

# WESTERN LEGACY AMBASSADORS, INC

*Honoring the past. Inspiring the future.*



## AMBASSADOR HANDBOOK & OPERATIONS GUIDE 2026-2027

*“Empowering young women to preserve, represent, and promote the traditions, values, and agricultural heritage of the American West through leadership, horsemanship, and community service”*



## A Message from the Executive Director

The traditions of the American West are built on hard work, respect for the land, strong communities, and a deep appreciation for agriculture and horsemanship. These values have shaped generations before us, and it is our responsibility to ensure they continue to inspire the generations that follow.

Western Legacy Ambassadors, Inc. was created to provide young women with meaningful opportunities to grow as leaders while representing the western heritage that defines so many of our communities. Through community involvement, agricultural advocacy, and public engagement, ambassadors gain valuable experiences that help them develop confidence, responsibility, and a keen sense of service.

This program is not only about appearances or events. It is about building character, strengthening leadership skills, and fostering a lasting connection to the traditions and values that make the western way of life so special.

The success of Western Legacy Ambassadors, Inc. is made possible through the dedication of volunteers, families, sponsors, and community partners who believe in supporting young leaders and preserving western heritage.

We are proud to offer this opportunity and look forward to watching each ambassador grow, serve her community, and help carry these traditions forward.

Together, we honor the past and inspire the future.

*Emily Carpenter*

*Executive Director*  
Western Legacy Ambassadors, Inc.

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## MISSION

Western Legacy Ambassadors, Inc. is dedicated to inspiring and empowering young women to preserve and promote the traditions, values, and heritage of the American West. Through leadership, horsemanship, agricultural advocacy, and community service, ambassadors serve as role models representing the enduring spirit of western culture throughout Colorado.

## WELCOME TO WESTERN LEGACY AMBASSADORS

Welcome to Western Legacy Ambassadors, Inc. This program was created to encourage young women to embrace leadership, build confidence, and proudly represent the traditions and values of the American West.

Ambassadors serve as role models within their communities while promoting agriculture, horsemanship, rodeo, and western heritage. Through appearances, educational opportunities, and community service, participants develop valuable life skills while representing the enduring spirit of the western way of life.

The Western Legacy Ambassador program is built on the belief that strong leaders grow through service, dedication, and a genuine appreciation for community and tradition.

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## SECTION 1. INTRODUCTION & PROGRAM OVERVIEW

Western Legacy Ambassadors, Inc. is a Colorado nonprofit organization open to young ladies ages 14–19 residing in Colorado, with preference given to those located one to three hours of the Front Range.

Ambassadors are selected annually through a title competition in which contestants are evaluated in several areas including:

- Submitted application
- Appearance and presentation
- Personality
- Public speaking
- Knowledge of rodeo and agriculture
- Western fashion presentation

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The program recognizes two ambassador titles each year:

- **Queen Ambassador** — Ages 15–19 during her title year
- **Princess Ambassador** — Ages 11–14 during her title year

Ambassadors serve as representatives of the organization by promoting the western way of life through their actions and involvement in the community. Responsibilities include participating in community and charity events, supporting agricultural education, and advocating for the traditions and values of rodeo and western heritage throughout the year.

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## **AMBASSADOR PLEDGE**

As a Western Legacy Ambassador, I pledge to represent the traditions, values, and heritage of the American West with pride, integrity, and respect.

I will serve my community with dedication, promote agriculture and horsemanship, and strive to be a positive role model for others.

I will honor the responsibilities of my title, support my fellow ambassadors, and represent Western Legacy Ambassadors with professionalism and gratitude for the sponsors, volunteers, and community members who make this program possible.

### **WHAT IT MEANS TO WEAR THE CROWN**

*“Tradition carried forward by the leaders of tomorrow.”*

Wearing the Ambassador crown represents more than holding a title. It is a commitment to leadership, service, and the preservation of the traditions that define the American West.

Ambassadors serve as representatives of the western way of life—promoting agriculture, horsemanship, rodeo, and the values of integrity, hard work, and community involvement. Each appearance, conversation, and interaction is an opportunity to inspire others and share the importance of western heritage with new generations.

**Crown** The crown symbolizes responsibility as much as honor. Ambassadors are expected to carry themselves with confidence, kindness, and professionalism while serving as positive role models within their communities.

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## ABOUT THE ORGANIZATION

Western Legacy Ambassadors, Inc. was founded by individuals deeply rooted in the western community and committed to creating opportunities for young women to grow as leaders, role models, and advocates for the western way of life.

