

MISS RODEO USA HANDBOOK

Being selected to represent the International Pro Rodeo Association (“IPRA”) and the Miss Rodeo USA Association (“MRUSA”) is both a privilege and a responsibility. The image of Miss Rodeo USA (“Titleholder”) is one of a wholesome, All-American, single cowgirl. Any and all appearances, photographs, blogs, postings, videos, and other like representations shall exemplify such image at all times.

On this day, _____ of January, 20____, Executive Director/Chairman
is known to Titleholder as _____.

As an addendum to the Personal Services Contract for Miss Rodeo USA, the titleholder agrees to comply with the following:

1. To abide by all requirements in the Personal Services Contract for MRUSA.
2. To maintain all eligibility requirements as set forth in Exhibit A of the Personal Services Contract.
3. Titleholder will be compensated as set forth in the IPRA Rulebook, unless otherwise agreed in writing. Titleholder may not receive any compensation during her reign, other than that provided by public appearance agreements. Titleholder assumes full financial responsibility for her living arrangements during her year, unless otherwise agreed in writing.
4. To communicate via email, text or phone call with the Executive Director/Chairman or appointed committee member of MRUSA at least bi-monthly during the term of the titleholder’s reign. Such communication shall include updates regarding appearances, sponsorship contacts, and other items relating to the titleholder’s position as Miss Rodeo USA (Titleholder).
 - A. Additionally, Titleholder shall contact each appointed MRUSA Board member AT LEAST once per quarter to discuss any necessary preparation for upcoming events or potential issues.
5. To timely arrive at all scheduled appearances.
6. Will view all personal Facebook or similar social media accounts (including Instagram, Twitter and Snapchat) as inactive for the duration of the titleholder’s reign, effective within one week of crowning. Instead she will use only the official MRUSA social media accounts which she will be granted access to after crowning. All posting will be done on official accounts and not on personal accounts throughout the year of her reign. Failure to use only MRUSA approved social media accounts will result in disciplinary action. Additionally, cross-posting to personal accounts will only be accepted with prior approval from the Executive Director/Chairman.
 - A. MRUSA has the right to edit or remove any posts on social media created by Titleholder
 - B. Titleholder understands that MRUSA will post intermittently on behalf of the pageant, clinic, or other MRUSA reason.
7. To prepare at least bi-monthly blog entries for approval to post on the Miss Rodeo USA blog on www.missrodeousa.com. Said postings shall be first approved by the Executive Director/Chairman, or the appointed committee member.
8. To make immediate arrangements for press releases and official photographs to be taken and approved by the Executive Director/Chairman, or the appointed committee member, on or before February 15th.
9. To cooperate with the Executive Director/Chairman, or the designated board member, to prepare autograph sheets and press/sponsor packets for use during the year. Said packets shall be submitted for approval no later than February 15th. UNDER NO CIRCUMSTANCE, may Titleholder mail sponsor packets without visual approval from the Executive Director or designated board member. Additionally, if sponsor packets are not mailed via “USPS Media

Mail,” said Titleholder will be responsible for additional costs resulting in traditional mail services instead of specialized and discounted method of “USPS Media Mail”.

- A. Titleholder shall complete all components of sponsor packets by February 15th (outlined in the attached document, including introductory letter, personal thank you notes, signed autograph sheets, etc)

10. To be responsible for reliable transportation to all functions within driving distance. Safe driving and a clean vehicle are required at all times.

- A. Titleholder will hold a valid driver’s license during the entirety of her reign or may be subject for forfeiting the position of Miss Rodeo USA because of inability to complete the job.

11. To maintain a post office box during her reign. At no time shall the physical address of the Titleholder be made public during the year.

12. To maintain valid forms of contact for use during the year:

- A. A cellular telephone number
- B. An email through GMAIL to be set up IMMEDIATELY after crowning. The email address should be “missrodeousa20__@gmail.com” unless otherwise unavailable. This will allow for easy access to share Google Drive documents that are used throughout the year.

13. Sponsor items are to remain UNALTERED unless with prior approval from the Executive Director/Chairman. All photographs of sponsored items will be in their original state, ie: no additional embellishments, designs, etc added to the work of the sponsor.

14. Rodeos and events sanctioned by the IPRA shall have first priority over all other bookings. MRUSA events/functions or MRUSA Sponsor related events to have second priority over all other bookings.

15. Titleholder will not travel to or from any rodeo event with anyone other than an approved chaperone. Chaperones shall only be approved by the Executive Director/Chairman, or the designated board member. There are no exceptions to this rule.

- A. MRUSA reserves the right to appoint a chaperone if they feel necessary

16. Proper phone etiquette is required at all times. If this is unclear, please contact the Executive Director/Chairman or the appointed committee member. Titleholder shall keep her cell phone on silent during all appearances and shall not make calls or text during an appearance unless it is an emergency.

