

Lonoke County Fair Rodeo Sweetheart Contest

Ages 3-7 as of 9/1/2026

These ages do overlap our princess group. The sweetheart division is for those that are just starting out and are not ready to ride independently just yet! 5-7 year-olds must be entered in either the Sweetheart or Princess division. Entries cannot be changed after entry deadline.

- \$30 Entry Fee
- Color 8x10 photo/headshot required.
- Sweetheart contestants must attend an informational meeting to go over information and provide a headshot in horsemanship attire. If you cannot attend arrangements must be made prior to the meeting.
- All contestants will be crowned as Lonoke County Fair Rodeo Sweetheart
- Long sleeved Western Attire for appearance portions of the contest to include: on-stage questions, horsemanship, parade, Friday Night bust out, and crowning Saturday Night
- Must be a legal resident of Lonoke, Prairie, Jefferson, Arkansas, or Pulaski County.
- Contestants will answer a simple on-stage question. (Favorite color, food, person, place, song, or horses name are some examples)
- For horsemanship and parade each sweetheart is required to have their own horse with a lead attached and leader (dressed in official dress), for their arena wave. **SWEETHEARTS CAN NOT SHARE HORSES** (sweethearts can also choose to have a float if not comfortable horseback in parade)
- Sweethearts will be introduced lead-line OR in a truck for rodeo nights. This will be decided based on rider ability by director.
- Sweethearts are encouraged to tastefully represent their title throughout their year without any required appearances and provide photos and planned events with the director.