The leadership behind the program brings more than 36 years of combined volunteer experience supporting youth development and western heritage initiatives throughout Colorado. This experience includes participation on and organizing equestrian drill teams, developing, and supporting western royalty programs, serving fairs and rodeos as board and committee members, and working in leadership roles as guest relations liaisons for the renowned National Western Stock Show in Denver.

These experiences have given us a deep understanding of the dedication, organization, and community support required to successfully operate programs that inspire young women and strengthen western traditions. With a strong volunteer spirit and a passion for preserving the heritage of the American West, we are proud to bring the vision of Western Legacy Ambassadors, Inc. to life for the next generation.

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## SECTION 2. AMBASSADOR TITLES & PROGRAM STRUCTURE

Applicants should demonstrate a genuine interest in western heritage, agriculture, and community leadership.

### Eligibility Requirements:

- Queen candidates must be a biological female between the ages of 15-19 during her title year.
- Princess candidates must be a biological female between the ages of 11-14 during her title year.
- Applicants must be residents of the United States, with preference for those residing within approximately three hours of Colorado's Front Range
- Must be single, never married, nor given birth.
- Ambassadors must maintain conduct consistent with the values of the program. Co-habitation is not permitted during the title year.
- Demonstrate good character and a commitment to representing the program positively
- Be willing to participate in scheduled events and Ambassador activities

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- Submit a completed application and \$25 application fee
- Horse experience is **encouraged but not required**. However, ambassadors wishing to participate in mounted events such as parades or rodeo grand entries must demonstrate safe riding ability. She must submit a personal video with her application that clearly demonstrates to the committee her overall riding ability as well as the soundness and activity level of the horse(s) she intends to use. Stallions are not allowed.
- Current title holders may not compete for the same title back to back. A Princess may compete back to back for the Queen Ambassador title as long as she meets eligibility requirements and has finished her current year in good standing.
- Current Ambassadors are not allowed to compete for another title during their title year.
- Ambassadors may only hold one title at a time.

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## AMBASSADOR SELECTION PROCESS

Ambassadors are selected annually through a title competition designed to evaluate leadership potential, communication skills, and knowledge of western heritage.

### The selection process includes:

- Application review
- Written essay
- Western fashion presentation
- Public speaking presentation
- Interview with judges
- Rodeo and agriculture knowledge assessment

Contestants must achieve a **minimum score of 70 percent** to be eligible for selection. All judging decisions are final.

- Submit any required supporting documents: head shot in western attire; short essay; equine related experience and video (if applicable); signed waivers and Ambassador agreements.
- Any applicant under the age of 17 will require a parent or legal guardian's signature on their application. Parents and or legal guardians are also required to sign the necessary waivers.
- In the event there are no contestants in any given year for Queen or Princess, or the contestant(s) that compete do not meet the minimum point requirement, it is at the discretion

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of the committee whether a contestant is selected anyway or to permit a current Ambassador to continue another year.

- If two or fewer contestants apply for a title, the formal competition may be waived at the discretion of the committee. In such cases, applicants will participate in a formal interview and evaluation with the committee prior to final selection.
- Judge's results will be announced, and winners crowned the same day.

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### **Section 3. THE AMBASSADOR EXPERIENCE**

Ambassadors proudly represent the traditions and heritage of the American West by participating in community events, rodeos, agricultural programs, and charitable activities throughout the year. Through these appearances, Ambassadors serve as role models while promoting horsemanship, agriculture, leadership, and community service.

#### **Ambassador Title Year**

The Ambassador title year runs from May to May and begins immediately following the annual **Title Selection event**. Newly selected Ambassadors will begin their official duties after being introduced at the **End of Year Ambassador Reception and Dinner**. Outgoing Ambassadors will conclude their service at this time, marking the transition to the new title year.

#### **Annual Title Selection**

Participating in the annual Title Selection event is an important responsibility of current Ambassadors and a valued tradition of the program. With guidance and support from the Leadership Committee, Ambassadors assist in promoting and hosting the event from start to finish. Responsibilities may include welcoming guests, introducing judges and contestants, presenting, or asking impromptu questions, and assisting with the announcement of title recipients. Ambassadors are also expected to assist with event setup and tear-down as needed to help ensure the event runs smoothly and professionally.

#### **End of Year Ambassador Reception and Dinner**

This end-of-year themed celebration dinner honors the current Ambassadors and recognizes the commitment, achievements, and contributions they have made to the community and the organization during their title year. The event also serves as a transition into the new ambassador year, where newly

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selected Ambassadors are introduced and welcomed. Current Ambassadors are expected to be actively involved in the planning and execution of this event.

