



ABOUT

The Best of Texas Achievement Award is an optional program designed for contestants wishing to pursue personal and professional growth. Modeled after Miss Texas and the Miss America brand ambassador role, this award recognizes outstanding performance in service, community impact, marketing, communications, and leadership. Participants gain valuable tools for both competition preparation and life beyond the crown. Additionally, Gold medalists are named as a 2025-2026 Texas Cares For Children Ambassadors, with opportunities to step in for Miss Texas/Miss Texas' Teen when needed. Applications, due by June 1, 2025, are also eligible for a Best of Texas scholarship. For more details, visit the contestant portal and review the FAQ at the end of this outline.

2025 BEST OF TEXAS MEDAL OVERVIEW

BRONZE

SILVER

GOLD

Presentation Program Development

Presentation Program Development

Presentation Program Development

Presentation Program Delivery

Presentation Program Delivery

Service Initiative Promo

Service Initiative Promo

Service Initiative Promo

Texas Cares For Children Fundraiser

Texas Cares For Children Fundraiser

Visionary Scholarship Donor

Competition Magazine
Marketing & Sales (5)

Competition Magazine
Marketing & Sales (10)

Competition Magazine
Marketing & Sales (20)

Premiere Sponsor Promotion

Premiere Sponsor Promotion

Premiere Sponsor Promotion

Partner Promotion (3)

Partner Promotion (5)

Partner Promotion (7)

Higher Education Pitch

Higher Education Pitch

Higher Education Pitch

Miss Texas Campaigns

Miss Texas Campaigns

Miss Texas Campaigns

Legacy Society Membership

Legacy Society Membership

Legacy Society Membership

Mentorship: Texas Lone Stars Program

Mentorship: Texas Lone Stars Program

Mentorship: Texas Lone Stars Program

Virtual Development Sessions

Virtual Development Sessions

Virtual Development Sessions

Health & Wellness

Health & Wellness

Health & Wellness

Resource Library: "How to" Guide

BRONZE MEDAL REQUIREMENTS

Presentation Program Development

Watch the Presentation Program session and develop an outline for your own service initiative presentation

- Create an outline for your own service initiative presentation ([Sample Template](#))

Service Initiative Promo

Create 1 video about your platform/service initiative and provide hyperlink to video

- Post video to TikTok, Instagram, YouTube or Vimeo. Tag @MissTexasOrg. and #BestofTexas25

Competition Magazine Marketing & Sales

Sell 5 Competition Magazine Pages (Designs due May 12, Payment due June 1)

- Additional information available on the portal. Provide copies of designs/pages sold. For Best of Texas & Competition Number Selection: 1 B/W Page = 1 Page, 1 Color Page = 2 pages. Do not "double count" your color page count when submitting the Competition Magazine form or you will be charged for TWO color pages.

Brand Ambassador: Premiere Sponsor Promotion

Create separate social media posts promoting: 1) City of Richardson, 2) Terry Costa, 3) Dillard's (See Media Guide)

- Provide screenshot of post or hyperlink if video format

Brand Ambassador: Partner Promotion

Create separate social media posts promoting 3 of the partners (of your choice) listed on the Media Guide

- Provide screenshot of post or hyperlink if video format

Higher Education Pitch

Create a brief presentation, video, or social media ad targeting the college or university of your choice. Your goal is to pitch why they should partner with Miss Texas and offer an in-kind tuition scholarship.

- Provide a copy of the presentation, video, or link to the social media ad

Miss Texas Campaigns

Create separate social media posts promoting Miss Texas events/initiatives (See Media Guide for details and post dates)

- Provide screenshot of post or hyperlink if video format

Legacy Society

Recruit 1 person to join the 2025 Legacy Society (\$100)

- Members must pay the membership fee and list you as their referral

Mentorship: Little Sisters

Recruit and mentor 1 Miss Texas Lone Star OR 2 Hometown Stars

- Provide their registration confirmation and how you have mentored them. See FAQ for additional details.

