more important than ever to provide a safe, affirming space for leadership development; opportunities to gain valuable professional skills; and a community-driven platform for practical sharing of knowledge and resources.

Trans USA aims to dismantle the silos that too often isolate us and instead cultivate a bold coalition of grassroots leaders, culture workers, healers, and advocates. Together, we aim to confront the root causes of systemic exclusion, uplift underrepresented voices, and build concrete strategies for lasting change.

Why Pageantry?

While national and international representatives of traditional, cis-centered pageantry organizations have long been regarded as “the standard” by which we judge the appearance and presentation of those around us, the rich history of pageantry within the LGBTQ+ community tells a different story—one that has evolved into a full-fledged movement with the ability to unite, organize, and empower diverse groups to achieve a common goal. At a time when many in the community are feeling powerless, inclusive pageantry represents an oft-overlooked vehicle through which individual community members can feel empowered to take a stand and spark real change; develop their skills as leaders in their respective communities; and inspire others within these communities to take action themselves—to become the heroes and role models they needed in times of crisis.

What Do Trans USA Representatives Do?

With over 200 active representatives from coast to coast within the last few years alone, no two experiences have been the same. In fact, our acknowledgment that the trans community cannot be represented as a monolith is what makes our message so powerful, especially given the platform on which our largest event relies.

In general, Trans USA representatives take on the responsibility of serving as active leaders within the transgender, nonbinary, and gender non-conforming community; maintaining visibility as positive role

models for trans youth and the community at large; and engaging in opportunities that promote productive discussions at multiple and often intersecting levels.

For some, this means speaking on the steps of the state capital, testifying in front of congress, founding and leading their own non-profit organizations, or conducting a nationwide advocacy campaign to raise thousands for charitable causes. For others, this means directly mentoring trans and non-binary youth, developing and disseminating educational content at professional conferences, or using advanced technical skills to support individuals and organizations on the front lines of the fight for trans rights as human rights.

All selected state and regional representatives are required to partner with a local charity for the duration of their term, complete an in-depth public interview focused on their platform work, and commit to presenting their overall achievements at our main national event in November.

The impact of these collective efforts cannot be understated: Updated projections suggest that, in 2024, our 86 representatives likely raised an **estimated total exceeding \$500,000 for their local partner charities** across the country.¹



¹ In 2024, 12 individuals provided written documentation revealing roughly \$100,000 in funds raised. Post-event interviews with several individuals unable to attend revealed at least another \$50,000 to \$75,000 raised, while social media posts from various fundraisers provided additional data for at least 10 other participating contestants. The rough estimate of \$500,000 across 86 contestants is based on the average amount raised when data were available and considers factors such as high-fundraising and non-fundraising teams. More accurate data will be collected in future years. It should be noted that the leaders of Trans USA take no salary, and all money raised each year goes directly to supporting our community programming, representatives, and their advocacy projects.

Rewriting the Narrative, One Sash at a Time

Narratives, storytelling, and the ability to create meaning—These are what define us as a truly unique human species. Part of our dehumanization as trans people has been a systematic, deliberate attack on our ability to control our own narratives, amounting to an attack on our humanity itself.

Individually, our representatives refine their own narratives and engage in grassroots efforts that substantially improve the lives of trans and non-binary people in their local communities. Collectively, these efforts constitute a full-fledged movement with the power to shift the dominant cultural narrative from one of victimhood to one of agency, resilience, and power.

The representation that our inclusive pageantry model provides has allowed trans people to take back the pen, so to speak, and to take those steps to regain control of not just their narrative but their humanity. In these new narratives, we become symbols of hope.

We become bridges to opportunities and voices for those not yet ready or able to speak their truth. The sash itself becomes a symbol, the title a tool that unlocks doors to spaces from which so many of us have been restricted.

Our inclusive pageantry model that rejects the idea that we are victims; that those “on the ground” doing the hard are “on the bottom”; and that leadership, advocacy, and representation are terms that of an exclusive club that is tightly controlled by our own community’s elites. It’s a model that emphasizes the astonishing power we have when our individual work, actions, and voices—no matter how seemingly small—add together.



Mr. Trans USA 2027: National Competition

Eligibility

Mr. Trans USA is open to United States citizens and lawful permanent residents assigned female at birth and identifying as transgender/non-binary. Contestants must be 21 years of age to compete. Trans USA does **not** require contestants to have undergone gender-affirming surgery/hormone-replacement therapy or to have made any transition-related changes to legal identification documents.

Contestants who have competed previously are welcome to apply; however, there is a two-year limit on representing the same state consecutively. One of the goals of Trans USA is to increase visibility and encourage growth, which includes mentoring others to come and represent. If a contestant has represented the same state two years in a row, they may choose another state or one of the following approved regional titles:

- **Great Lakes**
- **Mid-Atlantic**
- **New England**
- **Gulf Coast**
- **Great Plains**
- **Cascade Mountains**
- **Southwest**
- **Midwest**
- **Northeast**
- **Pacific Coast**
- **Mountain States**
- **Southern Tier**
- **Northern Tier**

Once qualified for the Trans USA 2027 National Contest, contestants may not compete for any other pageant system. Participation as a contestant in another pageant during the class year will result in disqualification from the National Contest, as well as a minimum one-year ban from registration for Trans USA.

In addition to U.S. states and the above regions, the following are available for representation:

- **District of Columbia**
- **Puerto Rico**
- **Guam**
- **U.S. Virgin Islands**
- **American Samoa**
- **Northern Mariana Islands**

Note: The Trans USA Board reserves the right to refuse registration in exceptional circumstances involving severe misconduct, irreconcilable offenses, or patterns of behavior that fail to meet the professional standards specified in the most recent version of the handbook. See “Misconduct” section below.

Additional Note for Former Trans USA National Representatives

To foster new leadership opportunities and continue growing the Trans USA family, individuals who have won a national title in one division are not eligible to compete for a national title in another division. We believe each reign creates space for a new voice, a new leader, and a new advocate to join our family while ensuring our alumni remain engaged as lifelong members of the Trans USA community.

Class of 2025 Deferral

Contestants originally included in the Class of 2025 electing to defer their participation to Miss Trans USA 2027 should submit the required application and check **CY2025 Deferral** where indicated.

CY2025 representatives may elect to represent the same or a different title but must note that, in the event of multiple deferring contestants selecting the same state, the competitive scoring process will still apply. We recommend representing the same state/region to continue building on the work contestants have already accomplished with their chosen charity partners. Upon official acceptance of the offer from Trans USA, contestants will officially become members of the Class of 2027 and will be expected to complete all requirements outlined in this handbook. Please note any changes from the previous year's handbook and prepare accordingly!

As included in earlier correspondence, there will be **no registration fee** for contestants from CY2025 choosing to defer to the following years: 2027, 2028, 2029, 2030, 2031. As an additional concession, the organization **will also cover the cost of the new state/regional sash for CY2025 contestants**. There will be **no dresser fee** for CY2025 contestants.

CY2025 representatives with additional questions should reach out to the reigning Mr. Trans USA, Ryan "Mars" Klinghammer (ryan@transusanationalpageantry.com) or our national pageant team via admin@transusanationalpageantry.com.

Note: We understand that email addresses and contact information can change from year to year, and that our team may not have the most up-to-date information for the Class of 2025. A copy of the deferral packet sent on August 3rd is included as an Appendix to this application. *If you are a member of the Class of 2025 who has not received this information, please email admin@transusanationalpageantry.com to continue to receive important communications related to Trans USA 2027.*

Registration Process for Trans USA 2027

General Information

Applications for registration will comprise (1) a basic information section; (2) a required section of open-response questions; and (3) an optional section in which candidates may submit supplementary materials such as resumes, platform proposals, and endorsements from their partner charities.

Applications will undergo double-anonymized review by a panel of community leaders, which will not overlap with the national judges panel for the competition, and contingent offers will be extended to the candidates selected.

Contingent offers must be accepted, with full payment of the registration fee of **\$350**, within 5 days of receipt. The full Class of 2025 will be announced on **March 1, 2027**.

The registration schedule for Trans USA 2027 will be as follows:

Public Registration Opens	September 21, 2026 (12:00 AM EST)
Public Registration Closes	January 31, 2027 (11:59 PM EST)
Acceptance Window	Within 7 days of Receipt
Public Announcement	March 1, 2027

Application Process

Applications will be made available on the website at **12:00 AM EST on September 21, 2027**. The application questions are included below to allow for preparation.

The final round of contingent offers will be made no later than **February 15, 2027**, though earlier offers are possible for individuals with particularly strong applications. Potential contestants are encouraged to submit materials early and prepare for payment of the registration fee should they receive a contingent offer beginning in **October 2026**.

Representatives must submit their registration fee **within 7 days of accepting a contingent offer**. Lack of submission will result in forfeiture of the offer without exception.

Representatives must also submit a high-resolution (300 DPI minimum), waist-up photo against a solid background no later than **February 15, 2027**.

A confirmation email with further instructions and a welcome packet will be sent following official acceptance and payment of the registration fee.

Contestants **MAY NOT** announce their titles until the official announcement made by Trans USA on March 1, 2027. Contestants may announce that they have **applied** to begin fundraising work for themselves and their organizations. **Announcing acceptance of the title before the official Trans USA announcement will also result in forfeiture of the offer.**

Trans USA 2027 Application Questions

Contestants will be required to answer the following listed questions to apply for a Trans USA State/Regional Title.

Personal identifying information will not be sent to the application judging panel; applications will be judged solely on the answers to these questions and supplementary material provided, if any.

Applicants seeking clarification on any of these questions or the application process itself should reach out to admin@transusanationalpageantry.com.

-  **Why do you want to represent this state/region? What new initiatives do you see as part of your reign?**
-  **What volunteer/community work are you involved in, and/or what organizations do you currently partner with?**
-  **What drives and motivates you to be involved with your community?**
-  **Why do you want to represent Trans USA, your local community, and the trans community across the nation?**

After Acceptance

- **By May 1, 2027**, the representative must submit an introduction video announcing their name, state title, charity organization, and their goals or motivations for their reign.
- **By August 1, 2027**, the representative must have participated in or scheduled (1) official event or act of service with their local charity partner.
- **By September 1, 2027**, the representative must have scheduled and completed the live virtual interview with the reigning national titleholder.
- **By October 1, 2027**, the representative must have held one (1) fundraiser, with 50% of the proceeds going towards Trans USA and 50% to their individual expenses related to preparations for the national competition (or their charity partner).

Note: Funds raised for Trans USA through these contestant initiatives will benefit the **Beyonce Black St. James Registration Scholarship Fund and the Equitable Access Fund** for the National Trans Access Conference, developed to support the participation of BIPOC, disabled, immigrant, HIV+, justice impacted, and other individuals whose identities and experiences are traditionally underrepresented in national pageantry and

at national advocacy conferences, respectively. Information on the process for submitting funds will be relayed in the coming months.

- **Throughout the year**, contestants will be required to attend (or complete asynchronously) virtual training sessions designed to develop their skills as organizers, advocates, and community leaders. Beyond the required trainings, multiple optional opportunities will also be offered throughout the year. Potential representatives are encouraged to apply early to maximize their opportunities for professional development.
- **At the national event**, all contestants will be required to attend specific conference sessions (e.g., Media Training, Modeling, Organizing, etc.) based on the areas of interest selected in the application. The precise schedule for each contestant will be released in late summer 2027.

NOTE: *A full timeline of important dates, as currently and tentatively scheduled, is included as an [Appendix](#) to this handbook.*

Mr. Trans USA 2027 National Prize Package and Awards

The winner of Mr. Trans USA 2027 shall receive, ***at minimum***, the following:

- \$1,000 upon signing the contract following coronation
- \$1,250 in stipend payments during the reign*
- \$1,250 Professional Development and Community Impact Allowance**
- \$500 on the final night of Mr. Trans USA 2028
- Official Mr. Trans USA Sash
- Official Mr. Trans USA Crown
- Official Mr. Trans USA Medallion
- Official Mr. Trans USA Crystal Award
- Official Trans USA Pin
- Travel, Lodging, and Baggage Fees for Mr. Trans USA 2028
- Complimentary VIP Tickets for two (2) guests at Trans USA 2028
- Trans USA Business Cards
- Personalized Trans USA Promotional Flyers
- Personalized Trans USA Pride Flyers
- Canva Pro Access
- Streamyard Pro Access
- Google Workspace for Business Access
- Professional Trans USA Email Account
- Slack Pro Access
- Probationary Board Member Status
- Semi-rigid Crown Travel Case
- \$50 Towards Contestant Registration Gifts
- Two full-color pages in the National Souvenir Book for Trans USA 2028
- 50% Off All Other Souvenir Book Pages
- Professional Photoshoot on Site (Monday, November 22, 2027)
- Stepdown Gift from the Executive Leadership Team
- 5-Night Team-Building Retreat at All-Inclusive **Tropical Resort** with Full National Court***
- **AND MORE!**

TOTAL VALUE:

\$4,000 CASH plus other prizes, perks, and benefits valued at over \$10,000

PLUS: *Additional prizes, including appearance offers, sponsor gifts, and other opportunities, are typically added to this list throughout the year.*

First Alternate: Award Plaque + Invitation to return for Mr. Trans USA 2028 w/Sash

Second Alternate: Award Plaque + Invitation to return for Mr. Trans USA 2028 w/Sash

Third Alternate: Award Plaque

Fourth Alternate: Award Plaque

National Representative Stipend Information

Stipend payments will be delivered on the first day of the month using an even-month schedule, provided that the representative submits the required titleholder report of activity as Mr. Trans USA by the 21st day of the preceding month, to allow for board review and approval. This report will serve as a simple update/check in and will offer the titleholder an opportunity to document any important matters to be addressed.

For Mr. Trans USA 2027, five stipend payments of **\$250** will be sent in accordance with the following schedule:

Payment 1: February 2028

Payment 2: April 2028

Payment 3: June 2028

Payment 4: August 2028

Payment 5: October 2028

*Professional Development and Community Impact Allowance

As part of the National Prize Package, each titleholder will receive a **Professional Development & Community Impact Allowance** in the amount of **\$1,250**, to be used during the representative's reign to support leadership development, advocacy, education, professional growth, and community-based initiatives.

Rather than providing this portion of the prize as unrestricted cash, the allowance is maintained by Trans USA and distributed through approved reimbursements or direct payments for expenses that further both the representative's development and the organization's charitable mission.

Representatives may request use of these funds by submitting the **organization's Professional Development & Community Impact Request Form**, together with any supporting documentation. Requests will be reviewed by the Executive Leadership Team (or its designee) to ensure they are consistent with organizational priorities, available funding, and the intended educational, leadership, advocacy, or community-aligned purpose. The purpose of this allowance is to remove financial barriers that might otherwise prevent representatives from pursuing meaningful opportunities while encouraging innovative projects that strengthen local communities, expand access, and advance transgender visibility nationwide.