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### **Outdoor Heritage & Conservation**

Western Legacy Ambassadors recognizes the importance of preserving Colorado's outdoor heritage and natural resources. As role models within their communities, ambassadors are encouraged to learn about and promote responsible stewardship of wildlife, land, and agricultural traditions.

Through educational opportunities and community involvement, ambassadors may participate in activities that highlight:

- Wildlife conservation and habitat preservation
- The role of hunting and fishing in responsible wildlife management
- Ethical outdoor practices and respect for natural resources
- Colorado's agricultural and outdoor heritage

Ambassadors may also engage in volunteer service, educational events, or outreach efforts that support conservation awareness and responsible outdoor recreation. These experiences are intended to help young leaders develop an appreciation for the balance between wildlife, land stewardship, agriculture, and outdoor traditions in Colorado.

### **3.1 Appearances & Engagements**

Western Legacy Ambassadors may represent the program at a variety of community, agricultural, and western heritage events throughout the year. Some examples include:

#### **Rodeo & Western Heritage Events**

- Rodeos and rodeo parades
- Western heritage celebrations
- Ranch community events such as brandings and trail rides

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### **Agriculture & Youth Education**

- County fairs and livestock shows
- Agricultural education events
- Youth rodeo, 4-H, or FFA events
- Youth programs and school visits

### **Community & Outreach Events**

- Community festivals and holiday parades
- Charity and fundraising events
- Wildlife conservation and outdoor education events

These appearances provide ambassadors with opportunities to represent the program, connect with their communities, and promote the values of western heritage, agriculture, and outdoor stewardship.

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### **Appearance Coordination**

Program leadership will coordinate and communicate appearance opportunities in advance. Ambassadors and their families should make every effort to prioritize these commitments and maintain effective communication regarding availability. To the highest degree Ambassadors who have committed to participate in scheduled events will be expected to honor their commitment unless an emergency arises or unforeseen circumstances occur.

Ambassadors are expected to actively participate in program outreach throughout their title year. The suggested goal is **20–30 appearances annually**, depending on availability and event invitations.

**Fair & Rodeo Season** - Colorado's fair and rodeo season typically runs from **May through August**. Ambassadors are encouraged to attend events when officially invited and when schedules allow.

**National Western Stock Show** - Participation in the National Western Stock Show in Denver is considered a highlight of the Ambassador year. The Queen Ambassador is encouraged to volunteer at least two (2) days during the event when opportunities are available.

**Community Service** - Community engagement is an important part of the program's mission. Ambassadors may participate in charitable events, youth programs, and agricultural outreach initiatives throughout the year.

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**Fundraising & Special Events** - Ambassadors play a key role in supporting fundraising activities that help sustain the organization and expand opportunities for future participants.

**Guidelines for appearances include:**

- Ambassadors should make every effort to **attend scheduled appearances** and represent the program when requested.
- Ambassadors should **arrive on time**, prepared, and dressed appropriately for the event as directed by program leadership.
- If an ambassador is unable to attend a scheduled appearance due to illness, school obligations, family emergencies, or unavoidable conflicts, **program leadership should be notified as soon as possible.**
- Repeated absences or failure to communicate regarding scheduled appearances may impact an ambassador's ability to continue representing the program.

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### **3.2 Transportation and Travel**

Ambassadors and their families are responsible for transportation to and from scheduled appearances, meetings, and program activities unless otherwise arranged or communicated by program leadership.

Some appearances may require travel within Colorado or to nearby communities. Ambassadors and their families should review appearance schedules in advance and plan accordingly to ensure timely arrival.

Guidelines regarding transportation and travel include:

- Ambassadors should **arrive on time and prepared** for scheduled appearances.
- Parents or guardians are responsible for **transportation arrangements and supervision** of ambassadors under the age of 18.
- If travel arrangements are coordinated by the program for a specific event, **details and expectations will be communicated in advance.**
- Ambassadors should always conduct themselves in a respectful and responsible manner while traveling to and from program activities.

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Program leadership may occasionally organize group travel, event transportation, or overnight accommodations when appropriate. In these situations, additional information and expectations will be shared with ambassadors and their families prior to the event.

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### 3.3 Parent/Guardian Role and Expectations

Western Legacy Ambassadors, Inc. recognizes that parents and guardians play a vital role in supporting participants throughout their year of service. The success of the program depends on cooperation and communication between Ambassadors, families, and program leadership.

Parents and guardians are encouraged to support their Ambassador by helping them manage schedules, preparing for appearances, and ensuring they arrive on time and properly dressed for program activities.

