

American Tobiano Overo Association (ATOA)

Youth Ambassador Program – Rules & Guidelines



1. Program Purpose

The ATOA Youth Ambassador Program is designed to educate, empower, and develop youth leaders within the Paint Horse industry. Youth Ambassadors serve as positive representatives of the American Tobiano Overo Association, promoting its mission, values, programs, and events while developing leadership, communication, and horsemanship skills.

2. Eligibility Requirements

To be eligible for the ATOA Youth Ambassador Program, applicants must:

- Be between **8 and 18 years of age** as of January 1 of the program year
- Fall within one of the official ATOA Youth Ambassador age divisions (see Section 3)
- Hold a **current ATOA Youth Membership** in good standing
- Demonstrate good sportsmanship, character, and horsemanship
- Have parental/guardian consent if under 18 years of age
- Be willing and able to fulfill the duties and time commitments of the program

3. Age Divisions

The ATOA Youth Ambassador Program is divided into the following age groups:

A. Youth Division (Ages 8–10)

- Designed to introduce younger participants to leadership, responsibility, and ATOA involvement
- Focuses on learning, participation, and age-appropriate representation
- Expectations are adjusted for maturity and supervision requirements

B. Junior Division (Ages 11–15)

- Emphasizes leadership development, communication skills, and increased responsibility
- Participants are expected to actively assist with youth outreach, events, and promotions
- Juniors may mentor Youth Division ambassadors under committee guidance

C. Youth Senior Division (Ages 16–18)

- Designed for advanced youth leaders preparing for adult leadership roles
- Participants are expected to take on higher levels of responsibility, initiative, and mentorship
- Youth Seniors may assist with planning youth activities, representing ATOA at events, and supporting committees as approved

Age is determined as of **January 1** of the program year. Ambassadors remain in their age division for the full term.

4. Application & Selection

- Applications must be submitted by the published deadline using the official ATOA Youth Ambassador Application Form
- Applications may include essays, references, and/or interviews as determined by ATOA
- Selection is based on leadership potential, communication skills, horsemanship knowledge, attitude, and commitment
- Final selection is made by the **ATOA Youth & Future Champions Committee**, with approval from the Executive Board

5. Term of Service

- Youth Ambassadors serve a **one (1) year term**
- Terms run from **January 1 through December 31**, unless otherwise stated

- Ambassadors may reapply annually if they remain eligible

6. Roles & Responsibilities

Youth Ambassadors are expected to:

- Represent ATOA in a professional, respectful, and positive manner at all times
- Promote ATOA programs, events, and initiatives at shows, expos, online platforms, and community events
- Participate in ATOA-approved activities such as educational outreach, youth events, and promotional efforts
- Attend required meetings, orientations, and training sessions (virtual or in-person)
- Assist with youth engagement efforts including social media content, peer outreach, and educational activities
- Act as a role model for sportsmanship, ethics, and integrity

7. Code of Conduct

Youth Ambassadors must:

- Uphold the ATOA Code of Ethics and all ATOA rules and policies
- Treat others with respect, fairness, and professionalism
- Refrain from bullying, harassment, discrimination, or inappropriate behavior
- Avoid vulgar, offensive, or inappropriate language or gestures
- Follow all rules of conduct at ATOA events and affiliated venues
- Comply with all local, state, and federal laws

Failure to adhere to the Code of Conduct may result in disciplinary action, up to and including removal from the program.

8. Social Media & Public Representation

- Youth Ambassadors may be featured on ATOA social media platforms with parental consent
- Any content created on behalf of ATOA must be positive, accurate, and approved by ATOA when required
- Ambassadors may not post defamatory, misleading, or inappropriate content related to ATOA or its members
- ATOA logos, branding, and materials may only be used with permission

9. Attire & Appearance

- Youth Ambassadors are expected to maintain a clean, neat, and appropriate appearance
- When representing ATOA at events, ambassadors should wear ATOA-branded apparel when available
- Western or event-appropriate attire is required when participating in horse-related activities

10. Parental / Guardian Responsibilities

Parents or guardians agree to:

- Support the ambassador's participation and commitments
- Ensure timely communication and transportation when required
- Acknowledge that ATOA is not responsible for personal injury, loss, or damage beyond its insurance coverage

11. Expenses & Compensation

- Youth Ambassadors serve on a **volunteer basis**
- Travel, lodging, and related expenses are the responsibility of the ambassador and family unless otherwise stated

- Scholarships, awards, or stipends may be offered at ATOA's discretion

12. Discipline & Removal

ATOA reserves the right to place an ambassador on probation, suspend, or remove an ambassador for:

- Violation of these rules or the ATOA Code of Conduct
- Unsportsmanlike or unethical behavior
- Failure to fulfill required duties
- Conduct detrimental to ATOA's reputation

All decisions regarding discipline are final.

13. Program Modifications

ATOA reserves the right to modify, amend, or terminate the Youth Ambassador Program or its rules at any time, with notice to participants.

14. Agreement & Acknowledgment

Participation in the ATOA Youth Ambassador Program constitutes agreement to comply with all rules, policies, and expectations outlined herein.

American Tobiano Overo Association (ATOA)

Preserving the Paint Horse. Educating the Future. Building Leaders.