Professional Development and Community Impact Allowance: Non-Exhaustive Example List

Category	Examples of Eligible Uses	Purpose
Leadership & Professional Development	Conference, summit, institute, or leadership academy registration; certificate programs; workshops, webinars, and continuing education; public speaking, communications, media, fundraising, grant writing, nonprofit management, DEI, accessibility, advocacy, or public policy training; CPR, Mental Health First Aid, suicide prevention, conflict de-escalation, or similar certifications; professional memberships; books, educational materials, software, subscriptions, and other learning resources.	Supports continued education, leadership development, professional growth, and skill-building that enhances the representative's ability to serve their community and represent Trans USA.

Category	Examples of Eligible Uses	Purpose
Travel & Official Representation	Airfare; hotel accommodations; mileage reimbursement; parking; ground transportation; baggage fees; meals associated with approved travel; registration fees for national or international pageants when participation supports professional development or official representation; travel for approved national walks, conferences, appearances, educational events, or collaborative meetings; accessibility-related travel expenses, including approved support-person travel.	Reduces financial barriers to representing Trans USA at educational, advocacy, leadership, and community events while expanding professional networks and national visibility.
Community Impact & Advocacy	Hosting educational workshops, leadership programs, support groups, community forums, town halls, youth leadership initiatives, mutual aid projects, resource fairs, TDOV, TDOR, Pride, or other community events; venue rental; printing educational materials; accessibility services (ASL, CART, translation, sensory supports); audio/visual equipment rental; podcast, webinar, livestream, or educational video production; community storytelling or oral history projects; photography or videography documenting community initiatives; educational toolkits; volunteer appreciation events; community service supplies; other approved community-centered initiatives.	Encourages representatives to develop and implement programs that strengthen local communities, increase visibility, preserve transgender history, improve access to resources, and create lasting impact beyond the national competition.
Accessibility & Inclusion	Accessibility accommodations required to participate in approved events; personal assistance services; interpretation or captioning; adaptive equipment or assistive technology; accessible transportation; disability-related accommodations; other reasonable accessibility expenses approved by the organization.	Ensures that disability, financial barriers, or accessibility needs do not prevent representatives from fully participating in leadership, advocacy, educational, or community programming.

Please Note: These examples are intended to illustrate the types of expenses that may be supported through the Professional Development & Community Impact Allowance and are not exhaustive. Representatives are encouraged to discuss innovative ideas with the Executive Leadership Team before submitting a request. Requests that further Trans USA's charitable mission, increase access, develop leadership, strengthen communities, or create lasting educational impact are strongly encouraged and will be considered on a case-by-case basis.

Guiding Principles

Representatives are encouraged to think creatively about how this allowance can maximize their impact. While conferences and professional development opportunities remain an important use of these funds, Trans USA also recognizes that leadership often means creating opportunities where none previously existed. Accordingly, proposals that expand access, strengthen local organizations, develop future leaders, preserve transgender history, promote education, or increase community visibility are strongly encouraged. Representatives are welcome to discuss ideas with the Executive Leadership Team before submitting a request. The organization hopes this allowance serves not only as an investment in each titleholder, but also as an investment in the communities they serve.

General Guidelines

- Funds are available only during the representative's official reign.
- Requests should be submitted before expenses are incurred whenever reasonably possible.
- Receipts or other supporting documentation may be required.
- Payments may be made directly to vendors or reimbursed to the representative, depending on the nature of the expense.

- Approval in the amount requested is based on consistency with the organization's mission, available funding at the time of the request, and equitable stewardship of charitable resources.
- Unused funds expire at the conclusion of the representative's reign unless otherwise authorized by the Board or Executive Leadership Team.

Purpose

Our investment extends beyond the crown. The Professional Development & Community Impact Allowance reflects Trans USA's belief that leadership is cultivated through lifelong learning, meaningful service, and collaboration. By investing in our National Representatives, we also invest in the communities they strengthen, the future leaders they inspire, and the lasting impact they create across the country.

*****5-Night Tropical Team-Building Retreat Details**

New this year, the Trans USA National Court will have the opportunity to travel to an all-inclusive tropical resort together. The leadership team will work with the court to schedule this 5-night stay appropriately. **Note that Trans USA currently covers the full cost of rooms and the daily all-inclusive fees for national representatives.** At this time, travel and baggage fees will be the responsibility of individual representatives. However, we are actively working toward additional funding, and representatives remain free to use their Professional Development Funds for this team-building retreat. For each titleholder, the trip is valued at approximately \$3,500, at minimum.

Mr. Trans USA 2027: Special Awards

Outstanding Advocate

To be selected by the reigning Mr. Trans USA, Outstanding Advocate will be awarded to the contestant who has gone above and beyond in their advocacy efforts across one or multiple initiatives, standing out as an example among their peers.

Contestants wishing to be considered for this award must submit at least one letter of recommendation by registration at the national competition, which should highlight the community contributions provided by the contestant. Letters and other supporting information can be uploaded to the relevant folder in the Trans USA Google drive any time prior to national registration.

Most Visible

To be selected by the reigning Mr. Trans USA, the Most Visible Award will be presented to the contestant who has exhibited the most active engagement in the community across social media and at in-person events from registration at the state level until the final night of competition. This award serves to highlight the individual who has already been doing the work of Mr. Trans USA in the months prior to the competition, regardless of placement on final night. Supporting information can also be uploaded to the relevant folder in the Trans USA Google drive any time prior to national registration.

Most Debonair

To be voted upon by the former national titleholders. This award is not merely about surface beauty but is intended to go to the contestant displaying the most class and elegance on stage overall.

Mr. Congeniality

To be voted upon by the contestants within the Miss division, will be awarded to the contestant who most sincerely embodies a spirit of selflessness, compassion, and positivity when interacting with other contestants. The award is intended to highlight the individual who has made the greatest impact in building a family among the Miss Trans USA Class of 2027.

People's Choice Award

This initiative embodies the heart of Trans USA: uplifting community voices, fostering connection, and supporting causes that strengthen trans and queer communities across the country. By participating in the People's Choice Vote, supporters help highlight the achievements of individual contestants while also investing in meaningful programs and services that advance the well-being of our communities.

Supporters, followers, and fans can actively participate in the competition by purchasing votes for their favorite contestant in each division. **Within each division, proceeds will be split between the winning contestant and the charity of their choosing.**

Contestant Gifts

All contestants will receive special gifts from our sponsors and the Trans USA team at final registration.

Mr. Trans USA 2027 Categories and Scoring

REGISTRATION

Registration is not scored; however, contestants must be present to officially be considered qualified for the contest. Late arrival will result in administrative deductions. Registration attire will be a **plain white shirt of any type (no logo, images, etc.), blue jeans, and state sash.**

Administrative points will be deducted for attire other than that listed above. Accessories should be at the discretion of the contestant. Individual and group photos will be taken at the end of registration. Contestants will be provided with an explanation of the itinerary and updated on expectations at this time.

NOTE: The point totals listed below are intended to reflect the relative importance of each subcategory. Trans USA utilizes weighting factors to scale the entered scores to percentages appropriately. The full explanation of the scoring system is included below the explanation of the last category.

NEW CATEGORY FOR 2027:

ADMINISTRATIVE AND PROFESSIONAL EXCELLENCE

In response to feedback that yearlong community-based efforts prior to the competition should play a larger role in determining the next representative, a sixth category has been added to the competition. Contestants will receive full points in this category by submitting the required items and information in accordance with all stated guidelines and specifications, and for successfully completing engagement milestones (e.g., virtual interview).

Please note that scoring for introduction videos/portfolios will not be based on production quality, as we fully understand that professional editing and graphic design should not be a barrier. We are looking for effort, punctuality, preparedness/poise, and adherence to specifications. For fundraisers, scoring will not be based on attendance, amount raised, or factors outside of the contestant's control.

ADMINISTRATIVE AND PROFESSIONAL EXCELLENCE SCORING RUBRIC

Area	Evaluation Criterion	Pts.	Explanation
Intro Video	Adherence to Requirements	5	Contestant follows the published instructions regarding content, format, length, submission method, and any other stated requirements.
	Deadline Met	5	Video is submitted by the established deadline without requiring repeated reminders or extensions, except where an approved accommodation or extenuating circumstance applies.
	Effort & Preparation	5	Submission demonstrates preparation, thoughtfulness, appropriate presentation, and reasonable effort consistent with representing Trans USA. Note: Professional editing is not required or expected.
	Communication, Delivery & Poise	5	Contestant communicates clearly and confidently, demonstrates appropriate poise, and presents themselves in a manner consistent with a national representative.
	Intro Video Total	20	20% of category score
Announcement & Sash Photos	Adherence to Requirements	5	Required photographs meet stated specifications, including requested poses, attire, image quality, file format, or other established standards.
	Deadlines Met	5	Required photographs are submitted by the established deadlines and according to submission instructions.
	Announcement & Sash Photos Total	10	10% of category score
Advocacy & Community Engagement	Charity Letter of Support / MOU	10	Contestant establishes a documented relationship with their selected charity or community organization through a letter of support, memorandum of understanding, or other approved documentation demonstrating an active partnership.
	Fundraiser	5	Contestant completes at least one qualifying fundraising activity benefiting or supporting their selected organization and submits the required documentation.
	Partner Event	5	Contestant participates in or develops at least one qualifying event or activity in partnership with their charity/community organization and provides appropriate documentation.
	Portfolio / Résumé	10	Contestant submits a portfolio or résumé documenting advocacy, community involvement, professional accomplishments, volunteerism, titleholder activities, and other relevant work completed during the year. Various formats permitted.
	Advocacy & Community Engagement Total	30	30% of total score

Area	Evaluation Criterion	Pts.	Explanation
Virtual Interview	Deadline Met	5	Contestant completes the required virtual interview within the established scheduling period and fulfills associated scheduling or submission requirements.
	Effort & Preparation	5	Contestant demonstrates familiarity with their platform, advocacy work, Trans USA, and their responsibilities as a representative and arrives prepared for the conversation.
	Poise, Comfort, Engagement & Communication	10	Contestant communicates effectively, engages naturally with interviewers, demonstrates professionalism and composure, and shows an ability to represent themselves and Trans USA appropriately in a professional setting.
	Virtual Interview Total	20	20% of total score
Other Administrative Deadlines	Timeliness & Completion	5	Contestant consistently completes other required forms, submissions, paperwork, music, advertisements, acknowledgments, or administrative requirements by published deadlines.
Visibility, Promotion & Trans USA Stewardship	Engagement & Stewardship	5	Contestant demonstrates reasonable support for and engagement with Trans USA through appropriate promotion, participation, communication, and responsible representation of the organization and their title. Evaluation should emphasize quality and professionalism rather than follower counts or social-media popularity.
Conference Sessions / Training	Attendance & Participation	10	Contestant attends required National Trans Access Conference sessions, trainings, workshops, or other designated educational programming and meaningfully participates as expected.
	TOTAL	100	100% of category score

NEW FOR 2027: CATEGORY WEIGHTING

We believe that every effort counts just as much as the next. Therefore, all categories of competition in each round will now be weighted equally, at 20% each. Note: The A&PE category will be used in the selection of the Top 5. However, this score will not carry over for the Top 5, for whom the Q&A score will comprise the final 20%. That is:

Prelim Categories	Top 5 Categories
Interview (20%)	Interview (20%)
State Costume (20%)	State Costume (20%)
Formal Wear (20%)	Formal Wear (20%)
Swimwear (20%)	Swimwear (20%)
A&PE (20%)	Q&A (20%)

PERSONAL INTERVIEW

Each contestant will be interviewed individually by the judges. The purpose of the interview is to allow some insight into the character, background, and experience of each contestant. The time limit for the interview category is 7 minutes. Each contestant should be prepared with a short opening bio. The timer will begin when judges ask contestants to share a little about themselves. The opening statement should not be longer than 2 minutes. Points will not be deducted for longer bio; however, the interview will end at 7 minutes, regardless of how many questions the judges have had time to ask. Although this is not a fashion category, contestants are expected to present themselves neatly, professionally, and in properly fitted attire. An alert will be given one (1) minute prior to reaching the time limit, following which the contestant will be given an opportunity to provide a final comment or question.

Subcategory	Percent of Category Total	Judging Criteria
General Appearance	20	Contestants will be judged on whether they are dressed in a manner befitting a national titleholder, regardless of formality. Garments should be clean and free of wrinkles, tears, or other damage. Grooming and attire should be polished and appropriate for an interview and official appearance.
Ability to Communicate	40	Contestants will be judged on their ability to answer questions with confidence and poise, convey their personality during the interview, and communicate clearly without excessive errors or filler words such as “um” or “uh.”
Answer Content	40	Contestants will be judged on the thoughtfulness and substance of their answers. Responses should demonstrate how they would approach their reign, be specific and goal-oriented, and show evidence that the contestant has considered and prepared for the responsibilities of representing the title.

STATE COSTUME

The time limit for this category is **3 minutes**. The time begins when the music starts and ends when the microphone is returned to the emcee. Contestants will first model their costume. Contestants are not required to follow a specific formation or hit designated points when modeling. This category should be perceived as a “Creative Costume” category and is not intended to be a performance. If the submitted music contains lyrics, contestants should avoid lip syncing when modeling. Contestants may choose their own music to accompany the costume design, or they may choose to use house-provided category music. After modeling, each contestant will be given the microphone, at which point they will state their name, the state they are representing, and give a short description of why they chose their costume. Contestants will be judged on construction/fit, modeling, creativity, and communication of concept.

Costumes may have lights or motorized parts, but these must be battery operated. No power or extension cords should be required to power costume components. In addition, use of fire, water, excessive loose glitter, or other materials that may harm those in attendance is prohibited, as is the use of live animals. The costume must be worn so that the contestant can walk on to the stage without assistance. No on-stage escorts are permitted in this category. There is no setup time for this category, so props contestants cannot carry themselves are not recommended.

Contestants wishing to provide their own music should upload the file to the relevant folder in the Trans USA Google Drive no later than 2 weeks prior to the national contest.

Subcategory	Percent of Category Total	Judging Criteria
Creativity	25	Judges will evaluate the contestant's ability to create a unique, thoughtful, and captivating look. Creativity may include the overall concept, music selection (when chosen by the contestant), and creative elements incorporated into modeling or speaking—for example, robotic movement or delivery when presenting a “cyborg” concept.
Quality of Construction / Fit	25	Judges will evaluate craftsmanship, construction quality, durability, and fit. Costumes should be free of tears or cosmetic damage, appear sturdy and professionally constructed, and demonstrate skill in execution. Garments should be appropriately tailored to the contestant for a polished fit.
Modeling	25	Judges will evaluate professional presentation, poise, comfort, confidence, and command of the stage. Contestants are not required to follow designated modeling points or a set path but should use the available space effectively, pose and pause appropriately, and maintain audience attention.
Communication	25	Judges will evaluate the contestant's comfort, confidence, and ability to clearly articulate and communicate their concept on the microphone.

