



## 2022 Ambassador Application

*“As iron sharpens iron, so one man sharpens another.”  
Proverbs 27:17*

Our Motto: Providing for the Future of the Western Industry.

Our Mission: RodeoKids.com is a faith-based company dedicated to supporting youth and parents get involved and stay involved in the western lifestyle. By working together to provide the inspiration, education, opportunities, connection and products we need in and out of the arena we can make a difference in our own lives and the lives of others.



RodeoKids.com is searching for hard working, respectful, helpful candidates to represent RodeoKids.com in and out of the arena. You do NOT have to be a rodeo competitor to be a part of this program. At RodeoKids.com, we believe in good sportsmanship, hard work, teamwork, making friends and being respectful to others and our equine partners, win or lose. Please help us, “provide for the future of the western industry,” by sharing your knowledge with your peers and others while being a representative of what this lifestyle means.

**Team Perks:**

- RodeoKids.com long sleeved button-up shirt
- 10 iron-on patches
- RodeoKids.com cap
- Window/trailer decal
- 20% off all RodeoKids.com products
- 10% off discount cards for family, friends and people you meet along the way
- Resume building material for future jobs and/or college rodeo
- RodeoKids.com Ambassador Spotlight
- RodeoKids.com Meme featuring a quote from you or your favorite quote/Bible verse
- 1 Free 30-minute RodeoKids.com Coaching Call to support you in your physical or mental struggles in or out of the arena
- Monthly RodeoKids.com Zoom meetings with professional competitors, entertainers, personnel, coaches and more where you get to hear their stories and ask questions
- Access to a group of individuals who are happy to answer any of your questions
- Being a part of a nationwide team of competitive, hardworking individuals and parents just like you!

**Guidelines:**

- Must love the western lifestyle and want to share your story and knowledge with others
- Must attend a minimum of 20 western lifestyle related events per year
- Must be between the ages of 10-21 years old.
- Membership begins Jan. 1, 2022 and ends Dec. 31, 2022. You can be on the team for up to 3 years.
- Monthly Commitments:
  - Provide a monthly update and one picture of yourself wearing RodeoKids.com apparel (E-mail/Social Media reminders will be sent out each month)
  - Submit monthly challenge video that will be shared on social media & RodeoKids.com
    - Challenge videos are an opportunity for you to share your knowledge and inspire others while honing your public speaking skills and building resume and portfolio material for your future endeavors.
- Write a minimum of one essay/blog post for the RodeoKids.com blog
- All images and information submitted are subject to use for media purposes for the Performance Pony Company and RodeoKids.com (C.L. Enterprises, LLC). Media includes but is not limited to: Website content, Facebook, Instagram, catalog and print media.
- Answer application questions honestly, clearly and with detail. Parents can assist but are discouraged from doing the work. Please write with pen. We want to make this process an experience that applicants can take with them to other areas of life.
- Ambassadors who fail to participate will be revoked of their RodeoKids.com discount.
- If an ambassador fails to represent our mission and values, RodeoKids.com has the right to revoke their ambassador privileges at any time. *Remember, someone is always watching.*
- **Each applicant must send their completed form, reference letter & one video to [camarie@rodeokids.com](mailto:camarie@rodeokids.com) by December 1, 2021.** Team will be announced Jan. 1, 2022

RodeoKids.com Ambassador Application



- Name: \_\_\_\_\_ Parents name: \_\_\_\_\_
- Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_
- City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_
- E-mail address: \_\_\_\_\_ Age: \_\_\_\_\_
- School: \_\_\_\_\_ Grade: \_\_\_\_\_
- Local Newspaper: \_\_\_\_\_
- Facebook Username: \_\_\_\_\_ Instagram Username: \_\_\_\_\_
- Shirt size (specify youth or adult, sizes run small): \_\_\_\_\_
- Favorite Quote(s): \_\_\_\_\_
- Approximately how many western related events do you attend per year: \_\_\_\_\_
- What kind of events do you attend? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please answer the following questions in detail. Feel free to use the back for more space or attach additional pages.*

- List the associations or clubs you belong to:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- If you compete, list the events you compete in. If you don't compete, list the lifestyle activities you participate in.
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- List your favorite things to do within the industry:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

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- List a minimum of three things you like about the lifestyle you live:

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- What is a message you'd like to share with your peers?

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- What are your goals within the industry? \_\_\_\_\_

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- What are your long-term goals with your ponies and/or horses?

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- How will you represent RodeoKids.com as an Ambassador?

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- ***Submit a video on the following topic: What being a "RodeoKid" means to me.***
- ***Include one headshot in western attire.***
- ***Include a character reference letter from someone other than a parent, grandparents or relative.***

The undersigned give RodeoKids.com and C.L. Enterprises, LLC commit to the guidelines and requirements to being a RodeoKids.com Ambassadors and give my consent for the above stated companies to use the information, videos and images provided to help promote the lifestyle we love!

Ambassador Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_