Parent and guardian responsibilities include:

- Assisting with **transportation to and from scheduled appearances, meetings, and events**
- Helping ambassadors **maintain appropriate attire and personal presentation**
- Supporting ambassadors in **fulfilling their commitments and responsibilities**
- Maintaining **open and respectful communication with program leadership**
- Encouraging ambassadors to demonstrate **leadership, responsibility, and positive behavior** while representing the program
- Parents, guardians, family are held to the same standard of conduct and respect as the Ambassadors.

Parents and guardians are asked to allow Ambassadors to take personal responsibility for their role while offering guidance and support when needed.

Western Legacy Ambassadors, Inc. values the partnership with families and appreciates the time, commitment, and encouragement they provide to help ambassadors succeed during their year of service.

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## SECTION 4. LEADERSHIP & EXPECTATIONS

Ambassadors serve as role models and are encouraged to lead with confidence, kindness, and integrity. In addition, Ambassadors are expected to represent Western Legacy Ambassadors, Inc. with integrity, professionalism, and enthusiasm.

Ambassadors should demonstrate positive leadership, good sportsmanship, and respect toward fellow Ambassadors, program leadership, event organizers, sponsors, and members of the public. Courtesy, kindness, and professionalism should guide all interactions while representing the program.

Ambassadors should arrive on time for scheduled events, follow directions provided by program leadership or event staff, and present themselves in a manner that reflects positively on Western Legacy Ambassadors, Inc. and the western heritage community.

Behavior that reflects negatively on the organization, including disrespectful conduct, inappropriate language, or actions that bring discredit to the program, may result in disciplinary action as determined by program leadership.

Ambassadors should remember that they represent Western Legacy Ambassadors, Inc., not only during official appearances but also when interacting with the public, sponsors, and community members throughout their year of service.

### Leadership qualities include:

- Reliability and commitment
- Respect for fellow ambassadors and community members
- Positive representation of the western community
- A willingness to support events and organizational activities

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### 4.1 Ambassador Standards of Conduct & Responsibilities

Ambassadors represent Western Legacy Ambassadors, Inc. in public settings and are expected to conduct themselves in a manner that reflects positively on the program. Behavior inconsistent with the values of the organization—including illegal activity, substance use, or conduct that damages the reputation of the program—may result in review by the program leadership and dismissal from the title.

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All official appearances must be approved and scheduled through program leadership to ensure coordination and proper representation of the organization.

Throughout their title year, Ambassadors are expected to:

- Represent Western Legacy Ambassadors, Inc. with professionalism and integrity
- Promote agriculture, rodeo, and the western way of life
- Participate in community outreach and charitable activities
- Serve as positive role models for youth
- Acknowledge and represent program sponsors when appropriate
- Participation in next year's title selection event

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### **Ambassador Appearance Responsibilities**

Ambassadors serve as representatives of Western Legacy Ambassadors, Inc. at community events, rodeos, educational programs, and other public appearances. During these activities, ambassadors are expected to actively engage with the public and promote the mission of the organization in a positive and professional manner.

Ambassadors may be asked to assist with a variety of activities during appearances, which may include:

- Greeting guests and welcoming attendees to events
- Assisting with youth activities or educational demonstrations
- Supporting event staff or organizers when appropriate
- Helping promote western heritage, agriculture, and rodeo traditions
- Taking photos with guests and participants
- Representing program sponsors and expressing appreciation for their support

Ambassadors should be approachable, friendly, and willing to interact with the public in a positive manner. A smile, good attitude, and professional behavior are essential while representing Western Legacy Ambassadors.

When attending appearances, ambassadors should follow guidance provided by program leadership, event organizers, or staff to ensure activities run smoothly and the organization is represented in a respectful and professional manner.

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Ambassadors should also be mindful that many events include children and families. As role models within the community, ambassadors are expected to demonstrate patience, kindness, and encouragement when interacting with others.

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#### **4.2 Sponsor Recognition**

Sponsors play an essential role in supporting the Western Legacy Ambassadors, Inc. program, enabling valuable opportunities for youth leadership, education, and community involvement.

Ambassadors are expected to acknowledge and represent program sponsors in a professional and respectful manner during appearances, interviews, and public events whenever appropriate.

All sponsors must be treated with the same level of appreciation and respect, regardless of their level of financial or in-kind contribution.

Ambassadors should also recognize sponsors through appropriate social media posts when representing the program, ensuring content reflects positively on both the sponsor and Western Legacy Ambassadors, Inc.

Ambassadors and their families are encouraged to support program sponsors by following their social media accounts and sharing or engaging with sponsor content when appropriate.