SWIMWEAR

House music will be provided for this category. No custom audio will be accepted. It is important to remember that this category is not about a particular body style, shape, or frame. Swimsuits may be embellished if the contestant chooses. Appropriate accessories are permitted during the category. contestants may wear any style of their choosing (trunks, one piece, bikini, speedo) as long as it provides appropriate coverage. However, swimsuit bottoms should cover the majority of the butt cheeks, and thong style swimwear is NOT allowed.

Due to current state indecency laws, the areoles of feminine breast tissue must be covered (including contestants assigned female at birth who have not had top surgery, contestants assigned male at birth who are taking estrogen and have/are having breast enhancement surgery, or contestants using breast forms/breastplates). This may be through the use of Trans Tape, a binder, a shirt, or a preferred swim top. No points will be deducted based on the type of coverage. **No on-stage escorts are permitted in this category.**

Subcategory	Percent of Category Total	Judging Criteria
Quality of Attire and Fit	40	Contestants will be judged on their ability to showcase a high-quality swimwear concept that fits them specifically, regardless of body shape or size, and creates a cohesive overall look when considered with accessories, if any.

Subcategory	Percent of Category Total	Judging Criteria
Modeling	40	Contestants will be judged on their ability to model confidently and comfortably and are encouraged to have fun. No designated points or set path are required; contestants should use the space effectively, pose and pause appropriately, and command attention without appearing stiff.
Personality / Overall Impression	20	Contestants will be judged on their ability to convey their personality and make a statement about who they are and what they represent. The presentation should go beyond correct modeling and fit. Contestants are strongly encouraged to avoid appearing generic and instead create a memorable overall impression.

FORMAL ATTIRE

House music will be provided for this category. No custom audio will be accepted. Hair may be worn up or down. Attire may be embellished, but contestants must keep in mind that the ensemble should be something appropriate to wear to a formal evening event. Contestants are encouraged to select a fashionable look that complements their body and personal style. The overall look may be classic or current. All apparel and accessories should be in perfect condition. Shoes should match or compliment the garment and should not be scuffed or worn at the toe or heel; the exception is if the design of the shoe is meant to be distressed. **No on-stage escorts are permitted in this category.**

Subcategory	Percent of Category Total	Judging Criteria
Quality of Attire / Presentation	25	Contestants will be judged on their ability to showcase a formal look that is professional, elegant, cohesive, and worthy of a red-carpet or high-level appearance. The complete presentation includes accessories such as earrings, necklaces, bracelets, furs, shoes, and other finishing elements.
Fit	25	Contestants will be judged on the appropriateness of the fit of their attire. Garments should be, or appear to be, tailored specifically to the contestant. Attention should be given to garment length and fit through the shoulders, sleeves, chest, waist, hips, and other relevant areas.
Modeling	25	Modeling should be presented at an easy pace and demonstrate class and elegance. No designated points or set path are required; contestants should use the space effectively, pose and pause appropriately for their look, and command attention throughout the presentation.
Personality / Overall Impression	25	Contestants will be judged on their ability to convey their personality and make a statement about who they are and what they represent. While classic looks are always appropriate, contestants are encouraged to go beyond a generic presentation and create a polished, distinctive, and memorable overall impression.

ON-STAGE QUESTION

This category will be for the top 5 contestants. All questions will be typed, printed, and sealed in envelopes. Top 5 contestants will retain their contestant number, and envelopes will be selected in that order. Once a contestant chooses their question envelope, they will be allowed a moment to read the question to themselves. The emcee will then read the question out loud twice, following which they will hand the microphone over for the contestant to answer. Contestants will be judged on the content and delivery of their answer. Contestants are permitted to think about the question before answering - judging will begin once the contestant starts speaking.

Subcategory	Percent of Category Total	Judging Criteria
Ability to Communicate	50	Contestants will be judged on their ability to answer questions with confidence and poise, convey their personality, and communicate clearly without excessive errors or filler words such as “um” or “uh.”
Answer Content	50	Contestants will be judged on the thoughtfulness and substance of their answers. Responses should be specific to the question asked and avoid unnecessary tangents. Strong answers will demonstrate awareness of the issue, reflective capacity, depth, and an ability to remain focused.

SCORING

Scores for Trans USA are computed using Tally Genie, the tabulation software used by Miss Universe, Miss Earth USA, Miss Teen America, USA National Miss, and numerous other prestigious national and international systems. We believe that, as the nation’s premier trans-only pageant, only the tools used by the experts in the pageant industry should be used to ensure fairness and to eliminate human error that can arise when trying to enter all scores from sheets of paper within a limited amount of time.

To eliminate guesswork and subjectivity for the judges, all scores for each subcategory are entered on a scale of 0-100, and the software automatically weights each score appropriately, meaning that we no longer have to worry about how much a deduction of 5 points really means for categories with different maximum totals. Consistent judging can now be applied across all subcategories.

Each judge uses a personal electronic device to enter their scores into a site with an event-specific passcode. All scores entered are marked with a timestamp, and inconsistencies are flagged for staff review. Weighting factors for each category/subcategory are computed and validated by Tally Genie using the exact information and breakdown in our packet. Contestants receive copies of the direct output of the tabulation software, without modification for visual purposes, for complete transparency.

For competitions with 7 judges, the highest and lowest scores within each SUBCATEGORY are dropped for each contestant. Scores in each subcategory are multiplied by the above-mentioned weighting factors (percentages). For competitions with 5 judges, all scores are retained.

Administrative Deductions

Beyond the pre-event administrative category, on-site Administrative Point Deductions shall be administered in increments of **1 point per infraction** and applied to the contestant's final score.

Regulated infractions include but are not limited to failure to comply with established competition rules, schedules, staff directives, or event and venue protocols. This includes exceeding category time limits; tardiness; violations of category, dressing room, or helper policies; disruptive conduct by a contestant or their entourage; and failure to follow reasonable directions from Contest Officials or production staff. Infractions may also include conduct resulting in substantiated complaints from the host hotel or venue, including excessive noise, property damage, or disrespectful treatment of venue staff. Unless otherwise specified within a category or policy, applicable penalties will be assessed in accordance with competition rules.

Tie Breaker

In the event of a tie for finalists or winning court, the Interview score will be used to break the tie. In the event the tied contestants have the same score in Interview, the tie will be broken in the following order: On-stage Question, Formal Wear, State Costume, Swimwear.

Conduct as a Trans USA Representative

GENERAL CONDUCT

Trans USA strives to promote inclusion, safety, and community through competition and collaboration. As such, former/current National Representatives, current contestants, and their entourages are expected to behave appropriately. Poor sportsmanship or inappropriate behavior will result in a conversation with the Board and could result in disciplinary action up to and including disqualification from competition. This includes but is not limited to the following: bullying, cyberbullying, social media shaming, verbal abuse, physical destruction or altercations, physical abuse, tampering with others' belongings, theft, assault, public intoxication, use of illegal drugs.

This is also not limited to the time spent at the national contest. Representatives should consider at all times to be representing both the trans community and the Trans USA system. The Board reserves the right to revoke eligibility for continued involvement with the system if behavior is not aligned with the views and goals of the organization.

Detailed Policies within Trans USA Spaces

- All contestants, staff, judges, entertainers, volunteers, and guests are expected to treat one another with dignity, professionalism, and respect at all times.
- Trans USA is committed to maintaining a safe, inclusive, and affirming environment for all participants regardless of gender identity, gender expression, sexuality, race, ethnicity, religion, disability, body type, age, or background.
- Hate speech, discrimination, harassment, bullying, intimidation, or any form of abusive behavior will not be tolerated under any circumstances.
- Contestants are expected to uplift, support, and encourage one another throughout all pageant activities, rehearsals, and events.
- All backstage areas must remain respectful, professional, and welcoming environments for everyone present.
- Contestants, staff, and guests are expected to maintain cleanliness and shared-space etiquette within dressing rooms and backstage areas.
- Trans USA reserves the right to remove any individual from dressing rooms, backstage spaces, or pageant functions due to inappropriate conduct, harassment, disruption, or policy violations.
- Contestants are responsible for the conduct of any members of their entourage, including but not limited to dressers, makeup artists, hairstylists, assistants, photographers, and guests accompanying them backstage.
- Any misconduct by a contestant's entourage may result in disciplinary action toward the contestant, including warnings, point deductions, restricted backstage access, or disqualification when deemed necessary.
- Individuals accompanying contestants backstage must comply with all Trans USA policies, staff instructions, and codes of conduct.
- Contestants are expected to conduct themselves in a manner that reflects the values of Trans USA, including authenticity, integrity, advocacy, resilience, and community care.
- Trans USA celebrates the diversity of transgender experiences and recognizes that there are infinite ways to exist, express oneself, and experience gender.
- All participants are expected to contribute to an atmosphere of encouragement, empowerment, and mutual respect both onstage and offstage.
- Retaliation against any individual who reports discrimination, harassment, misconduct, or safety concerns is strictly prohibited.
- Violations of these policies may result in disciplinary action up to and including removal from pageant events, forfeiture of titles, or disqualification at the discretion of Trans USA leadership.
- Participation in Trans USA constitutes acknowledgment and acceptance of these policies and expectations.

Additional Notes on Dressing Room Policy

All contestants, their assistants, and promoters must adhere to these policies. Violations of these policies will result in administrative deductions. Contestants are responsible for the actions, conduct, and the consequences of those actions of their helpers, assistants, etc.

- Only one (1) assistant per contestant will be allowed in the dressing room(s) at any time, unless uniformly approved by the promoter. A Dresser/Assistant pass allows entry into all nights of competition for the national contest for one (1) person. If more than one person is assisting contestant, official entry tickets must be purchased separately for all excess.
- One (1) pass will be given to each contestant which must be shared in cases of multiple assistants.
- If a pass is lost, a new one may be purchased for **\$15**. Until the new pass is issued, the contestant assistants will not be allowed to be in the dressing room(s). Only one pass per contestant will be allowed to be in use at any time. Revocation of all dressing room privileges will be the penalty given to any contestant whose assistants are found to be using more than one (1) pass at any time.
- All persons without a pass will be removed from the location of the contest should they attempt to enter the dressing room(s).
- Media personnel will be required to have passes but will not be allowed into the dressing room areas. Contestants are not required to interview or take extra photos for media but are encouraged to do so if they feel comfortable. All interactions should be done outside of the dressing room areas.
- Special entertainment will have their own dressing area when applicable and should not be in the contestant dressing room areas. Trans USA Formers may check in on contestants in the dressing areas but will observe and respect privacy. If any contestant feels their privacy has been violated, they should speak with the National Representative immediately to resolve the issue and prevent any further discomfort.

Contact Information

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Trans USA Website <https://www.transusanationalpageantry.com/>

Facebook: Trans USA National Pageantry

Instagram: @transusaofficial

TikTok: TransUSAOfficial



Appendix A. Mr. Trans USA 2027 National Contract

This signed agreement is between the Mr. Trans USA National Representative, [REDACTED], and **Trans USA** (IRS Entity Name: Mr and Miss Trans USA Incorporated; EIN: 833774943).

Purpose

This agreement establishes the expectations, responsibilities, and mutual commitments between Trans USA and its National Representative. The purpose of this agreement is to support a successful reign, ensure consistent representation of the organization, and provide a framework for communication, collaboration, accountability, and professional growth.

The following sections outline requirements and guidelines that must be met and followed during the national reign. For the purposes of this contract, “national reign” is defined as the period beginning with the full execution of the national contract and ending with the crowning of the successor at the next national competition for Mr. Trans USA.

Scope

National Representatives serve as independent volunteers and ambassadors of Trans USA National Pageantry. Nothing in this agreement shall be construed as creating an employer-employee relationship or authorizing the representative to enter into contracts, financial agreements, or legally binding commitments on behalf of the organization without prior written authorization from the Executive Leadership Team and/or Board of Directors. The extent of authorization required will be determined on a case-by-case basis.

Note: The conduct expectations noted herein also apply to all other levels of representation within Trans USA. Similarly, conduct expectations noted in the handbook and original contestant agreement between Trans USA and the national representative will remain applicable during the national reign.

Section A1. General Standards of Representation

As a National Representative, you serve as an ambassador for Trans USA, the National Trans Access Conference, and the communities we represent. While no contract can anticipate every situation that may arise during a national reign, representatives are expected to exercise sound judgment, professionalism, integrity, and compassion in all official capacities. These standards are intended to support a successful reign while fostering positive relationships with contestants, community members, sponsors, partners, volunteers, and fellow advocates.

Trans USA is equally committed to supporting each National Representative through mentorship, collaboration, communication, and reasonable accommodations whenever possible. This agreement represents a shared commitment to the success of the representative, the organization, and the communities we serve.

Throughout the national reign, the National Representative is expected to:

- Represent Trans USA with professionalism, honesty, integrity, and respect in public appearances, media engagements, partnerships, and official communications.
- Foster positive, collaborative relationships with contestants, titleholders, alumni, sponsors, partners, volunteers, judges, and members of the broader LGBTQIA+ community.
- Refrain from knowingly making false, defamatory, harassing, discriminatory, retaliatory, or intentionally harmful public statements regarding Trans USA, its representatives, contestants, sponsors, partners, volunteers, affiliated organizations, or other pageantry systems.
- Exercise discretion and professionalism when speaking publicly or online, recognizing that community members may reasonably associate their conduct with the organization throughout their reign.
- Avoid excessive profanity or obscene verbal or nonverbal expressions while representing Trans USA in an official capacity.
- Actively participate in collaborative opportunities with organizational sponsors, partners, and community organizations within mutually agreed-upon and reasonable timeframes.
- Participate in a monthly virtual leadership meeting using Trans USA's designated communication platforms with their Division Coordinator, National Coordinator, and/or members of the Executive Leadership Team to discuss goals, upcoming appearances, advocacy efforts, organizational initiatives, and any support or resources needed.
- Conduct the required virtual contestant interviews and mentorship activities within mutually agreed-upon timelines.
- Maintain an active and visible presence through community engagement, advocacy, appearances, and social media throughout the national reign.

Trans USA recognizes that unforeseen circumstances (including illness, disability, caregiving responsibilities, employment obligations, emergencies, safety concerns, and other significant life events) may occasionally affect a representative's ability to fulfill certain responsibilities. Representatives are expected to communicate these situations promptly so that reasonable accommodations, schedule adjustments, or alternative methods of participation may be considered whenever possible.

