

## **ATTENTION BEAUTY PAGEANT OPERATORS**

Any person who conducts business in the state of Tennessee as a beauty pageant operator must comply with the requirements of the Tennessee Beauty Pageant Law, as codified at TENN. CODE ANN. §§ 47-18-201 *et seq.*

The law defines “beauty pageant” to mean “any contest or competition in which entrants are judged on the basis of physical beauty, skill, talent, poise, and personality, and in which a winner, or winners, are selected as representing an ideal in one or more areas,” TENN. CODE ANN. §§ 47-18-201(1). The term “beauty pageant” does not include “any contest or competition in which no application fee or entrance charge is made for contestants, to which no admission charge is made for attendance, and in connection with which no tickets or chances are sold,” TENN. CODE ANN. §§ 47-18-201(1).

Certain nonprofit organizations, civic clubs, and fairs are exempt from complying with the Beauty Pageant Law pursuant to the provisions of TENN. CODE ANN. § 47-18-205 or § 43-21-104. All other beauty pageant operators must register on an annual basis with the Consumer Affairs Division of the Tennessee Department of Commerce and Insurance and post a ten thousand dollar (\$10,000) surety bond payable to the State of Tennessee.

An unregistered beauty pageant operator is subject to a five thousand dollar (\$5,000) civil penalty for violation of the Beauty Pageant Law in addition to potential sanctions under the Tennessee Consumer Protection Act of 1977, as amended, codified at TENN. CODE ANN. §47-18-101 *et seq.*

If you have any questions regarding the Beauty Pageant registration process, please contact the Consumer Affairs Division of the Tennessee Department of Commerce and Insurance at (615) 741-4737.