Ambassadors should demonstrate gratitude for sponsor support by representing the program with integrity, maintaining a positive image, and upholding the values of Western Legacy Ambassadors, Inc.

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#### **4.2 Use of Title and Crown**

The title of Western Legacy Ambassador is an honor and responsibility. Ambassadors are entrusted with representing the organization in a positive and professional manner throughout their year of service.

The crown, banner, buckle and other official program items may only be worn at approved appearances, events, or activities that align with the mission and values of Western Legacy Ambassadors.

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Ambassadors should receive approval from program leadership before attending events or making appearances in an official ambassador capacity.

Ambassadors should not schedule or accept appearances on behalf of Western Legacy Ambassadors, Inc. without coordinating with program leadership. This ensures proper scheduling, communication with event organizers, and consistent representation of the program.

When representing Western Legacy Ambassadors, Inc., Ambassadors should conduct themselves with professionalism, respect, and courtesy toward event organizers, sponsors, fellow ambassadors, and members of the public. The Ambassador title should be used respectfully and in a manner that reflects positively on the organization and the western heritage community.

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## SECTION 5. AMBASSADOR ATTIRE & PRESENTATION

Ambassadors are representatives of the organization and are expected to maintain a polished, respectful, and age-appropriate appearance at all times when participating in official activities or events.

Ambassadors will always wear appropriate attire at sanctioned events. Each member will be expected to wear clothing that represents our sponsors such as Wrangler, CINCH, etc. Attire for each event is based on what is appropriate for that event and is determined in advance by program leadership.

An Ambassador is always in the public eye when not serving in an official capacity, therefore she should always show herself presentable when out in public.

**Crown, Buckle, Banner** are the key pieces that symbolize the Ambassador title and are to be worn at all events.

While many appearances will involve traditional western attire, some events may include community outings, educational activities, travel, or non-western themed functions. In these situations, ambassadors should select attire that reflects a neat, professional, and modest appearance appropriate for a public leadership program.

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### General attire guidelines include:

- Clothing should be **clean, well-fitting, and appropriate for the event or activity.**
- Outfits should maintain a **modest and professional appearance** suitable for representing the organization in public settings.
- Clothing that is excessively revealing, overly distressed, or contains **inappropriate language, graphics, or imagery** is not permitted during official activities.
- Ambassadors should wear **appropriate footwear** for the event and activity.
- When attending official appearances, ambassadors should follow any **specific attire instructions provided by program leadership.**

Program leadership may provide guidance regarding attire for certain events to ensure ambassadors present a consistent and professional image when representing Western Legacy Ambassadors.

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### Western Attire Guidelines

#### Western Hat

- Must be appropriately shaped and fit securely
- Must be clean and in good condition

#### Western Boots

- Should be kept clean and polished.
  - No lace-ups or high heel boots.
  - Spurs are not to be worn on boots outside of the arena.
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#### Jeans / Denim

Denim is a common and appropriate part of western attire for many Western Legacy Ambassador, Inc. appearances. When worn for official activities, jeans should present a clean, polished, and professional look.

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#### Guidelines include:

- Jeans should be **clean, well-fitting, and in good condition.**
- Should fit properly and be the correct length (approximately 1 inch above the heel when seated)
- No low-rise
- Denim should be **free of excessive distressing, fading, holes, or frayed areas.**
- Jeans should be worn at a **proper and comfortable fit** suitable for public appearances and movement during events.
- No bling on pockets
- Styles that are excessively worn, overly embellished, or contain inappropriate graphics or writing are not permitted during official appearances.
- When possible, ambassadors are encouraged to select **classic western-style denim** that pairs well with western shirts, boots, and hats.

Program leadership may provide guidance for specific events to ensure ambassadors maintain a consistent and professional appearance. Wrangler or CINCH jeans are preferred when possible

#### Western Pants

Western pants, or dress western slacks, should be clean, well-fitting, and in good condition. Pants should provide a polished and professional appearance appropriate for representing Western Legacy Ambassadors at public events and appearances.

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#### Shirts and Blouses

Shirts and blouses worn during appearances or program activities should present a neat, modest, and professional look appropriate for representing Western Legacy Ambassadors.

#### Guidelines include:

- Western shirts or blouses are preferred for official appearances unless otherwise directed.
- Shirts should be **clean, well-fitting, and in good condition.**
- Sleeves of shirts and blouses must be full length or 3/4
- Necklines should remain **modest and appropriate for public and family-oriented events.**
- Shirts should provide **adequate coverage when standing, sitting, or participating in activities.**
- Clothing displaying **inappropriate language, graphics, or imagery** is not permitted.