Should concerns arise regarding fulfillment of the expectations outlined in this agreement, Trans USA will generally seek to resolve them through communication, mentorship, and collaborative problem-solving. Except in cases involving serious misconduct or circumstances requiring immediate action, concerns will typically be addressed through a progressive process that may include coaching, written expectations for improvement, and reasonable opportunities to demonstrate progress before additional disciplinary action is considered.

Section A2. Professional Appearance & Regalia

As a National Representative of Trans USA, you serve as a visible ambassador for the organization and the communities we represent. Your appearance should reflect the purpose of each event while celebrating your authentic identity, culture, heritage, faith, disability, gender expression, and personal style.

Professional Appearance

When appearing in an official capacity on behalf of Trans USA, National Representatives are expected to:

- Dress appropriately for the nature, purpose, and level of formality of each event.
- Present themselves in a clean, well-maintained, and professional manner appropriate to the occasion.

- Wear clothing that is in good condition and suitable for the activities involved.
- Refrain from wearing garments displaying hateful, discriminatory, or explicitly offensive language or imagery while representing the organization.
- Respect any reasonable attire or safety requirements established by the host organization or venue, provided those requirements do not conflict with the representative's identity, accessibility needs, or applicable law.
- Exercise sound judgment in selecting attire that reflects positively upon both themselves and the organization while honoring their authentic identity and the communities they represent.

Clarification of Professional Standards

Trans USA recognizes that professionalism is not defined by any one style of dress, body type, gender expression, or cultural aesthetic. Rather, National Representatives are encouraged to celebrate their individuality and present themselves in a manner that is authentic, respectful of the occasion, and consistent with the dignity and responsibilities of the office they hold. Cultural dress, traditional attire, adaptive clothing, religious garments, and authentic forms of gender expression are welcomed and valued as part of the diversity that strengthens the Trans USA family.

Wearing the Regalia

The official crown, sash, medallion, and any other commemorative regalia presented to each National Representative become the representative's personal property upon the successful completion of their reign. These items serve as lasting symbols of leadership, advocacy, service, and lifelong membership in the Trans USA family.

Throughout the national reign, representatives are expected to care for their regalia responsibly and present it in a manner that reflects positively upon the organization and the title they hold.

When representing Trans USA in an official capacity:

- Only the official regalia issued for the representative's current national title may be worn.
- The crown and medallion should generally be worn with semi-formal or formal attire unless another style of dress is more appropriate for the event or has been approved by organizational leadership.
- The official sash may be worn independently or together with the crown whenever appropriate for the appearance.
- Representatives are expected to wear, at minimum, the official sash during scheduled media interviews, official photographs, educational presentations, award presentations, public speaking engagements, and similar appearances unless otherwise approved.
- Official Trans USA pins, name badges, or other organizational identifiers should be worn when requested for specific events.
- Representatives are encouraged to notify leadership in advance of significant media appearances or high-profile opportunities so that organizational support, promotion, or branding assistance may be provided, depending on current organizational capacity.
- Representatives should promptly communicate significant travel delays or emergencies affecting official appearances.
- Representatives remain responsible for complying with all applicable laws, transportation regulations, and venue requirements while traveling.

Care & Maintenance of Regalia

National Representatives accept responsibility for the care and maintenance of their official regalia throughout the national reign.

Representatives agree to:

- Store the crown in a rigid or semi-rigid protective case whenever it is not being worn
- Store the sash in a manner that protects it from wrinkles, stains, moisture, and unnecessary wear
- Keep regalia clean, presentation-ready, and in good condition for official appearances
- Protect regalia from excessive heat, moisture, smoke, chemicals, pets, and other conditions that could reasonably result in deterioration or damage
- Notify organizational leadership promptly if repairs become necessary during the reign
- Exercise reasonable care to prevent unnecessary loss, theft, or damage

If regalia requires repair during the national reign, the representative is responsible for the associated repair costs, including shipping, unless otherwise approved by the Executive Leadership Team.

Air Travel with Regalia

When traveling by air while representing Trans USA National Pageantry:

- The crown should be transported as a personal item whenever possible.
- The crown should always travel inside a rigid or semi-rigid protective case.
- The crown should never be packed in checked baggage.
- The crown should not be packed inside other luggage where it could be crushed or damaged.
- Representatives should maintain possession of the crown throughout travel whenever reasonably possible.

Appropriate Use of Regalia

The official crown and sash symbolize the office of National Representative and should be worn in settings that reflect positively upon the organization and the communities it serves. Representatives should exercise sound judgment regarding when regalia is appropriate and avoid situations that present an unnecessary risk of damage, loss, theft, or injury. Safety should always take precedence over wearing regalia when the circumstances warrant.

The official crown, sash, and other regalia may not be loaned, rented, transferred, or used by another individual during, or following, the representative's reign.

Alterations

Official regalia should not be permanently altered, refinished, resized, embellished, or otherwise modified without prior written approval from the organization. Temporary, non-damaging adjustments necessary to improve comfort, accessibility, or fit are permitted provided they do not permanently affect the appearance or integrity of the regalia.

Official Photography

Representatives are encouraged to obtain additional high-quality professional photographs (minimum resolution: 300 DPI) featuring their official regalia throughout their reign, beyond the required promotional photo at 30 days. When reasonably possible, photographs from official appearances and community events should be shared with the Trans USA team to support organizational marketing, historical archives, annual publications, sponsor recognition, and media outreach.

Stewardship of the Title

The crown and sash represent not only the individual National Representative but also the history of the title, the legacy of those who have served before them, and the future leaders who will follow. National Representatives are entrusted with carrying that legacy forward and are encouraged to preserve their regalia as lasting reminders of their service and lifelong membership in the Trans USA family.

Section A3. Organizational Representation, Sponsorships, & Conflicts of Interest

Trans USA values collaboration throughout the LGBTQIA+ community and recognizes that many National Representatives have longstanding relationships with other pageantry systems, nonprofit organizations, businesses, sponsors, entertainers, and community initiatives. These relationships are welcomed and celebrated, provided they do not interfere with the representative's responsibilities to Trans USA or create an actual or perceived conflict of interest.

Nothing in this section is intended to discourage collaboration across organizations. Rather, these standards are designed to promote transparency, preserve public confidence in the organization, and ensure that National Representatives fulfill their responsibilities without competing obligations.

Throughout the national reign, representatives agree to the following:

- Representatives may continue to celebrate previously earned titles and participate in anniversary celebrations, alumni events, reunions, step-down ceremonies, judging, mentoring, performances, volunteer service, and other community activities, provided those engagements do not interfere with their responsibilities to Trans USA.
- During the national reign, all official appearances, national walks, media engagements, and ceremonial presentations conducted as the current National Representative shall represent only the representative's current Trans USA title. Official Trans USA regalia may not be worn in conjunction with another current title or used to promote another pageant system.
- Unless otherwise arranged by the event organizer or approved by the Executive Leadership Team, expenses associated with appearances outside of official Trans USA programming shall be the responsibility of the National Representative.
- Representatives shall avoid entering into sponsorships, endorsement agreements, partnerships, or other professional relationships using their Trans USA title that create a material conflict with the mission, values, sponsors, contractual obligations, or strategic interests of the organization.
- Representatives should promptly disclose any actual or potential conflicts of interest, including financial relationships, sponsorships, leadership positions, or organizational affiliations that could reasonably be perceived as influencing their responsibilities as a National Representative.
- Representatives may not sign contracts, negotiate legally binding agreements, or otherwise obligate Trans USA National Pageantry without prior written authorization from the Executive Leadership Team.

Section A4. Financial Stewardship

National Representatives play an important role in cultivating relationships with donors, sponsors, grantmakers, and community partners. Representatives are encouraged to actively identify opportunities that expand resources, strengthen partnerships, and advance the mission of Trans USA.

To ensure transparency, accountability, and sound nonprofit stewardship, representatives agree to the following:

- Representatives are encouraged to identify prospective sponsors, donors, grant opportunities, and community partners on behalf of Trans USA.
- Whenever reasonably possible, substantive communications regarding sponsorships, grants, major donations, or financial partnerships should include (copy) an appropriate member of the Executive Leadership Team to ensure continuity, transparency, and organizational awareness.
- Representatives may assist with sponsorship cultivation, fundraising campaigns, and partnership development but may not independently execute contracts, grant agreements, sponsorship agreements, or other legally binding financial commitments on behalf of the organization.

- Monetary donations intended for Trans USA should be directed through approved organizational fundraising platforms or payment systems whenever practical.
- Any checks, sponsorship payments, cash donations, or other funds received outside of approved online platforms shall be promptly delivered, together with any supporting documentation, to a designated financial officer for processing, deposit, acknowledgment, and recordkeeping.
- Representatives shall not deposit organizational funds into personal accounts or distribute charitable funds without prior written authorization.
- Routine online donations or funds received through approved fundraising platforms do not require additional reporting beyond normal reconciliation procedures unless otherwise requested.
- Representatives are encouraged to maintain accurate records of sponsorship conversations, pledged contributions, and partnership opportunities and to share those records with organizational leadership.
- Whenever practical, sponsorship negotiations, grant discussions, and significant fundraising efforts should involve at least two organizational representatives. This practice promotes transparency, protects all parties, preserves institutional knowledge, and supports organizational continuity.

These procedures are intended to protect both the National Representative and the organization while ensuring the highest standards of financial stewardship, donor confidence, and nonprofit accountability.

Section A5. Competing During the National Reign

The national reign is intended to be a period of dedicated leadership, service, advocacy, and mentorship. To preserve the integrity of the national title and ensure that representatives can devote their full attention to their responsibilities, the following policies apply throughout the national reign:

- National Representatives may not compete in any pageant, competition, contest, or similar event at any (local, regional, state, national, or international) level during their national reign.
- National Representatives may not enter, register for, or otherwise participate in preliminary competitions or qualifying events that could advance to another title or system during their reign.
- Representatives may not publicly accept, campaign for, or be appointed to another title while serving as a current National Representative of Trans USA, except as expressly permitted within this agreement.
- Representatives are encouraged to remain active participants in the broader pageantry community by attending events as invited guests, former titleholders, judges, entertainers, mentors, volunteers, speakers, or presenters, provided those roles do not interfere with their responsibilities to Trans USA.
- Representatives may continue to be recognized for previously earned titles and participate in anniversary celebrations, alumni events, etc. as formers. However, when appearing as the current National Representative of Trans USA, only official Trans USA national regalia shall be worn. This applies throughout the duration of an event including a national walk or official appearance.
- Current National Representatives may not participate in national walks, official presentations, or similar ceremonial appearances representing another title during their reign.
- During the final two (2) months of the national reign, representatives may begin preparing for future competition after the completion of their reign, provided no competition occurs before the conclusion of the Trans USA reign and such preparation does not interfere with remaining official responsibilities.

These restrictions apply only during the active national reign and are intended to ensure that each National Representative can fully dedicate themselves to the unique opportunities, responsibilities, and service associated with representing Trans USA.

Section A6. Performance Improvement & Progressive Accountability Policy

Trans USA is committed to helping every National Representative succeed. When performance concerns arise, the organization's first priority is to provide guidance, mentorship, and reasonable opportunities for improvement. Except in cases involving serious misconduct, violations requiring immediate action, or circumstances addressed under the Revocation of Title Policy, concerns regarding fulfillment of the responsibilities outlined in this agreement will generally be addressed through the following progressive process.

Informal Coaching

At any point during the national reign, leadership may initiate an informal conversation to discuss concerns related to communication, participation, professionalism, visibility, or other expectations outlined in this agreement. The purpose of this discussion is to identify barriers, provide support, and establish mutually agreed-upon goals moving forward.

90-Day Performance Review

If performance concerns remain unresolved at 90 days, or if a representative has demonstrated an ongoing pattern of failing to meet the expectations of the national title, the representative will receive a formal written **Performance Improvement Notice**.

This notice will:

- Identify the specific areas of concern.
- Outline the expectations that have not been met.
- Establish measurable goals for improvement.
- Identify any resources, mentorship, or organizational support available.
- Establish a timeline for demonstrating meaningful progress.

The representative will have the opportunity to respond to the notice and work collaboratively with leadership to develop an appropriate improvement plan.

Approximately thirty (30) days after the Performance Improvement Notice is issued, the Executive Leadership Team will review the representative's progress. If leadership determines that the representative has demonstrated meaningful improvement or has made a good-faith effort toward meeting the expectations outlined in this agreement, the Performance Improvement Notice will be considered successfully resolved, and the representative will continue their reign in good standing.

If little or no progress has been made, or if the representative has not demonstrated a reasonable effort to fulfill the agreed-upon improvement plan, the Executive Leadership Team may take additional action, including but not limited to:

- Issuing a final written warning
- Temporarily suspending certain responsibilities or privileges
- Requiring additional mentorship or oversight
- Revoking the national title in accordance with the Revocation of Title policy outlined below

Immediate Action

Nothing in this policy limits the authority of Trans USA to investigate or take immediate action in response to serious misconduct, including but not limited to illegal activity, fraud, harassment, discrimination, violence, significant breaches of confidentiality, conduct that presents a substantial risk to the organization or community, or other material violations of this agreement.

Whenever practicable, representatives will be informed of the concerns under review and afforded an opportunity to provide relevant information before a final decision is made.

The purpose of this policy is not punitive. Rather, it is intended to foster accountability, encourage professional growth, and provide every National Representative with a fair opportunity to succeed while protecting the integrity of the organization and the communities it serves.

Section A7. Additional Policies and Procedures

For a full list of applicable Trans USA policies and procedures, please consult the most recent edition of the Trans USA Organizational Policies and Procedures Manual. While select policies are listed here, all representatives (national, regional, state) agree to abide by these policies and procedures, in full.

Safety, Accessibility & Well-Being: Trans USA is committed to providing a safe, inclusive, and accessible environment for every National Representative. Representatives should never feel that fulfilling the responsibilities of their title requires compromising their physical safety, mental health, disability accommodations, employment, education, family obligations, or other essential personal responsibilities. Accordingly:

- Representatives are encouraged to communicate accessibility needs, medical limitations, scheduling conflicts, or safety concerns as early as reasonably possible so that appropriate accommodations may be explored.
- No representative will be required to participate in an appearance or activity that presents an unreasonable risk to their health or safety.
- The organization will make reasonable efforts to provide accommodations consistent with applicable law, organizational resources, and the specific circumstances of each event.
- Representatives are expected to conduct themselves in a manner that contributes to a safe, respectful, and welcoming environment for participants, volunteers, staff, and members of the public.
- Representatives should immediately report any credible threats, harassment, discrimination, safety concerns, or incidents involving themselves or other members of the Trans USA community to organizational leadership.