Virtual Development Sessions

Watch all of the Core Virtual Training Sessions and watch 2 Optional Virtual Training Sessions
Training Sessions (core and optional) will be linked at the end of this document by March 1

- Write 1 paragraph about each training, what you learned, and how it applies to your personal development

Health & Wellness

Create a social media post sharing how you strengthen your health & wellness to combat heart disease (See Media Guide)

- Provide screenshot or hyperlink to post. Tag @American_Heart @GoRedForWomen @MissTexasOrg #MissTexas #BestofTexas25 #AmericanHeartAssociation #GoRedForWomen #GoRed #MissAmericaFit

SILVER MEDAL REQUIREMENTS

Presentation Program Development

Watch the Presentation Program session and develop an outline for your own service initiative presentation

- Create an outline for your own service initiative presentation ([Sample Template](#))

Presentation Program Delivery

Present your Presentation Program to one live audience

- Document the date, time, and location. Provide a short recap of what went well and what you learned. Live audience = any external group including a school, civic group, community organization, etc.

Service Initiative Promo

Create 1 video about your platform/service initiative and provide hyperlink to video

- Post video to TikTok, Instagram, YouTube or Vimeo. Tag @MissTexasOrg. and #BestofTexas25

Texas Cares For Children

Lead a fundraising activity to support Texas Cares For Children

- Describe the activity, amount raised (minimum \$50) and provide donation receipt ([Venmo](#) or [TCFC website](#)). Directors may advise contestants on how to reach their fundraising goals, but the contestant must do the work herself.

Competition Magazine Marketing & Sales

Sell 10 Competition Magazine Pages (Designs due May 12, Payment due June 1)

- See Portal for details & provide copies of designs/pages sold. For Best of Texas & Competition Number Selection: 1 B/W Page = 1 Page, 1 Color Page = 2 pages. Do not "double count" your color page count when submitting the Competition Magazine form or you will be charged for TWO color pages.

Brand Ambassador: Premiere Sponsor Promotion

Create separate social media posts promoting: 1) City of Richardson, 2) Terry Costa, 3) Dillard's (See Media Guide)

- Provide screenshot of post or hyperlink if video format

Brand Ambassador: Partner Promotion

Create separate social media posts promoting 5 of the partners (of your choice) listed on the Media Guide

- Provide screenshot of post or hyperlink if video format

Higher Education Pitch

Create a brief presentation, video, or social media ad targeting the college or university of your choice. Your goal is to pitch why they should partner with Miss Texas and offer an in-kind tuition scholarship.

- Provide a copy of the presentation, video, or link to the social media ad

Miss Texas Campaigns

Create separate social media posts promoting Miss Texas events/initiatives (See Media Guide for details and post dates)

- Provide screenshot of post or hyperlink if video format

Legacy Society Member

Recruit 1 person to join the 2025 Legacy Society (\$100)

- Members must pay the membership fee, and list you as their referral

Mentorship: Little Sisters

Recruit and mentor 1 Miss Texas Lone Star OR 2 Hometown Stars

- Provide registration confirmation and how you have mentored them. See FAQ for additional details.

Virtual Development Sessions

Watch all of the Core Virtual Training Sessions and watch 2 Optional Virtual Training Sessions
Training Sessions (core and optional) will be linked at the end of this document by March 1

- Write 1 paragraph about each training, what you learned, and how it applies to your personal development

Health & Wellness

Create a social media post sharing how you strengthen your health & wellness to combat heart disease (See Media Guide)

- Provide screenshot or hyperlink to post. Tag @American_Heart @GoRedForWomen @MissTexasOrg #MissTexas #BestofTexas25 #AmericanHeartAssociation #GoRedForWomen #GoRed #MissAmericaFit

GOLD MEDAL REQUIREMENTS

Presentation Program Development

Watch the Presentation Program session and develop an outline for your own service initiative presentation

- Create an outline for your own service initiative presentation ([Sample Template](#))

Presentation Program Delivery

Present your program to one live audience using the outline created

- Document the date, time, and location. Provide a short recap of what went well and what you learned. Live audience = any external group including a school, civic group, community organization, etc.

Service Initiative Promo

Create 1 video about your platform/service initiative and provide hyperlink to video

- Post video to TikTok, Instagram, YouTube or Vimeo. Tag @MissTexasOrg. and #BestofTexas25

Texas Cares For Children Fundraiser

Lead a fundraising activity to support Texas Cares For Children

- Describe the activity, amount raised (minimum \$100) and provide donation receipt ([Venmo](#) or [TCFC website](#)). Directors may advise contestants on how to reach their fundraising goals, but the contestant must do the work herself.