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- When wearing a crown and banner, shirts should allow the banner to lay properly and present a polished appearance.

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### Dresses, Skirts, and Gowns

For certain appearances, ceremonies, or dedicated events, ambassadors may wear dresses, skirts, or gowns that are appropriate for the occasion.

#### Guidelines include:

- Dresses and skirts should maintain a **modest and age-appropriate length** and allow ambassadors to move comfortably and confidently - length should be no more than 2" above the knee.
- Necklines and overall fit should remain **modest and professional**.
- Sleeve length requirement also applies to dresses and gowns.
- Formal gowns may be worn for designated events when approved by program leadership.
- Clothing should not be excessively tight, revealing, or impractical for the event setting.
- Ambassadors should ensure attire allows them to **sit, walk, and participate in activities while maintaining a professional appearance**.

Program leadership may provide guidance regarding appropriate attire for specific events to ensure ambassadors represent Western Legacy Ambassadors in a consistent and respectful manner.

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### Hair and Grooming

Ambassadors are expected to maintain a neat, clean, and well-groomed appearance appropriate for representing Western Legacy Ambassadors at public events. Hair should be styled in a natural and professional manner that complements western attire and allows for proper wear of the ambassador crown and hat. Extreme hairstyles are not permitted. This includes shaved designs, partially shaved styles, or hair colors that are unnatural or highly contrasting (such as bright or multi-colored dye). Hair color should remain within natural tones and be maintained in a manner that presents a polished and professional image.

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**Make-up** should be complementary to the individual, not excessive, and age appropriate.

**Jewelry** should be complimentary to the outfit and age appropriate; not excessive

**Body Piercing** - No visible body piercing (other than earrings).

**Tattoos** should not be visible at any time while competing or representing the title.

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### 5.1 Ambassador Wardrobe & Tack Library

To help families manage the cost of participation, Western Legacy Ambassadors, Inc. maintains a shared collection of clothing, accessories, and equine equipment for use by the titleholders during their year of service. This program resource may include western apparel, jewelry, outerwear, and other appearance items appropriate for appearances and events, as well as select equine tack when applicable.

Many of the items within the Ambassador Wardrobe & Tack Library are made possible through generous donations and sponsorships from supporters of the program who wish to invest in the next generation of western heritage ambassadors.

These select items are the property of Western Legacy Ambassadors, Inc. and are intended to remain with the program so they may be used by future Ambassadors. Titleholders may be issued items for use throughout their year and are expected to care for them responsibly and return them in good condition at the conclusion of their term.

This resource is intended to support Ambassadors and their families by helping offset participation costs while ensuring Ambassadors maintain a consistent and professional appearance when representing Western Legacy Ambassadors at events and appearances.

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### Program-Issued Items

Certain items are issued to each Ambassador for use throughout her year of service. These items remain the property of Western Legacy Ambassadors, Inc. and must be returned at the conclusion of the ambassador's term. Signature items of the program include but not limited to the **crown, banner, and chaps**, which are worn during official appearances and events. Additional items from the Ambassador Wardrobe & Tack Library may be issued as available.

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Because these items represent the organization and its sponsors, ambassadors are expected to treat them with the highest level of care and responsibility while they are in their possession.

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### **Care and Stewardship**

Ambassadors are responsible for maintaining all issued items in good condition during their year of service. Items should be stored appropriately, kept clean, and handled with care while traveling to and from events. No alterations, modifications, or permanent changes may be made to program-owned items without approval from the Executive Director or program leadership.

At the completion of her term, each Ambassador must return all issued items in good condition, allowing for normal wear associated with responsible use. If an item is lost, damaged beyond normal wear, or not returned, the ambassador and her family may be responsible for repair or replacement costs.

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### **Participant Wardrobe Expectations**

While Western Legacy Ambassadors, Inc. provides certain shared program items, Ambassadors are expected to maintain a basic personal western wardrobe suitable for appearances and events.

At a minimum, each ambassador is expected to provide:

- At least one pair of western jeans
- Western shirts or blouses appropriate for appearances
- Skirt or dress
- Western boots
- A western hat
- Western belt

These items should be clean, well-fitting, and appropriate for representing the organization in a professional manner.

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Western Legacy Ambassadors, Inc. is actively developing sponsorships to help support Ambassadors with select apparel items, including jeans and hats. However, participants should plan to have these items available at the start of their term until sponsorship resources are secured.

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## SECTION 6. SOCIAL MEDIA

Ambassadors must use discretion when posting personal information or content on their social media accounts. Even outside of official program events, Ambassadors are still recognized as titleholders and role models. It is important to maintain integrity and a professional image at all times.

