

## 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  
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 e-mail, text or phone call with the Executive Director or appointed committee member of MRUSA at least weekly 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.
  - 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-weekly blog entries for approval to post on the Miss Rodeo USA blog on [www.missrodeousa.com](http://www.missrodeousa.com). Said postings shall be first approved by the Executive Director, 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, or the appointed committee member, on or before February 15th.
9. To cooperate with the Executive Director, 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 1st (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.

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

12. To maintain a cellular telephone number for use during the year.

13. Sponsor items are to remain UNALTERED unless with prior approval from the Executive Director. 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, 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 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 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.
- B. Contact with each sponsor MUST BE DOCUMENTED in the format shared by the Executive Director or the designated board member, failure to do so will result in disciplinary action.
- C. Confirmation for following years participation by EACH sponsor must be documented and communicated to Executive Director 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 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 imperative that Titleholder takes official photographs with each sponsored item. Such photographs shall be taken early in the year, so that the sponsored items appear in a new (and UNALTERED) state in the photographs. Titleholder shall also arrange a photoshoot at the end of the year to capture images of items that have arrived throughout her reign and after the initial sponsor photo shoot

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. 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 preferred image but will notify queen if 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 or the designated board member with preparations for the National Pageant.

- A. Titleholder shall write farewell speech (to play during final ride) no later than December 1st.
- B. Approval of this speech MUST BE provided by Executive Director or designated board member BEFORE recording.
- C. Titleholder is responsible for recording speech in a quality suitable for IFR purposes.
- D. Titleholder is expected to have a CLEAR 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.
- 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 or designated board member
- 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 Executive Director 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.

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 or the designated board member of any and all prescribed medication during her year.

30. Titleholder shall notify the Executive Director 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 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 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 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, 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 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, 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 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.

*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 results 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.

Miss Rodeo USA

Representative

By \_\_\_\_\_

\_\_\_\_\_

Signature

Its \_\_\_\_\_

\_\_\_\_\_

Name Printed