Mental Health & Wellness: Trans USA recognizes that advocacy, public visibility, and community leadership can be emotionally demanding. Representatives are encouraged to prioritize their own well-being throughout their reign. Accordingly:

- Representatives are encouraged to communicate when additional support, schedule adjustments, or temporary accommodations may be needed.
- Leadership will make reasonable efforts to provide flexibility during periods of illness, disability, family emergencies, or significant life events whenever possible.
- Requesting assistance, accommodations, or temporary adjustments shall not, by itself, be considered a failure to fulfill the responsibilities of the title.

Communication Expectations: Timely communication is essential to effective organizational operations. Unless prevented by illness, emergency, travel limitations, or other unavoidable circumstances, representatives should:

- Acknowledge routine organizational communications within five (5) business days.
- Respond to time-sensitive requests within two (2) business days whenever reasonably possible.
- Notify leadership when they anticipate being unavailable for an extended period.
- Maintain active access to all official organizational communication platforms (e.g., Slack, official email, etc.).

Repeated failure to communicate may result in supportive outreach, performance coaching, or additional review as outlined elsewhere in this handbook.

Conflict Resolution & Internal Disputes: Trans USA encourages respectful, direct, and solution-focused communication. Whenever practical:

1. Individuals should first attempt to resolve concerns respectfully with one another.
2. If resolution cannot be reached, the matter may be referred to the Executive Leadership Team for facilitated discussion.
3. Matters involving ethics, safety, discrimination, financial concerns, or serious misconduct may be brought directly to leadership without attempting informal resolution.

No representative shall face retaliation for raising a good-faith concern regarding organizational operations, safety, discrimination, harassment, accessibility, or legal compliance.

Media Relations & Public Statements: National Representatives are often viewed as ambassadors of Trans USA. Accordingly:

- Representatives are encouraged to participate in interviews and media opportunities that advance the organization's mission.
- Media requests involving official organizational business should be shared with the Executive Leadership Team whenever practical.
- Representatives should make reasonable efforts to ensure that information shared publicly about Trans USA is accurate.
- When expressing personal opinions, representatives are encouraged to make it clear that they are speaking in their individual capacity and not on behalf of Trans USA.
- Only individuals specifically authorized by the organization may issue official organizational statements regarding legal matters, governance decisions, financial matters, or organizational policy.

Intellectual Property: Unless otherwise agreed or noted in writing:

- The names "Trans USA National Pageantry," "Miss Trans USA," "Mr. Trans USA," "Mx. Trans USA," "Trans USA," "Mr. and Miss Trans USA Incorporated", "National Trans Access Conference", and all relevant designations below the national level; organizational logos, trademarks, and official branding; conference and strategic-planning documents; event concepts; publications and educational material; competition materials; regalia designs; official photography commissioned by the organization; marketing materials; and other organizational works remain the intellectual property of Trans USA. As noted in the Trans USA bylaws, in the event of dissolution of the organization, all intellectual property will be transferred back to the organizational founder, Gerardo Chavez.
- Representatives are granted a non-exclusive license to use approved organizational branding during their official reign for authorized promotional purposes.
- Upon completion or termination of the reign, representatives shall discontinue use of official organizational branding except where reasonably necessary or when acting on behalf of the organization in an official capacity with written approval.

Succession

Should a National Representative resign, abandon the title, become permanently unable to fulfill the essential responsibilities of the office, or have the title revoked, the Executive Leadership Team and Board of Directors may vote to offer succession to the First Alternate. Acceptance of succession is not automatic and shall occur only after review of the circumstances, confirmation of eligibility, and approval by both the Executive Leadership Team and Board of Directors. If the First Alternate declines or is ineligible for any reason, succession may be offered to subsequent alternates within the Top 5 from the competition year in placement order.

Force Majeure

Trans USA shall not be considered in breach of this agreement when events, performances, or appearances are prevented or substantially impaired by circumstances beyond the reasonable control of the organization or the representative, including but not limited to natural disasters, severe weather, public health emergencies, acts of terrorism, civil unrest, governmental action, transportation disruptions, labor disputes, venue closures, or other extraordinary circumstances.

When practical, the organization will make reasonable efforts to reschedule events/appearances, modify expectations, or identify alternative means of fulfilling official responsibilities.

Resignation, Abandonment, & Revocation of the National Title

A National Representative may voluntarily resign the title by submitting written notice to the Executive Leadership Team. Abandonment of the title may be determined when a representative, without prior notice or reasonable explanation:

- Fails to respond to repeated official organizational communications for thirty (30) consecutive calendar days despite documented good-faith outreach through multiple official communication methods;
- Fails to participate in required organizational responsibilities during that period; and
- Cannot be reasonably contacted by the organization.

Prior to any determination of abandonment, the Executive Leadership Team shall make reasonable documented efforts to contact the representative and determine whether illness, disability, family emergency, military service, or other extraordinary circumstances are preventing communication.

A title may be revoked for serious misconduct or substantial failure to fulfill the responsibilities outlined in this handbook following applicable review procedures.

Upon resignation, abandonment, or revocation, the representative shall immediately cease representing themselves as a current National Representative of Trans USA and shall return all organizational property that remains the property of Trans USA, including organizational records, credentials, equipment, documents, digital assets, and other materials issued for official use.

Financial awards, stipends, travel assistance, scholarships, or other benefits provided contingent upon completion of the national reign may be subject to forfeiture or repayment as permitted by law and organizational policy. Personal commemorative regalia specifically designated as the representative's permanent property upon successful completion of the reign shall be governed by the applicable provisions of this handbook.

Resignation, Abandonment, or Revocation Policies

Upon resignation, abandonment, or revocation of the title, the individual shall immediately cease representing themselves as the current National Representative of Trans USA National Pageantry and shall discontinue the use of all official titles, branding, credentials, and organizational authority associated with the office.

Within fourteen (14) calendar days, or within another timeframe approved by the Executive Leadership Team, the former representative shall return all organizational property in their possession, including, but not limited to:

- The official crown, sash, and any other regalia or materials not yet vested as the representative's permanent property under this handbook;
- Any official titleholder prize package, awards, gifts, equipment, promotional materials, credentials, or other items designated by the organization as transferable to a successor;
- Organizational records, documents, digital assets, passwords, files, keys, identification badges, or other property belonging to Trans USA National Pageantry.

Any cash award, scholarship, stipend, travel benefit, prize, or other financial benefit that was awarded as part of the official National Representative prize package and is contingent upon the successful completion of the national reign shall be forfeited and, when applicable, returned to the organization for transfer to the successor or otherwise administered in accordance with Board policy.

This provision does not apply to compensation that has already been earned through completed work. Representatives shall retain appearance fees, performance compensation, honoraria, reimbursements for approved expenses, travel reimbursements, or other payments earned for services rendered prior to the effective date of resignation, abandonment, or revocation, provided such payments were received in accordance with organizational policies.

Any unpaid or future benefits associated with the remainder of the national reign, including appearance stipends, travel assistance, scholarships, reimbursements, gifts, or other incentives scheduled to be provided after the effective date of resignation, abandonment, or revocation, shall be forfeited unless otherwise approved by the Board of Directors. Unless otherwise noted by the Board of Directors/Trans USA Leadership, revocation or abandonment will prohibit the individual from further affiliating with Trans USA as an organization, representing at Trans USA events, or using the Trans USA brand (including social media tags) in any way.

The Executive Leadership Team and Board of Directors may establish reasonable procedures for the orderly transfer of organizational property and official responsibilities to ensure continuity of leadership and the successful transition to a successor.

Amendments to the Handbook

This handbook may be amended from time to time by the Board of Directors to reflect changes in law, organizational operations, governance, or best practices. Whenever practical:

- Representatives will be notified of substantive amendments.
- Updated editions shall supersede previous versions upon their effective date.
- Representatives may be required to acknowledge receipt of significant revisions.

The Executive Leadership Team may issue interim policies, procedures, or operational guidance between formal handbook revisions when necessary to support the effective administration of the organization.

SIGNATURE SECTION

By signing below, signer agrees with the rules and regulations stated above, all guidelines outlined in the most recent edition of the national handbook (and any future amendments/addenda to the contract and handbook), and to accept the title and responsibilities of Mr. Trans USA 2027.

(Mr. Trans USA WINNER Legal Signature)

(Date/Time)

(Mr. Trans USA WINNER Print Legal Name)

(Date/Time)

(Trans USA Co-Executive Director 1 Signature)

(Date/Time)

(Trans USA Co-Executive Director 2 Print Name)

(Date/Time)

(Trans USA Co-Executive Director 2 Signature)

(Date/Time)

(Trans USA Co-Executive Director 3 Print Name)

(Date/Time)

(Trans USA Co-Executive Director 3 Signature)

(Date/Time)

(Trans USA Co-Executive Director 3 Print Name)

(Date/Time)

Appendix B: Contestant Communication Policies

As part of the Trans USA National Pageantry program, each contestant will be provided with a professional **@transusanationalpageantry.com** email account through Google Workspace. This account provides access to organization-approved communication and collaboration tools, including:

- Gmail
- Google Calendar
- Google Drive and shared resources
- Google Meet
- Slack
- Other organization-approved platforms and services

These tools are intended to create a professional, accessible, and transparent environment for contestants, titleholders, volunteers, judges, and organizational leadership.

Official announcements, deadlines, schedules, policy updates, meeting invitations, and other organizational communications will be distributed through **Google Workspace email** and **Slack**. Contestants are expected to monitor these platforms regularly and respond to communications in a timely manner.

While contestants, titleholders, alumni, and supporters are welcome to create and participate in private social groups (including Facebook groups, Instagram group chats, Discord servers, text threads, or similar spaces), these platforms are not considered official methods of communication for Trans USA.

The organization cannot guarantee that information shared outside of official communication channels is accurate, complete, or current.

Account Ownership: These Google Workspace accounts are organizational accounts that remain the property of Trans USA. Contestants will retain access to these accounts for 30 days following the conclusion of the national pageant.

Response Expectations: When a response is required, contestants should acknowledge time-sensitive communications within 72 hours whenever reasonably possible.

Use of AI: While AI may be used to improve writing or brainstorming, contestants remain responsible for the accuracy, authenticity, and confidentiality of anything they submit or share on behalf of Trans USA.

Professional Boundaries

To ensure fairness, consistency, accessibility, and transparency, contestants agree to conduct official Trans USA business through the organization's designated communication platforms.

Except in emergencies or where expressly invited by a staff member, contestants should not contact members of leadership regarding organizational business through:

- Personal social media accounts
- Personal text messages
- Personal phone numbers
- Personal email addresses

This policy helps ensure that all contestants receive equal access to information, that conversations are appropriately documented when necessary, and that organizational knowledge is retained regardless of personnel changes.

Confidential Information

Contestants understand that they may receive information prior to public announcements regarding organizational initiatives, partnerships, sponsors, programming, event planning, or other matters. Any information identified as confidential or internal must not be shared publicly or with individuals outside the organization unless expressly authorized. Additional confidentiality expectations and examples will be outlined in each contestant's Welcome Packet and any applicable agreements.

Social Media & Public Representation

Trans USA recognizes that contestants and titleholders are individuals with diverse backgrounds, opinions, identities, and experiences. The organization does not seek to regulate personal viewpoints or monitor individuals' personal social media activity.

However, contestants should recognize that participation in a national leadership program naturally increases their public visibility. Community members, sponsors, media outlets, and youth often view contestants and titleholders as representatives of the organization.

Accordingly, contestants are expected to exercise sound judgment, professionalism, and discretion in their public communications.

Examples include but are not limited to:

- Communicating respectfully, even during disagreement
- Avoiding harassment, bullying, hate speech, discrimination, or personal attacks
- Avoiding the disclosure of confidential organizational information
- Clearly distinguishing personal opinions from official organizational positions when appropriate
- Considering the potential impact of posts on fellow contestants, community members, sponsors, partners, and the broader transgender community.

The organization does not actively monitor contestants' social media accounts. However, concerns brought to the attention of leadership by community members, partners, or other stakeholders may be reviewed through established organizational procedures. Whenever possible, concerns will be addressed through education, conversation, and restorative approaches before disciplinary action is considered.

Positive Digital Citizenship

Contestants are encouraged to use their platforms to:

- Educate and advocate
- Celebrate the accomplishments of others
- Support fellow contestants and titleholders
- Promote organizational events and initiatives
- Engage respectfully with the communities they serve
- Foster welcoming, affirming, and inclusive online spaces

The goal of these standards is not to limit authentic self-expression but to uphold the professionalism, integrity, and collaborative spirit expected of members of the Trans USA family.

Accessibility

Contestants are encouraged to let leadership know if they need communication accommodations.

Appendix C: Content Call for Trans USA 2027 National Souvenir Book

As we gather in Milwaukee for this historic weekend, we invite community members, organizations, businesses, and allies to be part of our official Souvenir Book. This publication will serve not only as a program for the weekend's events, but as a lasting record of a powerful moment in trans history. We welcome submissions that uplift community voices, celebrate resilience, share knowledge, and highlight the brilliance and diversity of trans and queer communities across the country.

Examples of highly welcome content include, but are not limited to:

- Messages of encouragement for the community
- Informational pages highlighting your non-profit organization, community group, business, or initiative
- Announcements and promotions for major local, regional, or national LGBTQ+ events
- Creative submissions such as artwork, photography, poetry, prose, essays, and other original work
- Educational content including infographics, articles, advocacy primers, thought pieces, etc.
- Advertisements or announcements for research studies serving relevant communities
- Advertisements for services within the pageant or LGBTQ+ community, including hair, jewelry, photography
- Curated lists of trans-focused resources in your state or region, including organizations, support networks, and contact information
- Advertisements for upcoming conferences, gatherings, or educational events, including highlights of key sessions or speakers
- QR codes for donations, discounts, or coupons are also encouraged!

Purchase pages and extra copies at USING THE QR CODE BELOW OR AT <https://tinyurl.com/TUSA27BOOK> (Use CLASSCODE for 50% off)

Design Specifications and Considerations

Ensure that content is appropriate for **all ages and adheres to the following:**

- JPG, PSD, PDF, PNG, or Illustrator format (Templates available)
- Image resolution of at least 300 dpi and CMYK format
- 1/8" (0.125) inch bleed on all sides

Pricing:

- Full Page (8.5 x 11): **\$100**
- Half Page (5.5 x 8.5 or 8.5 x 5.5): **\$50**
- Quarter Page (5.5 x 4.25): **\$25**

Submission:

- Please submit all content to admin@transusanationalpageantry.com by **October 31, 2027**.



Appendix D. Team TUSA Challenge

Help Fund Your Nationals' Journey with this Peer-to-Peer Fundraising Tool!

The Team TUSA Challenge is a peer-to-peer fundraising effort that invites friends, teams, organizations, and community leaders to come together in support of greater access to Trans USA programming and professional development opportunities.