The lines between public and private, and personal and professional online communication, can easily become blurred. Ambassadors should remember that their social media activity reflects not only on themselves but also on Western Legacy Ambassadors, Inc. and the community they represent.

### **Ambassadors should keep the following guidelines in mind when using social media:**

- What is published online may remain public for a long time.
- Be thoughtful about who you follow, who you are friends with, and what pages or posts you choose to “like.”
- Respect your audience—you may not always know who is viewing your posts.
- When disagreeing with others’ opinions or correcting misinformation, communicate in a respectful, professional, and polite manner.
- Always pause and think before posting content online.

### **Ambassadors should not use social media to post or share the following:**

- Sexual or explicit content, or links to such content
- Profane or obscene language
- Solicitation of commerce, spam, or unrelated promotions
- Content that encourages illegal activity
- Discourteous communications, including personal attacks on a person’s character or appearance
- Bullying, harassment, or disrespectful behavior toward others
- Content that promotes or supports discrimination based on race, creed, color, age, religion, gender, marital status, disability, sexual orientation, or national origin
- Any content or behavior that would not be considered appropriate while representing Western Legacy Ambassadors

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Ambassadors should remember that they represent Western Legacy Ambassadors, Inc. both in person and online. Social media activity should reflect the values, professionalism, and integrity expected of a program Ambassador.

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### **6.1 Photography and Video**

All photographs and video recordings taken at Western Legacy Ambassadors, Inc. events by participants, families, volunteers, or staff may be used by Western Legacy Ambassadors, Inc. for promotional, marketing, and organizational purposes.

It is important to promote Western Legacy Ambassadors, Inc. in a positive manner. All photos taken at any of the events should first be shared with the committee for approval prior to releasing photos to the public.

Ambassador title pictures for advertising will be taken as a group. Only approved pictures will be used for advertising purposes. Title pictures will be taken on a prescheduled date and location.

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## **SECTION 7. EQUINE PARTICIPATION GUIDELINES**

Horse safety, proper equipment, and responsible horsemanship are essential when representing the Western Legacy Ambassadors, Inc. program. Ambassadors who participate in mounted appearances are expected to demonstrate safe, respectful, and knowledgeable horse handling at all times. Horses used for appearances should be calm, well-trained, and suitable for public environments such as rodeos, parades, and community events where crowds, noise, and other horses may be present.

All tack and equipment must be clean, well-maintained, and in good working condition to ensure both rider and horse safety. Horses should be well-groomed and presented in a neat, professional manner that reflects positively on the Ambassador and the organization. Ambassadors are responsible for ensuring their horse is healthy, fit for travel, and able to safely participate in the event environment.

Ambassadors are also responsible for ensuring horses are transported safely to and from appearances using properly maintained trailers and safe hauling practices.

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When participating in mounted events, Ambassadors are expected to demonstrate courtesy, awareness of their surroundings, and respect for event organizers, fellow riders, and the public.

The program reserves the right to restrict mounted participation at any event if a horse is deemed unsafe, unmanageable, or not suitable for the event environment.

**Horsemanship Expectations Include:**

- Safe and responsible horse handling at all times
- Use of proper, well-fitting tack and equipment
- A clean, well-groomed horse for all mounted appearances
- Good riding etiquette at events, rodeos, and parades
- Maintaining control of the horse in crowded or public settings
- Respect for other riders, livestock, and event staff

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## **SECTION 8. ORGANIZATIONAL LEADERSHIP**

Western Legacy Ambassadors, Inc. operates under the direction of the Executive Director and is supported by an Assistant Director and volunteer leadership positions. Together, these individuals work collaboratively to support the program’s mission and provide guidance and opportunities for Ambassadors throughout their title year.

### **EXECUTIVE DIRECTOR**

The Executive Director provides overall leadership, direction, and oversight of the Western Legacy Ambassadors program. This role is responsible for guiding the organization in alignment with its mission while coordinating Ambassador activities, events, and partnerships.

**Responsibilities include:**

- Overseeing the overall operation and administration of the program
- Coordinating Ambassador schedules, appearances, and community engagement opportunities
- Maintaining communication with ambassadors, families, sponsors, and partner organizations

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- Supporting leadership development and mentorship for ambassadors
- Assisting with planning and execution of the annual Ambassador selection process
- Overseeing organizational policies, program planning, and long-term program development

The Executive Director works closely with volunteers and program supporters to ensure the success and sustainability of Western Legacy Ambassadors, Inc.

