

Miss **RODEO**
EDMONTON

2023 APPLICATION





SEPTEMBER 29-30, 2023



DEAR MISS RODEO APPLICANTS,

In 2022 the Edmonton Pro Rodeo (EPR) embarked on a journey to bring rodeo back to the City of Edmonton. After the success of year one, we are now proceeding with the 2nd year of the EPR on September 29 & 30, 2023, and are now thrilled to be launching the inaugural 2023 Miss Rodeo Edmonton (MRE) Competition in conjunction with the rodeo.

We want to continue to support western heritage and provide opportunities for young women in Alberta to enrich their lives by participating in a competition that will start them on the path for their future career goals. The competition aims to develop their public speaking ability so they can handle any public engagement, provide opportunities and the platform for making relevant connections in the industry and welcoming deep friendships.

The Edmonton Pro Rodeo will set the platform so that qualified candidates can have an unforgettable experience that will set them on the path for future success. The Edmonton Pro Rodeo Committee will also support contestants that wish to further their opportunities by applying for the Miss Rodeo Canada Competition.

The Edmonton Pro Rodeo and Miss Rodeo Edmonton Committee look forward to meeting all the qualified contestants and then working and having fun with our crowned MRE 2023 as they embark on a year of activities and journey to self-discovery and path for the future.

Regards,

Miss Rodeo Edmonton Committee



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APPLICATIONS DEADLINE & SUBMISSION

Please take the time to read carefully through each section of the application and familiarize yourself with the information in the MRE package.

Deadline to apply:

Applications must be received by 4:30 p.m. on May 1, 2023. Please reference the checklist provided to ensure your application is complete. Incomplete applications may be disqualified.

Submission details:

Please send or deliver your completed application to one of the following addresses:

Mailing Address:

Edmonton EXPO Centre
Attn: MRE Committee
7515 118 Ave, NW
Edmonton, AB
T5B 0J2

Courier Address:

Edmonton EXPO Centre
Loading Dock E1 - Food Services
Attn: MRE Committee
7515 118 Ave, NW
Edmonton, AB
T5B 0J2

In Person Drop Off Address:

Edmonton EXPO Centre
4th Floor Reception
Attn: MRE Committee
7515 118 Ave, NW
Edmonton, AB
T5B 0J2

Email:

MRE@EdmontonProRodeo.com

Please leave sufficient time to account for delivery if using mail or courier. Packages received after the deadline will not be accepted and may be returned unopened.

Timelines:

- Applications open: March 22, 2023
- Applications close: May 1, 2023
- Competition Days: May 18 & 19, 2023 - TBC

If you have any questions, please do not hesitate to reach out to the MRE Committee at MRE@edmontonprorodeo.com



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GENERAL MISS RODEO EDMONTON INFORMATION

Prior to applying, all applicants must understand the roles, responsibilities, and expectations of the Miss Rodeo Edmonton Queen.

The winner of the MRE competition will represent the Edmonton Pro Rodeo; and will be an ambassador for the sport of rodeo and associated western lifestyle. The winner of the competition will take the MRE title until May of 2024 when we crown the 2024 MRE Queen.

It is expected that the winner will conduct themselves in a professional manner when engaged in any activities as Miss Rodeo Edmonton. Personal social media platforms may be monitored to ensure that all public engagements and posts reflect positively on the MRE and Edmonton Pro Rodeo brands.

MRE will be required to attend certain Alberta rodeos and attend related engagements, but this does not exclude MRE from attending any other events or rodeos not already scheduled with the MRE Committee. Further details will be provided to the winner of the competition.

The MRE committee will plan for Miss Rodeo Edmonton to attend the following events in the 2023 calendar year:

- Ponoka Stampede: June 26 - July 2
- Calgary Stampede: July 7 - 16
- K-Days: July 21 - 30
- Medicine Hat: July 26 - 29
- Oldstoberfest Rodeo: September 15 - 18
- Edmonton Pro Rodeo: September 29 - 30
- Farmfair International: November 8 - 11

In addition, Miss Rodeo Edmonton will also be expected to:

- Engage with the Edmonton Pro Rodeo social media while attending other rodeos.
- From time to time there may be other appearances requested by the MRE Committee, those will be requests will be shared with MRE and may attend based on availability.
- Allow the general public, local businesses, and not for profit, charitable organizations etc., to have the opportunity to request appearances from MRE during their reign. All requests will be reviewed and vetted by the MRE Committee and if appropriate, will coordinate with Miss Rodeo Edmonton.
- Any requests that MRE receives via social media, in-person or other email channels must be forwarded to the MRE Committee email at MRE@edmontonprorodeo.com to ensure practical scheduling.



