



Western Legacy Ambassadors, Inc.

"Honoring the past. Inspiring the future."

THE AMBASSADOR EXPERIENCE

Learn it. Live it. Carry it forward.

Western Legacy Ambassadors is more than a traditional royalty program. It is a leadership and educational experience designed to develop confident, capable young women while preserving and promoting the traditions of the western way of life.

Our Ambassadors do not just represent western heritage—they gain real-world experience, build meaningful connections, and develop the knowledge and leadership skills to carry it forward.

The success of this program is made possible through the dedication of volunteers, families, sponsors, and community partners who share a commitment to investing in the next generation.

Appearances & Engagements

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.

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.

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

Through participation in the program, ambassadors develop important life skills including:



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

Industry Education & Experiential Learning

A core component of the Western Legacy Ambassadors program is providing participants with direct access to industry professionals who shape the western, agricultural, and rodeo communities.

Through hands-on experiences, mentorship, and real-world exposure, Ambassadors deepen their understanding of:



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- Animal health and welfare
- Land stewardship and conservation
- Equine care and horsemanship
- Livestock management and agriculture
- Industry standards and best practices
- Western industry careers and entrepreneurship

Educational & Industry Partnerships

We recognize that many of our partners are leaders and professionals within the industries that shape our western heritage. We are proud to partner with organizations and professionals who play a vital role in preserving and advancing the western way of life. In addition to traditional sponsorship recognition, Western Legacy Ambassadors offers opportunities for partners to engage directly in the development of our participants through educational and experiential learning.

Educational Partnerships

We recognize that many of our partners are leaders within the industries that define and sustain the western way of life. Western Legacy Ambassadors provides opportunities for these professionals to engage directly in the development of our participants through meaningful, experience-based learning.

Educational Partners play a vital role in shaping the next generation by sharing their expertise and providing real-world insight.

Examples include:

- **Veterinarians** – Animal health, welfare, and preventative care
- **Ranchers & Agricultural Producers** – Livestock management and land stewardship
- **Equine Professionals** – Training, care, and industry standards

Examples of Educational Engagement Opportunities:

- Hosting a hands-on animal health workshop
- Demonstrating proper livestock handling or care techniques



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- Providing a behind-the-scenes tour of a clinic, ranch, or facility
- Speaking to Ambassadors about career paths and industry insights
- Partnering on conservation or stewardship-focused service projects

Industry Partnerships

We are committed to building meaningful partnerships with organizations that share our values and mission. In addition to sponsorship recognition, partners are encouraged to actively engage in the development of our Ambassadors and the communities they serve.

Partnership opportunities may include:

- **Program Integration** – Incorporating your products, services, or expertise into Ambassador activities and educational experiences
- **Event Collaboration** – Participation in program events, workshops, and community outreach
- **Mentorship & Industry Exposure** – Providing behind-the-scenes access and learning opportunities
- **Educational Engagement** – Hosting workshops, demonstrations, or facility tours
- **Content & Storytelling** – Collaborative social media features and brand visibility
- **Community Impact Initiatives** – Partnering on service projects and outreach efforts
- **Business & Entrepreneurship Leaders** - Guidance on building careers and businesses within western and agricultural industries

By partnering with Western Legacy Ambassadors, you are not only supporting a program—you are investing in the future of the industries, communities, and traditions that define the western way of life.