Participation in national events can be life-changing—but for many talented and dedicated community members, the costs of travel, registration, and lodging can create barriers that make participation impossible. The Team TUSA Challenge helps remove those barriers by raising funds for our Registration Scholarship Fund, which expands access to the national competition and allows our most resourceful leaders to focus more fully on their community service and advocacy projects with local partner charities.

This scholarship fund prioritizes support for participants from communities that are too often excluded from opportunities like this, including BIPOC, disabled, immigrant, formerly incarcerated, and intersex individuals, as well as others from historically underrepresented communities.

Prizes

Teams who reach the following milestones will receive special recognition and benefits:

- **\$500 raised:** VIP admission for one (1) to the Trans USA 2027 national event
- **\$1,000 raised:** VIP admission for two (2) to the Trans USA 2027 national event
- **\$2,500 raised:** Two Founder's Club/All-Access memberships for the Trans USA 2027 national event
- **\$5,000 raised:** Two Founder's Club/All-Access memberships plus three (3) nights of hotel accommodations during the Trans USA 2027 national event.

The top fundraising team will also receive a voucher to cover 5 nights of lodging at an all-inclusive tropical resort!

Teams also have the option to donate these benefits to community members with the greatest financial need, helping ensure that those who would most benefit from attending have the opportunity to participate!

Participate at <https://tinyurl.com/TUSA27CHALLENGE> or using the QR Code Below





TRANS^{♂♀}USA

NATIONAL PAGEANTRY

Mr. Miss Mx.

EST. 2018

Appendix E. TUSA 2027 Brief Partnership Guide

Trans USA Partnerships

By supporting Trans USA 2027 and the 2nd Trans Access Conference, partners affirm their alignment with a nationally recognized platform for community visibility and a historic, culturally significant event for the transgender and non-binary community nationwide.

Sponsorship at any level further affirms each organization and individual's commitment to equity, accessibility, and authentic representation while providing brand access within a national, multi-sector gathering of advocates, professionals, artists, entrepreneurs, and community leaders.

Value and Long-term Impact

Across the country, major LGBTQ+ conferences and convenings have demonstrated significant value for host cities, generating tourism revenue, increasing hotel occupancy, supporting local restaurants and retailers, and elevating civic reputation. National gatherings such as the Out & Equal Workplace Summit, Creating Change, and other large-scale LGBTQ+ conferences began as focused community events and, through sustained investment and

Trans USA 2027 represents the second edition of this expanded conference model. With continued sponsorship and civic partnership, Trans USA has the potential to evolve into a recurring *international* convening that consistently brings attendees, media visibility, and economic activity to its host city—while solidifying Milwaukee's reputation as a leader in inclusive, community-centered engagement.

For local and regional businesses, sponsorship offers:

- **Direct brand visibility** to a national and regional audience
- **On-site engagement opportunities** through vendor space, materials distribution, and networking
- **Association with a historic and culturally meaningful event**
- **Demonstrated commitment to diversity, equity, and belonging** in action — not just messaging
- **Positive media and public relations opportunities** tied to a landmark gathering
- **Alignment with workforce values**, signaling to employees and prospective talent that your organization supports inclusive civic space

“The Trans USA organization brought out a side of me I didn’t know fully existed. It brought out the best in me. It helped me realize my potential of being a visible advocate, an administrator, and taught me how to market myself while building a platform from scratch that I will continue to have for the rest of my life.”

Jamie Ashby, Miss Trans Michigan 2023, Outstanding Advocate Winner 2023

Trans USA 2027: Partnership Levels

Partnerships at Trans USA are built around shared impact. The benefits below provide a general framework for recognition and engagement; however, Leadership, Presenting, multi-year, and other strategic partnerships may be customized to reflect a partner's mission, expertise, community goals, and desired level of involvement. Trans USA welcomes both financial and in-kind partnerships that meaningfully advance the accessibility, sustainability, and impact of our programs.



Bronze Partner (\$250)

Build the foundation for an accessible and welcoming national event.

- Logo recognition on the Trans USA website
- Half-page, full-color advertisement in the National Souvenir Book
- One (1) complimentary copy of the National Souvenir Book
- Official 501(c)(3) contribution acknowledgment letter



Silver Partner (\$500)

Create spaces where community, connection, and belonging can thrive.

- Logo recognition on the Trans USA website
- Full-page, full-color advertisement in the National Souvenir Book
- One (1) complimentary copy of the National Souvenir Book
- One (1) General Admission pass to all nights of national competition
- Official 501(c)(3) contribution acknowledgment letter



Gold Partner (\$750)

Expand accessible education, advocacy, and community resources.

- Logo recognition on the Trans USA website and official event T-shirt
- Dedicated social media recognition before, during, and after national event
- Full-page, full-color advertisement in the National Souvenir Book
- Two (2) complimentary copies of the National Souvenir Book
- General Admission for two (2) to all nights of national competition
- Two (2) official Trans USA event T-shirts
- Official 501(c)(3) contribution acknowledgment letter

Trans USA 2027: Partnership Levels



Platinum Partner (\$1500)

Empower leaders to create meaningful change and lasting impact.

- Enhanced logo recognition on the Trans USA website, official event T-shirt, and applicable event screens
- Dedicated social media recognition before, during, and following the national event
- Full-page, full-color advertisement in the National Souvenir Book
- VIP admission for two (2) to all nights of national competition
- Two (2) invitations to the National Awards Brunch
- Two (2) Trans USA Welcome Packages, including an official event T-shirt, welcome bag, National Souvenir Book, and other applicable event materials
- Official 501(c)(3) contribution acknowledgment letter



Diamond Partner (\$2500)

Reduce barriers while elevating the national Trans USA experience.

- Premium logo placement across applicable official marketing materials, event T-shirt, event screens, and Trans USA website
- Dedicated social media recognition before, during, and following the national event
- Premium **two-page, full-color spread** in a prime location in the National Souvenir Book
- **Naming opportunity** for an applicable competition category or community award
- **VIP admission for four (4)** to all nights of national competition
- Four (4) invitations to the **National Awards Brunch**
- Four (4) **Trans USA Welcome Packages**
- Exhibitor/resource space at the National Trans Access Conference and national pageant
- Professional **photo opportunity** with members of the Trans USA National Court and organizational leadership
- Official 501(c)(3) contribution acknowledgment letter

Trans USA 2027: Partnership Levels



Diamond Elite Partner (\$5000+)

Elevate programming and create transformative experiences

- Premier logo placement across applicable official marketing materials, event T-shirt, event screens, Trans USA website, and partner recognition displays
- Premium logo placement on the official Trans USA step-and-repeat
- Enhanced social media and digital recognition before, during, and following the national event
- Premium two-page, full-color spread in a prime location in the National Souvenir Book
- Naming opportunity for competition category or community award
- Presenting support of one (1) mutually agreed conference session or educational program, with appropriate partner recognition
- Opportunity for an appropriate organizational representative or subject-matter expert to participate in an educational session, panel, workshop, or other conference activity
- VIP admission for six (6) to all nights of national competition
- Six (6) invitations to the National Awards Brunch
- Six (6) Trans USA Welcome Packages
- Premium exhibitor/resource space in a high-visibility location at national event
- Professional partnership photography with Trans USA leadership and National Representatives, as appropriate
- Personalized crystal Community Impact Award
- Official 501(c)(3) contribution acknowledgment letter





Leadership Partner (\$10,000)

Strengthen the infrastructure needed to grow our national impact.

*Leadership Partners provide significant investment in the continued growth, accessibility, and national impact of **Trans USA** and the **National Trans Access Conference**. This level is designed for organizations seeking deeper engagement with our mission, programming, and community while helping Trans USA expand the resources available to participants, presenters, and National Representatives.*

- **Priority logo placement** across official marketing materials, event T-shirt, event screens, Trans USA website, step-and-repeat, and applicable partner recognition displays
- **Featured Partner Profile** on the Trans USA website, including organizational overview, partnership highlights, and direct links to approved partner webpages and community resources
- Enhanced social media and digital recognition before, during, and following the national event
- Recognition in applicable **press, media, and post-event impact communications**
- Premium **two-page, full-color spread** in a prime location in the National Souvenir Book
- One additional full-page **Leadership/Educational Feature** for approved mission-aligned thought leadership, educational content, community resources, or organizational impact
- Naming opportunity for an applicable competition category or community award
- Presenting support of two (2) mutually agreed conference sessions or educational programs
- Direct sponsorship of two (2) **Trans USA Registration Scholarships** for underrepresented populations
- **Featured programming opportunities** for appropriate organizational representatives or subject-matter experts to participate in panels, workshops, presentations, or other educational activities
- Invitation to the **Trans USA Community Access & Partner Roundtable**, bringing community leaders, representatives, subject-matter experts, and partners together to discuss emerging needs, barriers to access, available resources, and opportunities for meaningful collaboration
- **Employee and ERG engagement** opportunities, including mutually agreed volunteer, educational, or community-engagement activities
- **VIP admission for eight (8)** to all nights of national competition
- Reserved seating for eight (8) at the **National Awards Brunch**
- Eight (8) **VIP Trans USA Welcome Packages**
- **Priority exhibitor/resource space** in a high-visibility location at the national event
- Invitations to the **Trans USA Partner & Community Leadership Reception**, an intimate relationship-building experience connecting Trans USA leadership, National Representatives, presenters, advocates, community organizations, and key partners
- **Professional partnership photography**, including appropriate opportunities with Trans USA leadership, National Representatives, and partner activation
- Pre-event Partnership Planning Session with Trans USA leadership to coordinate benefits, programming participation, engagement opportunities, and event logistics
- **Designated Partnership Contact** for streamlined pre-event coordination and on-site partnership assistance
- Personalized crystal Community Impact Recognition
- Personalized **Framed Partnership Recognition & Impact Statement** commemorating the partnership and highlighting the programs, resources, and community impact supported by the partner's investment
- ****Official 501(c)(3) contribution acknowledgment letter**

★ Presenting Partner (\$25,000+)

Build a sustainable national platform for transgender leadership, education, advocacy, and connection.

The **Presenting Partnership** represents Trans USA's highest annual level of institutional partnership and is designed for organizations seeking to make a transformative investment in the accessibility, sustainability, and national impact of Trans USA and the National Trans Access Conference.

Presenting Partners do more than sponsor an event. Their investment helps Trans USA maintain accessible community programming, fairly compensate presenters and professionals, expand educational and advocacy opportunities, strengthen participant resources, and build the infrastructure necessary for the continued growth of a national transgender-led convening.



PREMIER BRAND VISIBILITY & RECOGNITION

- **Highest-Level Logo Placement** across official Trans USA marketing materials, event screens, website, national event T-shirt, and other applicable event collateral
- **Premier Step-and-Repeat Placement**, with Presenting Partner logo displayed at a scale comparable to Trans USA's primary event branding
- **Featured Partner Profile** on the Trans USA website, including organizational overview, partnership highlights, and direct links to approved partner webpages and community resources
- **Prominent On-Stage Recognition** during opening, featured, and closing national event programming
- Dedicated Social Media Recognition before, during, and following the national event
- Recognition in Applicable **Press, Media, and Impact Communications**, including relevant press materials, media opportunities, and post-event reporting
- 30–60 Second **Presenting Partner Video Spotlight** during each evening of national event programming, subject to content and technical approval

NATIONAL SOUVENIR BOOK PLACEMENT

- Presenting Partner Recognition on the **Front Cover** of the National Souvenir Book
- Premium Two-Page **Presenting Partner Spread** in a prime location
- Additional Two-Page **Leadership/Educational Feature** for approved mission-aligned content, thought leadership, resources, or community education

CONFERENCE & PROGRAMMING ENGAGEMENT

- Presenting Support of Multiple Conference Sessions or One Mutually Agreed Programming Track
- **Plenary and Featured Programming** Consideration for appropriate organizational representatives or subject-matter experts whose expertise aligns with conference objectives

- Educational Programming Opportunities for approved organizational representatives or subject-matter experts to participate in panels, workshops, presentations, or other conference activities
- One **Trans USA Community Conversation**, a customized one-hour facilitated session on a mutually agreed topic with Trans USA leadership and invited National, State, and Regional Representatives
- Opportunity to participate in a professionally recorded **Partnership Impact Interview** discussing the organization's commitment to transgender communities and the work made possible through the partnership

COMMUNITY INVESTMENT & IMPACT

- Direct Sponsorship of Two (2) **Trans USA Registration Scholarships** for Underrepresented Populations
- Direct Sponsorship of Two (2) **Conference Equitable Access Scholarships**
- Naming Opportunity for an Applicable Category or Community Award
- **Customized Post-Event Impact & Digital Media Package**, including approved professional photography of partner activation/signage, selected event photography, partnership-impact highlights, and a personalized thank-you video from Trans USA leadership and the National Court
- **Customized Trans USA Community Impact Recognition**, presented as a premium engraved crystal award suitable for organizational display
- **Personalized Framed Partnership Recognition & Impact Statement** commemorating the partnership and highlighting the programs, resources, and community impact supported by their investment

RELATIONSHIP & COMMUNITY ENGAGEMENT

- Invitations to the **Trans USA Partner & Community Leadership Reception**, an intimate networking experience connecting organizational leadership, National Representatives, presenters, advocates, community organizations, and key partners
- Collaborative **Partnership Consultations** with Trans USA leadership regarding relevant community needs, educational opportunities, resources, and potential initiatives within the partner's area of expertise
- Invitation to the Trans USA **Community Access & Partner Roundtable**, bringing partners, community leaders, representatives, and subject-matter experts together to identify emerging needs, access barriers, available resources, and opportunities for meaningful collaboration
- **Employee Engagement Opportunities**, including volunteer participation and mutually developed community-engagement activities
- Customized Mission-Aligned Activations developed collaboratively with Trans USA
- Priority Renewal Opportunity for the following Presenting Partnership cycle

PREMIUM EVENT EXPERIENCE

- Reserved Presenting Partner VIP Table for Ten (10) on all nights of national competition
- Reserved Presenting Partner VIP Table for Ten (10) at the National Awards Brunch
- **Speaking Opportunity at the National Awards Brunch**, coordinated with Trans USA
- Ten (10) Official Trans USA **VIP Welcome Packages**, including event T-shirt, welcome bag, National Souvenir Book, and other applicable event materials
- **Premium Exhibitor & Resource Space** in a high-visibility conference location
- **Premium Vendor/Activation Space** during the national pageant
- **Professional Partnership Photography**, including opportunities for photographs with Trans USA leadership, National Representatives, participating VIP guests, and partner activations, with selected approved images provided following the event

PRESENTING PARTNER SERVICE & SUPPORT

- **Dedicated Presenting Partner Concierge** serving as the partner's primary Trans USA contact for pre-event planning, benefit coordination, credentialing, advertising and media assets, exhibitor/activation logistics, hospitality arrangements, on-site partnership needs, and post-event deliverables
- Pre-Event Partnership Planning Session to confirm benefits, activation plans, schedules, attendees, brand assets, programming participation, and logistical requirements

OPTIONAL ADD-ON: PRESENTING PARTNER EXCLUSIVITY

Exclusive Category Presenting Partnership (\$50,000 annually)

- **Exclusive Presenting Partner Designation** within one mutually agreed industry or partnership category
- Includes all standard Presenting Partner benefits plus exclusive top-level recognition within the designated category
- **Annual Partnership Strategy Session** with Trans USA leadership to review shared priorities, available resources, upcoming opportunities, and areas for mission-aligned collaboration

Note: Category exclusivity represents an additional \$25,000 annual commitment and is not eligible for promotional, multi-year, or other sponsorship discounts. Exclusivity applies only to the specifically defined partnership category and does not prevent Trans USA from engaging community organizations, nonprofits, educational institutions, service providers, governmental entities, or other mission-aligned organizations as appropriate

Multi-Year Presenting Partnerships

Multi-year partnerships allow Trans USA to secure resources earlier, develop stronger programming, establish longer-term community initiatives, compensate professionals equitably, expand accessibility, and invest responsibly in the continued growth of our programs. Multi-year partnership benefits can also be customized based upon the organization's mission, expertise, investment, and desired areas of engagement.