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EXPECTATIONS FOR THE ROLE OF MISS RODEO EDMONTON

As an ambassador to the Edmonton Pro Rodeo, the successful applicant must conduct themselves in a manner befitting any professional caliber sporting event. Here are some of those expectations:

- Being honest, and sincere
- Being curious, asking questions, and getting to know people on a professional and personal level
- Being punctual for their scheduled activities.
- Respecting people regardless of age, gender, religion, or social status.
- Always professional, not using slang or offensive language.
- Dressing professionally, with clean and modest attire

Positive behaviour, and positive social media content is expected and will be monitored regularly, for the MRE is an ambassador in public.

Failure to maintain professionalism or meet any expectation of MRE may result in termination of the title.

MISS RODEO CANADA

In the event the MRE 2023 winner would like to apply for the opportunity to be a part of the Miss Rodeo Canada competition, support would be required by the Miss Rodeo Edmonton and the Edmonton Pro Rodeo Committees.

APPLICATION PROVISIONS

Eligibility Requirements

1. Applicants must be a minimum of 18 and no older than 25 years of age by May 1, 2023
2. Applicants may be subject to a criminal record check.
3. Must be a Canadian citizen.
4. Have a valid driver's license, and a clean driver's abstract.
5. Must have reliable transportation to attend planned events and activities.
6. Applicants must live within a 200 km radius of the City of Edmonton border.



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JUDGING CATEGORIES

MRE contestants will be judged and evaluated in a number of ways. The following is a brief description of the activities and categories that the judging panel will use:

1. **Personal Interview:** Contestants will engage in a private face to face or virtual meeting where the judges will ask questions to test the knowledge on professional rodeo, current affairs, organizational information of Explore Edmonton and C5 Rodeo and will be also judged on proper use of grammar and enunciation.
2. **Horsemanship:** Contestants will be judged on their ability to control their horse, balance, the position of their hands, feet and seat. Horses will be provided for all participants.
3. **Public Speaking:** Must present a 3- 4-minute prepared speech that will be judged on your professional appearance, body language, tone, projection, enunciations, and overall confidence. Speeches should be about subjects that the contestant is passionate about.
4. **Impromptu Questions:** Contestant will be judged on their ability to answer questions quickly and publicly on air with CFCW. They will be asked questions by on air radio personalities and will be judged on their ability to think quickly and provide clear and articulate responses.
5. **Written Exam:** Contestant will be required to complete a written exam that will test their knowledge of Canadian rodeo rules, history, equine and horsemanship knowledge.
6. **Personality:** Judges will look at the contestants overall personality, intelligence, sense of humor, confidence, sincerity, punctuality, sportsmanship, poise, maturity and integrity.
7. **Appearance:** Contestant will be judged on their posture, self-appearance, poise, and grace. They will also be judged on their selection of outfits. Contestant should choose outfits that reflect their personality, be fashionable, tasteful, and showcase western culture. Flatter and fit will also be a criterion that is judged. Contestants will also be judged their grooming, including neatness and cleanliness.



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APPLICATION REVIEW

Applications will be reviewed for completeness, and if required an application elimination process may be held at the discretion of the MRE committee. Applications, that do not meet the entry deadline, or the requirements may be disqualified. Applicants may request to have their applications returned post competition, if not all personal information will be destroyed.

Online Presence: The MRE committee will review each applicant's online presence as part of the application review.

Resume: All applicants must provide a professional resume (no longer than 4 pages)

Photographs: Applicants are required to provide one colour and one black and white headshot to be used for marketing purposes. Photos must be high resolution and must be provided digitally. Applicants can include one additional photo of their choosing.

Photo Release: Applicants must sign the attached photo release form for the use of your photographs during the competition. If the signed photo release is not included, the photos cannot be used and therefore the application may be deemed incomplete and disqualified.