17. When traveling, Titleholder shall treat all host families and committee chairmen/sponsors with the utmost respect at all times.

18. Titleholder shall send thank-you notes to all sponsors, rodeo committees, stock contractors, host families, and other like persons/businesses. Such cards should be mailed or presented within one week of the contact.

19. Titleholder should arrive at all rodeo performances at least one hour before the performance starts, unless instructed otherwise.

20. Titleholder shall not ride any animal other than a saddle-broke horse during her reign.

21. Titleholder shall not make any appearance as Miss Rodeo USA without prior approval by the Executive Director/Chairman or the designated board member.

22. Titleholder shall make immediate contact with all national sponsors of MRUSA. It is expected that Titleholder shall make at least four written communications with such sponsors during her reign. It is recommended that such communications shall occur once during each quarter of her reign.

- A. Immediate contact with sponsors shall be completed and reported NO LATER than February 15th or as specified by the Sponsorship Director.
- B. Contact with each sponsor MUST BE DOCUMENTED in the format shared by the Executive Director/Chairman or Sponsorship Director, failure to do so will result in disciplinary action.
- C. Confirmation for following years participation by EACH sponsor must be documented and communicated to the Executive Director/Chairman or designated board member NO LATER THAN November 1st.
 - a. Confirmation shall include SPECIFICS of the agreed-upon sponsorship - to a reasonable extent of attempting to learn details (failure to do so will result in disciplinary action)
- D. Titleholder shall communicate with Executive Director/Chairman or designated board member to create a weekly schedule to make appreciation posts about MRUSA sponsors. Titleholder is expected to maintain this weekly pattern at the MINIMUM.

23. It is the Titleholders responsibility to ensure her family and supporters are aware of her commitment to her job as Miss Rodeo USA and MRUSA enters into an agreement with her and her alone. Therefore, all communication will be directly between MRUSA and Titleholder only. Furthermore, while we encourage all family, friends and supporters to be in attendance and witness Titleholder's events throughout the year, it will be the Titleholder's responsibility to ensure that their attendance does not negatively affect her ability to complete the job.

24. Titleholder shall assist with the MRUSA Clinic. As a clinician, Titleholder shall only participate in the MRUSA Clinic. She may not be featured in any other non-association clinic or event where she is viewed as a speaker, clinician, special guest, etc - unless it is to the benefit of the MRUSA Association and prior approval is given by Executive Director/Chairman. Titleholder **will not be paid** for her participation in the MRUSA Clinic but the association **will assist** financially to cover costs encountered.

25. Titleholder shall assist with the preparation of the Miss Rodeo USA Pageant program to be used during the National Pageant.

- A. Deadline for Titleholder's preferred program cover image November 1st. (MRUSA reserves the right to not use the preferred image but will notify the queen if a decision is made not to use said image.)
- B. Titleholder shall provide farewell write-up and photos for the program, no later than November 1st.

26. Titleholder shall assist the Executive Director/Chairman or the designated board member with preparations for the National Pageant.

- A. Titleholder shall write a farewell speech (to play during final ride) no later than December 1st.
- B. Approval of this speech/final ride plan MUST BE provided to Executive Director/Chairman or designated board member BEFORE recording AND before any contact is made with anyone else (ie: IFR staff, IPRA, horse provider, etc).
- C. Titleholder is responsible for recording speech in a quality suitable for IFR purposes.
- D. Titleholder is expected to have a CLEAR and OPEN schedule the week before IFR for any and all promotional purposes that the IPRA or MRUSA Association shall request of her
 - a. Including but not limited to school visits, sponsor visits, selling program ads, collecting auction items, etc.
 - b. ALL appearances the week before pageant must be approved by the Executive Director/Chairman or designated board member to ensure there are no conflicts with pageant/IFR promotion.
- E. Titleholder is NOT promised compensation for her work at the Miss Rodeo USA Pageant or her participation in promotion of the International Finals Rodeo. However, her accommodations will be provided by either the IPRA or the MRUSA Association.
 - a. Titleholder is allowed to share her hotel room at IFR/MRUSA Pageant with immediate family only unless prior approval is given from Executive Director/Chairman or designated board member
 - b. Titleholder will be provided a room the day before the pageant and one extra night (Sunday). Additional days (if not booked by the IPRA) will be the financial responsibility of the Titleholder. Therefore, typical hotel stay covered by MRUSA will be Monday arrival through Monday departure.