Visionary Scholarship Donor

Secure 1 \$500 Visionary Scholarship Donor by May 1 (*Donor must complete Visionary Scholarship Donor Form and [Payment](#)*)

- Provide proof of payment and documentation showing how you obtained the donor and their scholarship title. Visionary Scholarships, which must be a minimum of \$500 and not based on competition performance, can be awarded by a business, organization, group, or individual. The contestant who secures the scholarship cannot apply for it. The donor must complete both the Donor Form and Payment by May 1. Contact misstexas@misstexas.org with questions.

Competition Magazine Marketing & Sales

Sell 20 Competition Magazine Pages (Designs due May 12, Payment due June 1)

- See Portal for details & provide copies of designs/pages sold. For Best of Texas & Competition Number Selection: 1 B/W Page = 1 Page, 1 Color Page = 2 pages. Do not "double count" your color page count when submitting the Competition Magazine form or you will be charged for TWO color pages.

Brand Ambassador: Premiere Sponsor Promotion

Create separate social media posts promoting: 1) City of Richardson, 2) Terry Costa, 3) Dillard's (See Media Guide)

- Provide screenshot of post or hyperlink if video format

Brand Ambassador: Partner Promotion

Create separate social media posts promoting 7 of the partners (of your choice) listed on the Media Guide

- Provide screenshot of post or hyperlink if video format

Higher Education Pitch

Create a brief presentation, video, or social media ad targeting the college or university of your choice. Your goal is to pitch why they should partner with Miss Texas and offer an in-kind tuition scholarship.

- Provide a copy of the presentation, video, or link to the social media ad

Miss Texas Campaigns

Create separate social media posts promoting Miss Texas events/initiatives (See Media Guide for details and post dates)

- Provide screenshot of post or hyperlink if video format

Legacy Society Membership

Recruit 1 person to join the 2025 Legacy Society (\$100)

- Members must pay the membership fee, and list you as their referral

Mentorship: Texas Lone Stars Program

Recruit and mentor 2 Miss Texas Lone Stars OR 4 Hometown Stars

- Provide registration confirmation and how you have mentored them. See FAQ for additional details.

Virtual Development Sessions

Watch all of the Core Virtual Training Sessions and watch 2 Optional Virtual Training Sessions
Training Sessions (core and optional) will be linked at the end of this document by March 1

- Write 1 paragraph about each training, what you learned, and how it applies to your personal development

Health & Wellness

Create a social media post sharing how you strengthen your health & wellness to combat heart disease

- Provide screenshot or hyperlink to post. Tag @American_Heart @GoRedForWomen @MissTexasOrg #MissTexas #BestofTexas25 #AmericanHeartAssociation #GoRedForWomen #GoRed #MissAmericaFit

Resource Library: "How To" Guide

Create a one-page "How To" Guide about a topic of her choice which would be helpful for the Portal's Resource Library.

- See FAQ for details. Submissions may be added to the Resource Library in the future as a source of information or advice for future contestants regarding personal/professional development.

APPLICATION REQUIREMENTS

Application Deadline: June 1, 2025 at NOON

Some items must be completed prior to June 1st, but the final application (with documentation of each item) is not due until June 1st. Items due early include Visionary Scholarship Donation Forms and Competition Magazine Designs.

Documentation Requirements

The application link will be posted to the Contestant Portal.

Upload a link to a PDF document or Canva file (must be set to public view) with complete documentation for each item listed under the medal requirements. Samples of past Best of Texas applications are included below.

2022: [Averie Bishop](#) (GOLD) | 2023: [Ellie Breaux](#) (GOLD) | 2024: [Annette Addo-Yobo](#) (SILVER)

2022: [J-Belle Kimbrell](#) (GOLD) | 2023: [Natalie Poveda](#) (BRONZE) | 2024: [Macie Krause](#) (GOLD)

FREQUENTLY ASKED QUESTIONS

Do I have to win a Best of Texas Achievement Award in order to win the state title?

No. Best of Texas was designed to reflect the role and expectations of a state-level brand ambassador while providing a blueprint for serving as the state titleholder.

Do I have to complete each requirement on the Bronze medal list in order to receive the Bronze medal?

All items under the medal specified must be completed in order to qualify for the medal of choice.

Do I have to have a local title to begin completing the award requirements?

No, contestants may begin working towards these goals before securing a local title. However, medals will only be awarded to delegates who advance to the state competition.