Partnership	Investment	Approximate Annual Investment
Annual Presenting Partner	\$25,000	\$25,000
Two-Year Presenting Partner	\$45,000	\$22,500
Three-Year Presenting Partner	\$65,000	\$21,670

Programmatic Independence

Presenting Partners may collaborate with Trans USA leadership to identify emerging community needs, potential subject-matter experts, educational resources, and programming opportunities relevant to their areas of expertise. All programming, presenter selection, educational content, advocacy positions, and final programmatic decisions remain under the independent authority of Trans USA. This collaborative model allows partners to contribute meaningful expertise and resources while protecting the community-led nature, integrity, and independence of Trans USA and the National Trans Access Conference.



Trans USA Partner & Community Leadership Reception

An opportunity to build relationships beyond the formal conference and competition schedule, the Trans USA Partner & Community Leadership Reception brings together organizational leadership, National Representatives, community leaders, invited presenters, advocates, and partners in a welcoming environment centered on connection and shared purpose.

The reception provides an opportunity to celebrate the people and organizations investing in our community, strengthen cross-sector relationships, identify opportunities for future collaboration, and connect the individuals helping move Trans USA's mission forward.

Trans USA Community Conversation

Community Conversations are customized, one-hour facilitated conversations designed to create meaningful dialogue between a partner and members of the Trans USA community around a mutually agreed-upon topic.

Community Conversations are collaborative educational and listening opportunities rather than sponsored endorsements. Topics may include leadership, community engagement, healthcare access, workplace inclusion, accessibility, professional development, media and representation, community partnerships, or another area aligned with the missions of Trans USA and the partner. Where appropriate, Community Conversations may be designed for the partner's employees/ERG, organizational leadership, invited stakeholders, or the broader Trans USA community.

Presenting Partner Concierge

Presenting Partners receive a designated Trans USA Partner Concierge to provide continuity from final event preparation through the conclusion of the national event. The concierge serves as the partner's primary organizational contact, helping coordinate benefits, answer logistical questions, facilitate appropriate introductions, and ensure agreed-upon partnership elements are successfully delivered. Partners will receive direct contact information and priority assistance during designated event operating hours, with an escalation pathway for time-sensitive partnership matters.

Trans USA Community Access & Partner Roundtable

Partnership begins with listening. The Trans USA Community Access & Partner Roundtable creates a structured space for community leaders, Trans USA representatives, subject-matter experts, organizational partners, and other invited stakeholders to discuss emerging community needs and identify opportunities for collective action. The conversation may explore barriers to access; emerging needs and priorities; resources, expertise, and services organizations can contribute; lessons learned through Trans USA programming; opportunities for cross-sector collaboration; and priorities that may inform future community investment.

Rather than positioning partners as outside observers, the Roundtable creates an opportunity for organizations to **listen directly, learn collaboratively, identify where their resources can make a meaningful difference, and build relationships that can continue beyond the national event.**

Mission-Aligned Strategic Partnerships

In addition to the partnership levels above, Trans USA welcomes conversations with organizations whose expertise, resources, and community commitments align with specific areas of our mission. Partnerships may support individual programs, conference tracks, community resources, or the broader Trans USA mission and may be customized based upon shared goals and community needs. Strategic partnership opportunities may include:

Health & Wellness Partners — Supporting affirming physical health resources, health education, wellness programming, community outreach, and connections to appropriate care and services.

Mental Health Partners — Supporting affirming, trauma-informed mental health resources, education, crisis support, wellness spaces, and professional programming.

Accessibility Partners — Supporting interpretation, captioning, mobility access, sensory accommodations, accessible communications, and other resources necessary to ensure meaningful participation.

Legal & Advocacy Partners — Supporting legal education, document assistance, rights-based resources, professional expertise, and community access to reliable information.

Technology Partners — Supporting audiovisual production, hybrid programming, digital accessibility, connectivity, communications infrastructure, and other technology necessary for high-quality national programming.

Hospitality Partners — Supporting lodging, transportation, food access, welcoming spaces, and other resources that reduce barriers to participation and foster community connection.

Safety & Security Partners — Supporting professional security, emergency preparedness, safety planning, and coordination necessary to maintain an affirming and secure environment.

Additional Partnership and Engagement Opportunities

Organizations and individuals may also support specific elements of Trans USA and the National Trans Access Conference. These opportunities are available independently or may be added to a broader partnership package, subject to availability.

- **Community Access Sponsorship (\$500+):** Help remove financial barriers to participation by underwriting complimentary admission for community members who might otherwise be unable to attend. A \$500 Community Access Sponsorship can provide general admission to the national competition for up to 20 community members.
- **Souvenir Book Advertising (\$50–\$100):** Reach attendees and our larger national audience while supporting Trans USA through our full-color National Souvenir Book. Advertisements may highlight businesses, organizations, programs, community resources, events, messages of support, or other approved content. Half-page advertisements are \$50; full-page advertisements are \$100.
- **Award Sponsorship (\$250+):** Support recognition of excellence, advocacy, visibility, and community leadership through a named award sponsorship. Opportunities may include competition category and placement awards, Community Champion Awards, Outstanding Advocate and Most Visible Awards, and other designated honors across Trans USA's three divisions.

Organizational and Contact Information

Co-Executive Directors: Dylan Drobish, Gerardo Chavez, Jackson Smith

Organization Email: admin@transusanationalpageantry.com

Director of Development: Jack Neilsen

jack@transusanationalpageantry.com

Contestant Experience Director: Damien

Serrato

damien@transusanationalpageantry.com

Milwaukee Engagement Manager/Transgender

Veterans' Liaison: Cristal Todd

cristal@transusanationalpageantry.com

Operations Manager: Jevon Martin

jevon@transusanationalpageantry.com

Miss Trans USA 2026: Jordan Braxton

jordan@transusanationalpageantry.com

Director of Advocacy and Community Engagement

Mr. Trans USA 2026: Ryan “Mars” Klinghammer

ryan@transusanationalpageantry.com

Co-Director of Accessibility and Inclusion

Mx. Trans USA 2026: Wes Wyman

wes@transusanationalpageantry.com

Co-Director of Accessibility and Inclusion

Trans USA Website <https://www.transusanationalpageantry.com/>

Facebook: Trans USA National Pageantry

Instagram: @transusaofficial

TikTok: TransUSAOfficial

Media and Press

- **TMJ News 2023:** [Mr. and Miss Trans USA Pageant draws contestants and audience to Milwaukee](#)
- **Miss Trans USA Interview 2024:** [A Spokane woman was just named Miss Trans USA, and she hopes to use the platform to protect and 'inspire greatness'](#)
- **Mx. Trans USA Interview 2024:** [Don't Let Them Dim Your Sparkle: Ohio's Damien Serrato inspires as Mx. Trans USA 2024 – The Buckeye Flame Mx. Trans U.S.A.](#)

APPENDIX F. NATIONAL TRANS ACCESS CONFERENCE

OVERVIEW

The National Trans Access Conference is a groundbreaking national conference that aims to confront the systemic barriers and privileges that lead to consolidation of power and resources even within our own movement by centering the voices, experiences, and needs of true grassroots trans advocates.

The National Trans Access Conference is rooted in Trans USA's mission to cultivate transgender, nonbinary, and gender-diverse leaders while expanding access to opportunity, education, and community connection. By centering accessibility, leadership development, and community care, we aim to build spaces where our community can gather not only to learn, but also to support one another and imagine new possibilities together.

WHY IT MATTERS

Across the United States, transgender and non-binary people continue to face relentless and layered barriers to safety, equity, and belonging. From discriminatory legislation and targeted violence to healthcare gatekeeping, housing instability, and economic marginalization, the struggles of trans and non-binary communities are not only persistent, they are escalating--even in cities and states once considered sanctuaries. Black, Brown, Indigenous, disabled, youth, and immigrant trans people are especially vulnerable, often navigating compounding systems of oppression with limited institutional support. Despite this, we recognize all too well that our most vulnerable are our fiercest fighters in this movement, and we believe it is our duty to uplift them.

Within our spaces, we have seen and experienced the challenges firsthand, and without a proper forum for knowledge sharing, community building, and healing, they cannot thrive as they deserve. Leaders within these spaces are pouring from an empty cup, and we must act in ways we never have to achieve outcomes we never thought possible.

In response to these urgent needs, our national conference was conceived as more than a gathering. it is a movement space. Designed by and for trans and non-binary people, the conference dismantles the silos that too often isolate us and instead cultivates a bold coalition of grassroots leaders, culture workers, healers, and advocates. **Together, we confront the root causes of systemic exclusion, uplift underrepresented voices, and build concrete strategies for lasting liberation.**

HIGHLIGHTS FROM NTAC26

We were honored to welcome **Dr. Dezjorn Gauthier** as our keynote speaker, whose message challenged us to think deeply about access, leadership, and sustainability in our communities. His presence, along with the many workshops and conversations throughout the conference, helped create a space that attendees described as restorative, affirming, and necessary.

Dr. Gauthier was also honored as the first recipient of the **Trans USA Legacy Award**, which recognizes a trans elder, regardless of biological age, whose collective body of work has been nothing short of transformational within the movement and in our community spaces

High-Impact Sessions

- **Trans Power: Let's Organize our Voices for Change** by Jordan Braxton, Co-President of USAPrides (now Miss Trans USA 2026)
- **Intergenerational Conversations: Voices of Trans Elders** facilitated by Jevon Martin
- **Mental Wellness and Resilience for Movement Leaders** led by our partners at NOVA Mental Health
- **Voices of Trans Youth** with Noella Bella, the youngest trans person to walk Fashion Week in both New York and Paris, joined by her parents Asher and Charlee

WHAT WE'RE BUILDING

Despite the universally recognized and pivotal role of transgender people—particularly transgender women of color—in spurring the queer liberation movement, members of our community organizations expressed that they felt like even more of an afterthought in the planning and execution of large-scale conferences and events. Many concurred that most broadly focused, major national LGBTQ+ organizations and the conferences they present are fully inaccessible, along with the connections and resources whose access would be critical and transformative.

It is undeniable that those within our movement who have the fewest resources are often the most resourceful and innovative.

Our current work is focused not just on securing partners and providing the physical space for the conference but on intensive outreach to identify trans and non-binary advocates leading these transformative yet under-resourced organizations across each state and territory in the US.



[@transusaofficial](https://www.transusaofficial.com)
www.transusanationalpageantry.com
 Register: transaccess.rsvpify.com

WELCOME TO NTAC26 AT TRANS USA

Trans USA 2026 and the inaugural NTAC aim to dismantle the silos that too often isolate us and instead cultivate a bold coalition of grassroots leaders, culture workers, healers, and advocates. Together, we aim to confront the root causes of systemic exclusion, uplift underrepresented voices, and build concrete strategies for lasting change.

APRIL 10-12

HILTON MILWAUKEE

509 W. Wisconsin Ave

Thank You to Our Dedicated, Passionate Team of Community Partners























FRIDAY, APRIL 10

● Welcome Center	12:00 PM to 3:00 PM
● General Sessions	1:00 PM to 6:00 PM
● Welcome Mixer	6:30 PM to 8:30 PM

Friday and Saturday Sessions are located on the 4th Floor!

SATURDAY, APRIL 11

● General Sessions	10:30 AM to 6:00 PM
● Vendor Expo	10:30 AM to 5:30 PM

Saturday Social Outings: 3rd Street Market Hall (6:30 PM), La Cage

SUNDAY, APRIL 12

● Awards/Keynote	10:00 AM to 12:00 PM
● General Sessions	12:30 PM to 4:00 PM
● National Pageant	4:30 PM to 9:30 PM
● After Party at POP!	11:00 PM to 2:00 AM

Keynote and National Pageant: 5th Floor, Crystal Ballroom



**PURCHASE TICKETS FOR MR., MISS,
AND MX. TRANS USA 2026 HERE**



APPENDIX G: CLASS OF 2025 REGISTRATION, DEFERRAL, AND OTHER UPDATES FOR TRANS USA 2027 (AUGUST 3, 2026 PACKET)

Dear Class of 2025,

As we continue preparing for the next chapter of Trans USA, we want to take a moment to speak directly to each of you with honesty, gratitude, and care.

We know that this past year brought challenges, frustrations, and uncertainty for many members of the Class of 2025. We recognize that the experience did not always reflect the level of consistency, communication, or stability that you deserved, and we understand the emotional weight that came with that. While we cannot change the difficulties that occurred, we acknowledge them openly and have committed ourselves to learning and growing from them.

Over the last 10 months, our organization has spent significant time rebuilding internally, strengthening relationships within our new leadership team, reevaluating our systems, and recommitting ourselves to the mission and values that have always guided Trans USA. We are by no means claiming perfection, but we are committed to building something stronger, healthier, and more sustainable for our trans and non-binary community, and in doing so together.

Most importantly, we want you to know this: Your work, your advocacy, your dedication, and your belief in this organization—in this family and community—matter deeply to us. The Class of 2025 helped shape critical conversations and meaningful changes within Trans USA, and we remain incredibly grateful for the grace, patience, and resilience many of you demonstrated during a difficult season.

It is a deeply humbling reality that we must sometimes break before we are able to fully heal and grow. Your trust in us to build and deliver a more professional, more sustainable, and more transparent experience for the entire Trans USA community knowing that these circumstances impacted you the most is not, and will never be, taken lightly.