- F. Titleholder shall receive two complimentary tickets to all Miss Rodeo USA Pageant functions to give to her family. NOTE: IPRA/IFR functions are not included (Ladies Luncheon, Gala, etc). If there are additional rodeo tickets, those will also be provided but not promised.
 - a. Further credentials to the IFR will not be provided to family (ie: parking passes, media badges, etc) unless they are deemed extra after distributing to pageant officials.
- G. Titleholder shall prepare for her Farewell Reception with notes to recognize and thank whomever she feels necessary. Gifts for committees, directors and/or host families are not a requirement but are common if you feel you would like to provide them. It is a REQUIREMENT that Titleholder will speak at said event.
 - a. MRUSA Association will provide the room, basic food/beverages and simple decorations. Additional arrangements can be made by the queen and her family with prior approval/notice to the Executive Director/Chairman or designated board member.
- H. Titleholder is expected to act as Emcee at any/all Miss Rodeo USA Pageant events and will be notified if she will be co-emceeing or working solo in advance of each event. It is Titleholder's responsibility to plan event alongside appointed co-emcee.
- I. Titleholder will attend nightly recap meetings at the pageant if necessary and will be notified in advance.
- J. Titleholder will wear ALL provided sponsor chaps throughout IFR as equally as possible, so long as each pair is in good condition – which may be determined by the Executive Director/Chairman or the designated board member.

27. Titleholder shall solicit contestants for the Clinic and National Pageant during her year and shall maintain contact with potential contestants during her year.

28. Titleholder shall not consume illegal drugs during her reign.

29. Titleholder shall only take prescription medication as prescribed and shall notify the Executive Director/Chairman or the designated board member of any and all prescribed medication during her year.

30. Titleholder shall notify the Executive Director/Chairman of any hospitalizations or illnesses during her reign that happened during an appearance or will affect future appearances. Should Titleholder be injured or suffer an illness requiring medical attention during her year, she must present a physician's release to the Executive Director/Chairman or the designated board member, prior to resuming her duties as Miss Rodeo USA/Titleholder.

31. Titleholder shall not arrive or appear at any official function without full regalia (hat, crown, banner, and western apparel, including having hair, make-up and nails neatly presentable.)

32. Titleholder shall maintain a wholesome image. Proper undergarments must be worn at all times, showing no bra-straps or pantylines. Titleholder shall not show cleavage in a manner unbecoming of a wholesome image. If any outfit is questionable, the Executive Director or the appointed committee member shall make the final decision.

33. Unless at an approved sponsor photo session, Titleholder shall not appear in faded, ripped, or dirty jeans. Although faded jeans may be the current style, the titleholder must remember she is more than a cowgirl, she is Miss Rodeo USA/Titleholder.

34. Titleholder may not have any visible tattoos or facial piercings at any time during her reign.

35. Titleholder shall not attend any rodeo dances unless approved by the Executive Director/Chairman or the designated board member. Titleholder should not appear in a bar, club, tavern, or similar business, during her reign, even without her crown and banner.

36. No males, other than immediate family members, shall accompany the titleholder to, from, or during an event she is attending as Miss Rodeo USA/Titleholder, unless approved by the Executive Director/Chairman, or the designated board member.

37. Titleholder shall not allow any person of the opposite sex into her hotel room for any length of time. The only exception to this rule is an immediate family member. However, if the immediate family member is of an age where it could imply the wrong impression, an adult female chaperone shall be present at all times. If there is an issue with this provision during the year, the titleholder shall immediately contact the Executive Director/Chairman or the designated board member.

38. Titleholder will not cohabit with anyone of the opposite sex, other than an immediate family member.

39. Titleholder shall not allow herself to be photographed in any manner during her year that would imply that Titleholder is in a dating relationship.

40. If Titleholder has a sponsored vehicle, or if the name "Miss Rodeo USA" or titleholder's name appears on her personal vehicle, titleholder's boyfriend shall not ride in the vehicle with her at any time.

41. Titleholder may have a boyfriend during her year. However, Titleholder will not enter into a public dating relationship during her reign. There will be no public announcements of engagement, no taking or posting of photographs with the Titleholder's significant other, and no public display of affection with the Titleholder's significant other. MRUSA hires a young lady who is single and wholesome. Consequently, any behavior that portrays MRUSA in a manner inconsistent with the spirit of this rule, will subject the Titleholder to disciplinary action, up to and including the termination of Titleholder's reign as Miss Rodeo USA.

42. Titleholder agrees to make her family and significant other aware of the requirements of Miss Rodeo USA. To the extent that the family members or boyfriend of Titleholder engage in continued actions that violate the requirements of Miss Rodeo USA or the spirit of those requirements, the Executive Director/Chairman, or the designated board member, shall have the sole discretion to proceed with disciplinary actions against Titleholder, up to and including the termination of the titleholder's reign as Miss Rodeo USA/Titleholder.