Where do I watch the Presentation Program session?

See the Best of Texas Media Guide for the link.

What is the difference between a Lone Star and a Hometown Star?

Little Sisters Program, Lone Star Chapter: Lone Stars receive a crown, sash, the mentorship of a local titleholder, the opportunity to attend pageant week events and perform onstage during the Miss Texas competition. Lone Stars are not required to attend competition week. However, they must be an officially registered Lone Star with the Miss Texas Organization to receive the benefits. Visit the Miss Texas Lone Star page for more information or to register a Little Sister.

Hometown Star: This program was created for young girls who would like the mentorship of a contestant, but are unable to attend Miss Texas competition week due to distance or finance constraints. The Hometown Star fee is \$150. A crown/sash are not included in the fee. Contact Jan Mitchell (janm@missstexas.org) to register a Hometown Star.

Virtual Training Sessions: When and where will the Virtual Training Sessions be available?

- The 2025 Virtual Training sessions will be linked on the Resources page at the end of this document by March 1st
- Note: Only videos listed on this document will count towards the Virtual Training Sessions.

What kind of topics or information should be used to create the one page "How To" Guide?

The delegate should select a topic she believes to possess a high level of knowledge about or believes she has gained some sort of "expertise" in. Submissions may be added to the Resource Library in the future as a source of information or advice to benefit the sisterhood. Sample topics might include: How to Increase your Social Media Reach; Competition Magazine Sales Strategies; Photography Tips and Tricks; A Beginner's Guide to Making Instagram Reels/TikToks; How to Organize Your Life; Packing for Competition Week Like a Pro; Fun Activities for a Titleholder and her Lone Star.

MEDIA GUIDE

Miss Texas Accounts	Facebook	Instagram	TikTok
Miss Texas Scholarship Org.	@MissTexasScholarshipOrg	@MissTexasOrg	@MissTexasOrg
Miss Texas	@MissAmericaTX	@MissAmericaTX	@MissAmericaTX
Miss Texas' Teen	@MissAmericasTeenTX	@MissAmericasTeenTX	@MissAmericasTeenTX
Texas Cares For Children	@TexasCaresForChildren	@TexasCaresForChildren	

Premiere Partner Accounts	Facebook	Instagram	TikTok
City of Richardson	@visitrichardsonTX	@visitrichardson_tx	
Dillard's	@dillards	@dillards	@dillards
Terry Costa	@terrycostaprom	@terrycostaprom	@terrycostaprom

Partner Accounts	Facebook	Instagram	TikTok
Legacy Tailor	@legacytailorplano	@legacytailor	@legacytailor
Face Foundrie	@facefoundrie	@facefoundrie	
McShan Florist	@dallas.mcshanflorist	@mcshanflorist	
Nikita Hair Frisco	@nikitahairfrisco	@nikitahairfrisco	
Pepper Square Cleaners	@peppersquarecleaners	@peppersquarecleaners	
Renaissance Dallas Richardson Hotel	@renaissancedallasrichardson	@renaissancerichardson	
Renew MD Facial Aesthetics	@Dr.AlexGordon	@renew_mdmedspa	
Results Fitness	@resultsfitusa	@resultsfitnessedmond	
Sumlin Solutions	@heathersumlin	@heathersumlin	
The Lash Lounge Frisco-Starwood	@thelashloungefriscostarwood	@thelashloungefriscostarwood	@thelashloungefrisco_
Yeah! Nails Bar		@yeahlnailsbar	
GrantFoto	@grantfototexas	@grantfoto	
Mary Kay	@Mary Kay	@marykayus	@marykay

Miss Texas Events/Initiatives	Scheduled Post Date
Miss Texas Merchandise Info: bonfire.com/store/miss-texas-scholarship-org	TBA
Visionary Brunch & Scholarships Info: Promote Visionary Brunch Date/Tickets and Visionary Scholarship Donations	TBA
Bingo Bash Tickets Info: Promote Bingo Bash benefiting Texas Cares For Children	TBA
Y'all Ball Tickets Info: Promote Y'all Ball Tickets	TBA
Competition Date & Tickets Info: Promote Competition Date/Tickets and Contestant's Competition Order/Number	TBA
Save the Date for People's Choice Voting Info: Promote People's Choice Voting (launching in June)	TBA