The world continues to place extraordinary burdens on transgender, nonbinary, and gender-diverse people. Too often, we are asked to justify our existence, defend our humanity, and navigate spaces that were never designed with us in mind.

We cannot control the challenges that exist beyond our doors, but we can choose the kind of community we build within them. Our promise is to continue creating a space where every member of the Trans USA family is respected, celebrated, supported, and empowered to thrive: a place where authenticity is met with belonging; where leadership is nurtured with compassion; and where joy, connection, and hope remain at the center of everything we do.

Thank you for believing in this organization through both its triumphs and its growing pains. Thank you for allowing us the opportunity to learn, to rebuild, and to move forward together. We are honored to continue this journey alongside you, and we look forward to welcoming you into the next chapter of Trans USA with the transparency, professionalism, and care that you have always deserved.

Attached, you'll find an important letter from the Executive Leadership Team outlining the next chapter of Trans USA and what members of the Class of 2025 can expect as we prepare for the 2027 competition cycle. It includes information on deferred registration, organizational updates, new resources available to representatives, important dates, and several

changes that have been made based directly on feedback from our community. As you read through the information, we hope you will see not only the practical changes we have made but the values that inspired them.

If you intend to compete in **Trans USA 2027**, please be sure to read the attached information and email admin@transusanationalpageantry.com **no later than September 4, 2026**, indicating your intent to return. This will allow us to reserve your place, begin preparing your registration materials, and ensure you receive future communications regarding your welcome packet and organizational resources.

As always, if you have any questions, concerns, or would simply like to speak with us, please don't hesitate to reach out. We remain committed to listening, learning, and creating a Trans USA where every member of our family feels welcomed, supported, and empowered to thrive.

With gratitude,

The Trans USA Executive Leadership Team

[N.B. – This email and the attached document include business confidential information as we await the public announcement of our dates and registration timeline on August 10th. As members of the Class of 2025, you are being entrusted with this information to help you prepare, but we do ask that this information remain confidential until the public announcement.]

Please note: This email is being sent to the full **Class of 2025** list and is separate from our general organizational communications. To help us keep our records up to date and avoid unnecessary follow-up emails, we kindly ask that you reply **only if** you intend to defer to 2027 or are considering exercising your right to defer to a future competition year (2028–2031). **If we don't hear from you, we'll simply assume you aren't planning to utilize the deferral option and won't send additional correspondence on this topic.** Should your plans change in the future, or if you have any questions at all, our door is always open, and we'd be delighted to hear from you.

TRANS USA 2027: November 17-21, 2027 (Milwaukee, WI)

What to Expect

Before sharing the details, we want you to know that these updates were not developed in isolation. Since Day 1 in April, we have worked intentionally to listen, learn, and build alongside our community.

Our transition process began with a joint meeting between the incoming and outgoing national courts and members of the Executive Leadership Team. Over the past several months, we have carefully reviewed contestant feedback forms and evaluations from previous years, and the current court has played a key role in all major planning conversations. Their personal experience as members of the Class of 2025 has been invaluable! The changes outlined below reflect what we heard, what we learned, and our shared vision for a stronger, more supportive, and more sustainable Trans USA.

One of the clearest messages we heard was that representatives wanted to feel more connected, supported, and equipped throughout their year of service, not just during the weeks leading up to nationals. In response, we have invested in new tools, resources, and organizational systems designed to make participation easier, improve communication, and help you succeed as both a representative and advocate.

Professional Communication & Collaboration

Each representative will receive an **official Trans USA email address**, access to our organizational **Google Workspace**, and an invitation to join our **professional Slack community**. Together, these platforms provide a centralized home for important documents, forms, deadlines, calendars, announcements, and direct

communication, while also allowing you to upload photos, music, paperwork, and other required materials in one secure location.

Creative & Advocacy Resources

Representatives will also receive access to our **Canva Pro** team for creating branded advocacy materials and social media graphics. Following your virtual interview, you will also be to collaborate with our team to host virtual events through our professional StreamYard platform, making it easier to connect with your communities throughout the year.

Other Standard Benefits

Every representative will receive an official Trans USA t-shirt, a complimentary national souvenir book, at least two meals provided during nationals (with the goal of expanding meal coverage as resources allow), and a 50% discount on full- and half-page souvenir book advertisements.

Prelim Regalia and Expanded Opportunities

This year, representatives will also have the opportunity to purchase official state and regional crowns and medallions to further recognize and celebrate their service. Additional resources, leadership opportunities, and organizational benefits will continue to be introduced in the coming weeks, and throughout the year as we grow together.

Updated Organizational Documents

To improve clarity, consistency, and transparency, we have substantially revised both the Contestant Handbook and Representative Agreement to eliminate ambiguities, better reflect our collaborative values, and clearly communicate expectations. We are also developing a comprehensive Organizational Handbook that will outline policies and procedures across all aspects of Trans USA, ensuring that representatives, volunteers, and leadership alike have access to the same information and guidance.

Competition Updates

Based on feedback from multiple previous classes, we have made two important updates to the competition. First, all competitive categories will now carry equal weight, creating a more transparent scoring process while recognizing equal importance of every aspect of competition.

Second, we have introduced a new category that acknowledges the work representatives complete throughout the year (e.g., timely submissions, communication, professionalism, administrative preparedness, effort, and community engagement). We believe these contributions deserve to be recognized alongside your performance on stage.

DEFERRED REGISTRATION FOR CY2025

As outlined in some of our previous correspondence, representatives from the Class of 2025 may elect to defer participation to any of the next five competition cycles, beginning with Trans USA 2027. We hope this opportunity allows representatives to continue the work they have already invested in their communities, advocacy platforms, and charity partnerships while entering a renewed and evolving era of our organization. To support contestants choosing to defer, Trans USA will continue honoring the previously announced commitments:

- **No registration fee for CY2025 contestants deferring to 2027, 2028, 2029, 2030, or 2031**
- **Organization-covered state/regional sash costs for CY2025 deferrals**
- **No dresser pass fee for CY2025 contestants**

Contestants may represent the same or a different state/region, though we encourage continuing with your original selection whenever possible to maintain continuity with the community relationships and charitable initiatives you have already built.

Confirming Your Intent to Compete

If you intend to compete in **Trans USA 2027**, please reply to this email no later than **September 4, 2026**, simply indicating **your intent to return**. This information will allow us to begin planning for the upcoming season, reserve your place in the Class of 2027, and ensure that we are able to communicate with you effectively throughout the year.

On **September 15, 2026**, representatives who have confirmed their intent to compete will receive a link to an abbreviated registration update form. Because you have already completed the full application process, this form is primarily for administrative purposes and will allow us to collect updated contact information, shipping addresses, biographies, pronouns, emergency contacts, and any other information that may have changed since your original registration.

Public registration for **Trans USA 2027** will officially open on **September 21, 2026**. By confirming your intent early, we can ensure that your deferred registration is processed before public registration begins.

After your registration has been fully processed in the fall, you will receive a welcome packet containing information on accessing your official Trans USA email account, Google Workspace, Slack, Canva Pro, StreamYard (following your virtual interview), and other organizational resources available throughout your year of service.

If your plans have changed, or if you have any questions regarding your deferral, eligibility, or the registration process, please don't hesitate to reach out. We are committed to making this transition as smooth, transparent, and supportive as possible, and we look forward to welcoming you into this exciting new chapter of Trans USA.

We also want to make space for constructive conversation. If you still have concerns, questions, frustrations, or simply want to talk with us directly, we invite you to do so openly. Rebuilding trust and strengthening our community requires honest dialogue, and we are committed to listening.

For additional questions regarding deferrals or participation, please contact a member of the reigning court or our admin team at admin@transusanationalpageantry.com.

Thank you for continuing to believe in the possibility of what Trans USA can become. We truly believe there are meaningful and mission-focused things ahead, and we hope many of you will continue that journey with us.

With gratitude and humility,

The Trans USA Executive Leadership Team

Summary of Important Dates for CY2025

To help everyone plan ahead, below are several important dates for the Trans USA 2027 season. Additional deadlines and reminders will be shared throughout the year and as needed. While these dates represent our current timeline, they are provided well in advance to help you plan accordingly. Should any adjustments become necessary, they will be communicated promptly through our official communication channels.

- **September 4, 2026:** Deadline for members of the Class of 2025 to confirm their intent to compete.
- **September 15, 2026:** Abbreviated registration update form distributed to members of the Class of 2025.
- **September 21, 2026:** Public registration officially opens.
- **January 31, 2027:** Public registration closes.
- **March 1, 2027:** Official public announcement of Trans USA Class of 2027.
- **November 17-21, 2027:** Trans USA 2027/National Trans Access Conference

Please note that additional deadlines for photographs, music, paperwork, advertisements, virtual interviews, and other competition materials will be communicated well in advance through your official Trans USA email account, Google Workspace, and Slack.

Trans USA 2026 National Court

Mr. Trans USA 2026: Ryan “Mars” Klinghammer

- ryan@transusanationalpageantry.com

Miss Trans USA 2026: Jordan Braxton

- jordan@transusanationalpageantry.com

Mx. Trans USA 2026: Wes Wyman

- wes@transusanationalpageantry.com

Appendix H. List of Trans USA National Titleholders

Year	Miss	Mr.	Mx.
2018	Madame Brazil N'oreaga		
2019	Candi Stratton	Abs Hart	
2020	Bianca Nicole	Eddie Broadway	
2022	Marisol Trevino	Dylan B. Dickherson White	
2023	Anya Marino	Trey C. Michaels	
2024	Beyonce Black St. James	Scrappy Legacy	Bleu Eclipse Darling
2026	Jordan Braxton	Ryan "Mars" Klinghammer	Wes Wyman

Honorary: Miss Trans USA, Desiree DeMornay (2024)

Outstanding Advocate Winners

Year	Miss	Mr.	Mx.
2023	Jamie Ashby	Haras Shirley	
2024	Jordan Braxton	Ryan "Mars" Klinghammer	Jacob Kelley
2026	Jordan Braxton	Ryan "Mars" Klinghammer	Wes Wyman

Dedicated Awards

Miss Congeniality: Ashleigh Edwards Congeniality Award, Dedicated in 2024

Mx. Outstanding Advocate: Bleu Eclipse Darling Outstanding Advocate Award (The Blueprint Award), Dedicated in 2026

Appendix I. Community Awards

Legacy Award

Legacy is not measured in years lived, but in lives touched, doors opened, and what we leave behind for those who come next.

Named in honor of Scrappy Legacy, the Legacy Award recognizes a transgender elder whose life, leadership, advocacy, artistry, service, or community presence has left a lasting mark on transgender and gender-diverse communities.

This award recognizes that being an elder is defined not simply by age, but by experience, impact, and the paths we create for those who follow. Honorees are individuals whose contributions have helped strengthen community, preserve our history, create opportunities, inspire others, or advance transgender visibility and belonging over time. Recipients may be recognized for highly visible accomplishments or for the quieter, often unrecognized work of caring for community, mentoring others, creating spaces, sharing knowledge, and helping generations of transgender people thrive. The Legacy Award may be presented to a living recipient or posthumously, ensuring that those whose work helped shape our community can continue to be remembered, celebrated, and honored.

Community Champion Award

A champion is not defined by a title, but by the willingness to show up, lift others, and turn care into action.

The Community Champion Award recognizes an individual whose dedication, service, advocacy, and action have made a meaningful difference in the lives of transgender, nonbinary, and gender-diverse people.

This award honors those who consistently show up for community—whether through direct service, advocacy, organizing, education, mutual aid, mentorship, philanthropy, or simply being the person others know they can count on. Honorees demonstrate a sustained commitment to creating stronger, safer, more connected, and more affirming communities. Recipients do not need to hold a formal leadership position or have a highly visible public platform. The Community Champion Award celebrates impact over recognition, including the often-unseen work that keeps communities connected, supported, and moving forward. Honorees may be transgender or gender-diverse themselves, or allies whose actions demonstrate a genuine and sustained commitment to our community.

Beyonce Black St. James Registration Scholarship

Because talent is everywhere. Opportunity should be, too.

The Beyoncé Black St. James Registration Scholarship Fund helps remove financial barriers for transgender, nonbinary, and gender-diverse individuals who want to participate in Trans USA but may otherwise be unable to afford the cost of registration.

Named in honor of Beyoncé Black St. James, the fund reflects our belief that financial circumstances should never determine whose voice is heard, whose story is celebrated, or who has access to a national platform. Scholarships provide full or partial assistance with contestant registration fees, helping ensure that Trans USA remains accessible to individuals from a wide range of backgrounds and circumstances. Support is awarded based on demonstrated need and available funding, with the goal of creating opportunities for those who may face financial barriers to participation beginning with the 2028 competition cycle.

Contributions to the fund are invested directly in expanding access to the Trans USA experience and helping the next generation of advocates, leaders, entertainers, and community changemakers step onto the national stage.

Appendix J. Summary of Important Dates

September 1, 2026	Trans USA 2027 Packets Available for review at www.transusanationalpageantry.com
September 4, 2026	Intent to Defer Notice Due from CY2025
September 15, 2026	CY2025 Deferral Registration Link Sent
September 21, 2026	Trans USA 2027 Registration Opens Online
January 31, 2027	Trans USA 2027 Registration Closes
February 15, 2027	Deadline to Send Trans USA 2027 Offers
February 22, 2027	Announcement Photo Due
March 1, 2027	Trans USA Class of 2027 Public Announcement
May 1, 2027	Intro Video Due
August 1, 2027	Partner Event Deadline, Includes Documentation
September 1, 2027	Virtual Interview Deadline
October 1, 2027	Fundraiser Deadline, Includes Documentation
October 15, 2027	Final Sash Photo Due
November 1, 2027	Final Forms and State Costume Music Due
November 17-21, 2027	Trans USA 2027 (Milwaukee, WI)

All deadlines listed are tentative and may require adjustment as needed by the ELT and national court. Any changes will be communicated in advance via email and Slack.

Appendix K. Important Links

Item	Link	Description
TUSA 2027 Interest Form	www.tinyurl.com/TUSA27Interest	Used to indicate interest in any division of Trans USA ahead of an official application
Miss Trans USA 2027 Application	www.tinyurl.com/TUSA27ApplyMiss	Official Application for Miss Trans USA 2027. Live September 21, 2026.
Mr. Trans USA 2027 Application	www.tinyurl.com/TUSA27ApplyMR	Official Application for Mr. Trans USA 2027. Live September 21, 2026.
Mx. Trans USA 2027 Application	www.tinyurl.com/TUSA27ApplyMX	Official Application for Mx. Trans USA 2027. Live September 21, 2026.

Note: As the cycle progresses, this list will be expanded to include additional links, QR codes, and items pertinent to accepted applicants.