43. Titleholder shall be responsible for compiling addresses to send invitations for her farewell reception at the following Miss Rodeo USA Pageant/IFR. Titleholder will be financially responsible for the postage of these invitations but will receive financial help for the printing of these invitations from the MRUSA Association. Review of these addresses must be completed by the Executive Director/Chairman BEFORE MAILING. Deadline to mail will be no later than Dec 15th.

44. Titleholder is expected to attend at least one of the two Dallas Market events to visit current sponsors and work to gain new sponsors for the association. Both events in the Spring and Fall are preferred. Events are in March and October. Titleholder will **not be paid** to attend these events but the Association will assist financially to cover costs encountered. Arrangements will be made with the Executive Director or the designated board member.

45. Miss Rodeo USA Perpetual Clothing Closet:

- A. Titleholder is responsible for maintaining the quality of all items passed down to remain the Miss Rodeo USA Perpetual Clothing Closet
- B. Blatant lack of care of said items that result in destruction or inability to be passed down may result in Titleholder reimbursing the MRUSA Association for the value of said item.
- C. Chaps
 - a. Chaps of a variety of quality and levels of wear are passed down to each queen. If it is KNOWN in advance that Titleholder will encounter muddy or dirt-staining arenas (such as red dirt), Titleholder is expected to wear a lesser quality pair of chaps to ensure she will not ruin a new or high quality pair.

46. When making appearances as Miss Rodeo USA or while performing any activity designed to promote the MRUSA Association, titleholder will not promote any personal business, personal interest, personal hobby, or other such entities.

47. MRUSA is to only wear chaps made by one of the MRUSA chap sponsors during her reign.

48. MRUSA should arrive at the rodeo in MRUSA attire at minimum one hour before the rodeo performance and remain at the rodeo until all attendees leave. MRUSA should remain in MRUSA attire until such time and intermingle with the crowd or perform other designated duties assigned by the hiring committee and/or stock contractor.
49. MRUSA should participate in production meetings prior to the rodeo as a hired contract act only, keeping opinions/recommendations to herself.
50. MRUSA should always speak with the hiring committee/stock contractor about her estimated charges upon hire and should bill for only actual charges and not in excess of the agreed upon amount.
51. While serving as MRUSA, MRUSA shall not attempt to solicit sponsors for herself or any other entity other than the MRUSA Association; violation of this rule shall result in an immediate written disciplinary action.
52. MRUSA shall not give any sponsored item to anyone including a family member during her reign.
53. MRUSA shall only utilize the official photographer of the MRUSA Association for photos throughout her reign. The only exception is that MRUSA may have photos taken by photographers hired by the rodeo committee/stock contractor at a rodeo related event.
54. MRUSA must seek permission and approval from MRUSA Chairman to wear denim or footwear of any brand other than the brand of the exclusive denim/boot sponsors.
55. MRUSA is to take exceptional care of the perpetual Black Hills Silver/Gold crown. She is not to leave the crown on the hat during storage. She should store the crown in the provided storage container and keep the crown in a safe place. Any damage to the crown should be reported to the Chairman immediately. Damage to the crown sustained by negligent acts could result in MRUSA having to pay for repair and/or insurance deductible.

Revised 12/26/22

Disciplinary Actions:

Titleholder is expected to conduct herself as a professional at all times during her reign, and is expected to comply with the Eligibility Requirements, the Miss Rodeo USA Handbook, and the Personal Services Agreement. This includes all behavior and activities from the time she enters the Miss Rodeo USA National Pageant until she relinquishes her reign. During the term of this agreement the said Titleholder will have the opportunity to earn incentives and could be fined for warnings or misconduct.

- a. The following fines are listed:

First Warning: Will be in verbal form (including but not limited to text or email) and documented to the Chairman of the Board for the Miss Rodeo USA Association.

Second Warning: Will be in written form and signed by Titleholder (regardless of acceptance of said warning) and the Chairman of the Board of the Miss Rodeo USA Association to signify receipt of warning.

Third Warning: Will be in written form, voted on by the Miss Rodeo USA Board of Directors and will result in the following fines; \$500.00 for first incident, then \$750.00 and finally \$1,000.00

- Incidents do not need to be of the same issue or problem. Three separate issues could result in three total warnings and the accumulation of fines.

- b. The career advancement award will be held until all fines are paid in full.

- c. After receiving the above fines, the Titleholder will relinquish the Miss Rodeo USA Title, Crown and All Awards

- d. If the Titleholder does not receive any fines throughout her term of contract she will be eligible for the \$1,000 bonus. Voted on by the Miss Rodeo USA Board of Directors and paid at the end of her reign if approved.

By _____

Signature

Its _____

Name Printed