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### **ASSISTANT DIRECTOR**

The Assistant Director supports the Executive Director in the coordination and operation of the program and helps ensure effective communication and organization across all program activities.

#### **Responsibilities include:**

- Assisting with coordination of Ambassador appearances and events
- Supporting communication between Ambassadors, families, and program leadership
- Assisting with event planning and coordination
- Providing support to ambassadors during public appearances and program activities
- Assisting with program administration and documentation

The Assistant Director reports directly to the Executive Director and helps ensure the smooth operation of the organization.

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### **SECRETARY**

The Secretary supports the organization by maintaining accurate records and assisting with internal communication.

#### **Responsibilities include:**

- Recording meeting notes and maintaining organizational records
- Organizing important documents, forms, and program agreements
- Assisting with correspondence related to organizational business

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- Maintaining copies of ambassador forms, waivers, and agreements
- Assisting leadership with documentation related to program activities

The Secretary works closely with the Executive Director to ensure accurate documentation and communication within Western Legacy Ambassadors, Inc.

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## **TREASURER**

The Treasurer oversees the financial recordkeeping of the organization and helps ensure responsible stewardship of program funds.

### **Responsibilities include:**

- Maintaining accurate records of program income and expenses
- Tracking sponsorship contributions and fundraising revenue
- Assisting with financial reporting for organizational leadership
- Managing deposits, payments, and reimbursement requests when applicable
- Supporting responsible financial practices consistent with nonprofit operations

The Treasurer works in coordination with the Executive Director to ensure transparency and responsible fiscal management.

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## **MARKETING & SPONSORSHIP COORDINATOR**

The Marketing and Sponsorship Coordinator supports the visibility and sustainability of the program through community outreach and sponsor engagement and is responsible for promoting the Western Legacy Ambassadors, Inc. program and cultivating relationships with sponsors and community partners.

### **Responsibilities include:**

- Identifying and developing potential sponsorship opportunities
- Maintaining communication with existing sponsors and partners

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- Assisting with sponsor recognition and appreciation efforts
- Supporting marketing and promotional efforts for the program
- Assisting with development of promotional materials and social media outreach
- Coordinating visibility for sponsors during events and public appearances

This role plays an important part in helping sustain and grow the Western Legacy Ambassadors, Inc. program through community engagement and sponsor support.

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## **ADVISORY COMMITTEE**

Western Legacy Ambassadors, Inc. is supported by an Advisory Committee composed of volunteers who assist with program operations, event coordination, and strategic guidance. Committee members work collaboratively to support the mission and growth of the organization while helping ensure the success of the Ambassador program.

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## **SECTION 9. PROGRAM IMPACT & LEADERSHIP DEVELOPMENT**

The Ambassador program is designed to provide young women with opportunities to grow as leaders while representing the traditions and values of the western community. Through participation in the program, ambassadors develop important life skills including:

- Public speaking and communication
- Leadership and personal responsibility
- Community engagement and volunteerism
- Professional presentation and confidence
- Agricultural awareness and advocacy
- Teamwork and collaboration

Ambassadors gain real-world experience through public appearances, community involvement, and interactions with agricultural and western industry leaders.

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The goal of the program is to empower Ambassadors to become confident, responsible leaders who will have a positive impact on their communities, uphold the traditions of the American West, embrace western heritage and agriculture, and promote conservation and stewardship of natural resources for future generations.

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### **The Western Legacy Ambassador Commitment**

Serving as a Western Legacy Ambassador is both an honor and a responsibility. Ambassadors represent not only the Western Legacy program, but also the traditions, values, and heritage of the American West. Through leadership, community involvement, and dedication to agricultural education, ambassadors help preserve and promote the western way of life for future generations.

Ambassadors are encouraged to lead by example, demonstrating integrity, kindness, and respect in all interactions. Each appearance, conversation, and community engagement provides an opportunity to inspire others and strengthen the connection between communities and western heritage.

The Western Legacy Ambassadors program believes that leadership is developed through service, commitment, and a willingness to represent something greater than oneself.

By accepting the role of Ambassador, participants commit to representing Western Legacy Ambassadors with pride, professionalism, and respect for the traditions that define the American West. ***Together, we honor the past and inspire the future.***

***Honoring the past. Inspiring the future.***



## SECTION 10

# AMBASSADOR HANDBOOK

## ACKNOWLEDGEMENT

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## Ambassador Handbook Acknowledgement

I acknowledge that I have received and read the Western Legacy Ambassadors, Inc. Handbook and agree to follow the policies, expectations, and guidelines outlined within it.

Ambassador Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Signature: \_\_\_\_\_

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