MRE COMPETITION SCHEDULE

The successful applicants should expect to attend additional activities as part of the competition. Final details and dates are yet to be confirmed, but the following is an example of what the competition days may look like for the applicants:

Day 1

- Impromptu radio interviews on CFCW
- Horsemanship competition
- Written exam
- Dinner with potential sponsors, MRE committee and other VIPs

Day 2

- Impromptu radio interviews on CFCW
- Personal interview
- Public speaking
- Visit to sponsor locations, meet and greets as well as photographs and video footage captured
- Crowning of Miss Rodeo Edmonton 2023



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MRE ATTIRE

Contestants are required to supply their own personal western attire for all events and should be aware of what constitutes fashionable western dress and be knowledgeable in western fashion trends.

Impromptu Radio Interview

Business-Western casual outfits required. Jeans are acceptable but outfit must be clean, professional, and business manner.

Horsemanship Competition

Jeans, boots and acceptable western top (long shirt required)

Dinner

Business-Western casual outfits required. Jeans are acceptable but outfit must be clean, professional, and business manner.

Personal Interview

Business-Western casual outfits required. Jeans are acceptable but outfit must be clean, professional, and business manner.

Public Speaking

Business-Western casual outfits required. Jeans are acceptable but outfit must be clean, professional, and business manner.

Written Exam

Casual professional outfit, western themed not required.

Visiting sponsor locations

Business-Western casual outfits required. Jeans are acceptable but outfit must be clean, professional, and business manner.

Crowning

To be confirmed - Formal evening attire, western-style dresses, or Business-Western casual outfits required. Jeans are acceptable but outfit must be clean, professional, and business manner.



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APPLICATION CHECKLIST

For your application to be accepted you will be required to provide the following requirements:

1. Title page, or cover page/letter
2. Professional resume
3. Photocopy of Driver's License
4. Photographs with photo release
5. Complete application form
6. Complete medical information
7. Background form
8. Signed Statutory Declaration
9. Signed Waiver of Liability form
10. Signed Photography and Film Release Form
11. Two references

Background Information

Please include the following information in your personal resume or application package:

Biographies:

Please include two biographies that may be used for marketing purposes. One should be up to 150 words, and the other 300 words.

Educational History:

Provide a brief outline of your complete educational history, can be bullet point form. If not included in your personal resume it may be listed in a separate document.

Scholastic Achievements:

Include a brief explanation of any recognition or award you have received though any schooling you have completed, High School, Post-secondary or other. Please also provide the year, the school and a brief explanation of the achievement and how you received it. If not included in a personal resume it may be listed in a separate document.

Career Goals:

Provide a brief description of your future career goals, and how winning the Miss Rodeo Edmonton can support those goals.



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Equine Accomplishments:

Include a brief explanation of any equine events, shows or performances you have participated in, or even organized, as well as any awards or recognition you have received.

Volunteering:

Include a list and any additional information related to any volunteering you have engaged in.

Reference Letters:

Please enclose two (2) references letters; they can be from a friend, co-works, employee, teacher, but must not be a family member. *(Reference letters must be signed by the author but are not required to be originals. Scanned and or printed copies are acceptable)*



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MISS RODEO EDMONTON APPLICATION FORM

Applicant Personal Information

First Name:

Last Name:

Date of Birth:

Current Address:

Town/City:

Province:

Postal Code:

Phone

Mobile

Email:

Emergency Contact Personal Information

Contact Name:

Contact Phone:

Contact Email:

Medical Information

Known allergies (food, drugs, insects other) Please also provide any explanation of reactions, and treatment or medicine used for each. Also indicate if you keep those medicines with you at all times and where to find them typically (i.e. purse, vehicle)

Describe any past serious injuries, past or planned operations or procedures, chronic illnesses, or other afflictions that may affect your participation in the Miss Rodeo Edmonton Competition.



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STATUTORY DECLARATION

I, _____ solemnly declare that:

a) I have read and understand the questions, information and instructions in this form and attachments and the answers I have given to the questions in this form and in any attachments to it are true and correct; and

b) I make this solemn declaration conscientiously believing it to be true and knowing it is of the same legal force and effect as if made under oath and by virtue of the Canada Evidence Act; and

DECLARED before me at the City/Town of _____ in the Province of Alberta, this (date) _____ day of (month) _____, 2023.

(Signature of Applicant)

Signature of Notary Public or Commissioner for Oaths in and for the Province of Alberta (if declared in Alberta)

Appointment

Expiration

Date:

**This form must be declared before a person who is a notary public in and for the jurisdiction in which it is declared. It may be declared before a Commissioner for Oaths for Alberta if declared in Alberta.*



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WAIVER, INDEMNITY AND RELEASE OF LIABILITY FORM

****Please Read Carefully ****

By signing this legal document, you:

- Indicate that you understand and accept the risks associated with the following event(s) as expressly selected (collectively referred to as the “**Activity**”), unless extended by joint agreement of you and Explore Edmonton Corporation (“**Explore**”):
All Miss Rodeo Edmonton Competition requirements
 - Give up certain rights including the right to sue Explore Edmonton Corporation, C5 Rodeo Company Inc. and the City of Edmonton (the “**City**”) and its employees, contractors, sponsors, volunteers and agents;
 - Agree to assume all responsibility for any injury or damage to yourself, or other individuals or property caused by you during the Activity; and
 - Indicate that you understand and agree to all terms and conditions included in this form before your participation in the Activity.
1. I hereby acknowledge, understand and agree that my participation in the Activity involves elements of danger and risk, potential prolonged exposure to the elements and, that injuries, loss, disabilities or damage (including death) can occur to me as a result of my participation, and that at all times the primary responsibility for my physical well-being remains with me. I further acknowledge and understand that the choice to continue or discontinue my participation in the Activity always remains with me, and I may cease the Activity at any time. Notwithstanding the foregoing, Explore reserves the right, and has sole discretion, to suspend or discontinue the whole or any part of the Activity at any time and for any reason, including but not limited to my medical wellbeing, inclement weather, and safety concerns in respect of the Activity.
 2. I further acknowledge, understand and agree that injury, loss, disability or damage (including death) can occur without any fault of myself, Explore, the City or any of their employees, contractors, volunteers and agents and that I freely accept and assume all risks and responsibilities in any way arising from or associated with my participation in the Activity. I hereby waive any and all claims, expenses, demands, costs, suits, judicial review, liabilities and causes of action against Explore and The City, their officers, directors, employees, and any of their contractors, sponsors, contributors, affiliates, representatives and insurers (collectively, the “**Releasees**”), which may arise directly or indirectly out of such injury, loss, disability, damage or death during the Activity, and I release the Releasees from any and all liability in that regard.
 3. I further agree to indemnify and save harmless the Releasees from any and all suits, demands, claims, judicial review and actions of any kind which may be brought against their employees, contractors, volunteers or agents for which they may become liable by reason of any injury, loss, disability damage or death resulting from, or occasioned to or suffered by any person, including myself, as a result my participation in the Activity.



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- 4. I hereby acknowledge and agree that I have read and understand the foregoing and do hereby accept and consent to all of the above. I further acknowledge that this is a legally binding document signed voluntarily by me, on my own behalf, and on behalf of my heirs, next of kin and assigns.
- 5. I confirm that by signing this legal document I have had an opportunity to seek independent legal advice and have either done so or waived my right to do so.
- 6. That if any term, condition or provision, or the application thereof to any person or circumstance shall to any extent be found to be invalid or unenforceable, the remainder of this agreement or the application of such term, condition or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby and each term, condition or provision shall be separately valid and enforceable to the fullest extent permitted by law.

IN WITNESS WHEREOF I have duly executed this Waiver, Indemnity and Release of Liability Form under my hand this (number)_____ day of (month)_____,2023 in the City of Edmonton, in the Province of Alberta.

I, the undersigned, acknowledge that I have read and understood all clauses of this Waiver, Indemnity and Release of Liability Form and agree on behalf of myself and my minor child, if applicable, to be legally bound by its terms.

Participant Signature

Witness' Signature

Participant Name (please print)

Witness' Name (please print)

Participant's Address

Witness' Address

City/Town, Province and Postal Code

City/Town, Province and Postal Code

Participant's Telephone Number

Witness' Telephone Number

Participant's Date of Birth

Relationship to Participant



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PHOTOGRAPHY AND FILM RELEASE FORM

I _____ hereby grant my permission to the organizers of the Edmonton Pro Rodeo, and Miss Rodeo Edmonton Competition (Explore Edmonton and C5 Rodeo) to use the photographs taken during the 2023 Edmonton Pro Rodeo, and Miss Rodeo Edmonton competition and year-round activities for any legal use, including but not limited to: publicity, copyright purposes, illustration, any advertising, social media and website content.

Furthermore, I understand that no royalty, fee, or compensation shall become payable to me by reason of such use.

Applicants Name:

Signature:

Date:

Address:

City:

Postal Code:

Phone:

Email: