



2024 Hell on Wheels Rodeo Royalty Handbook

Purpose:

In its second year, Visit Cheyenne is excited to announce the expansion of the Hell on Wheels Rodeo Royalty. Our first year Hell on Wheels (HoW) Queen, Abby Marcott is continuing her reign for a second year and along with our new Royalty Coordinator will help mentor and guide our Lady in Waiting. We are looking forward to selecting an individual who can best represent the Hell on Wheels Rodeo and Chuckwagon Dinner and Visit Cheyenne.

In these roles you will be ambassadors of the Hell on Wheels Rodeo Series, the city of Cheyenne and Laramie County and the sport of rodeo. As ambassadors, you will develop and enhance interpersonal skills that will benefit you throughout your life.

We encourage you to participate in as many statewide functions and engage with others to promote awareness of the Hell on Wheels Rodeo Series and increase attendance.

The Queen and Lady in Waiting shall carry the title of Hell on Wheels Rodeo Royalty with pride and confidence and understand they are the rodeo ambassadors connecting fans, the community, and other rodeo organizations to Cheyenne and the Hell on Wheels Rodeo.

All royalty related correspondence, suggestions, and questions should be directed to the Hell on Wheels Rodeo Logistics Manager, Stacie Walter or Royalty Coordinator, Rylee Anderson.

Royalty Program Requirements

- ◇ HoW Lady in Waiting must be 17 – 21 years of age and Queen must be between 18-22 years of age as of June 1st of the contest year.
- ◇ HoW Royalty must reside in Laramie County or be an active participant as a Laramie County 4 H member. If royalty is attending college outside of Laramie County, proof of permanent residence of a parent or guardian in Laramie County is required.
- ◇ HoW Royalty must remain single throughout their reign. If the HoW Royalty marries or becomes pregnant during their reign, she will forfeit her awards and all claims to the title.
- ◇ All royalty contestants, who wish to ride in the arena during the Rodeo, and participate in other rodeo events, must pass riding qualifications prior to the parade and rodeo. If the initial horse that qualifies must be changed, another riding qualification must be obtained with the new horse before royalty participates in any events. If at any time the Rodeo Producer, Rodeo Program Manager or Rodeo Logistics Manager, feel that royalty is not performing safely or presents a

danger to others participating in the rodeo they will be pulled for the remainder of the rodeo, no questions asked. And they may be required to pass riding qualifications before the next rodeo.

Recommended Knowledge and Skill Sets

Knowledge of the Sport of Rodeo:

- Demonstrated enthusiasm for learning about and promoting the HoW Rodeo and the sport of rodeo.
- HoW Rodeo information such as: dates, location, ticket costs, ticket sale locations, order of events, rules, and basic scoring of rodeo events.
- Major rodeos of the region.
- Basic information regarding the location and timing of the Wrangler National Finals.

Rodeo Knowledge of Local History and Culture:

- Relate information about the HoW Rodeo to guests, VIPs, and community groups.
- Knowledge of key national and local rodeo sponsors.
- Key historical landmarks and points of interest.
- History of the HoW Rodeo.
- Major events in Cheyenne.

Public and Interpersonal Communication:

- Basic and proficient presentation and communication skills including appropriate grammar, eye contact, voice projection, etc.
- Written communication skills including appropriate grammar.
- Appropriate and timely written communications with Royalty Coordinator.

Horse Knowledge:

- Basic horse anatomy, health and diseases including the vital signs.
- Horse care and feeding.
- Saddle and tack care.
- Horse and riding safety in and outside the arena including queen's laps, flag runs and parades.

Supervision Requirements

As a representative of Visit Cheyenne and the Hell on Wheels Rodeo, members of the Royalty Program are required to attend many events. Listed below are the guidelines set forth to help ensure the safety and wellbeing of the Royalty members.

Royalty will be supervised/chaperoned by parent/guardian/coach or coordinator, unless previously approved by Rodeo Logistics Manager and Royalty Coordinator. Friends are not allowed to accompany royalty during rodeos and other functions during the year, unless specifically invited.

A parent/guardian/coach should be available to their daughter when attending a function as a HoW Rodeo Representative.

The Royalty Coordinator may monitor social media activities of the members of the HoW Rodeo Royalty. Inappropriate or illegal use of social media will not be tolerated and may result in the immediate dismissal from the program. Inappropriate includes the use of profanity, inappropriate photos, bullying, criticism of

sponsors, the Rodeo, Cheyenne, or any other activity that does not represent Visit Cheyenne or HoW Rodeo in a positive manner.

It is requested that parents/guardians be dressed in full western attire including long sleeved shirt, jeans, boots and a hat, when possible, to help promote the sport of rodeo.

Equine Safety

Safety for the horse and rider is first and foremost for all royalty and royalty committee members.

- Members of the Royalty Court, who ride, must demonstrate to the Rodeo Producer that they are mounted on well trained horses that are accustomed to loud noises and commotion.
- Horses should be able to walk in a parade and participate in arena events during the rodeo.
- Should the Rodeo Producer, Rodeo Manager, Royalty Coordinator determine that any horse is unsafe; the participant will be asked to ride a different horse or will not be able to ride. A switch in horses requires a new try out.
- Determination of the safety of the horses will be at the discretion of the Royalty Coordinator, the Rodeo Manager, the Rodeo Producer, or the fairground's manager. Decisions are final.
- Proof of the health of the horse, vaccinations, and a Coggins test are required for all horses that participate.
- Western tack is required. It must be maintained properly and be safe and humane.
- Transportation of horses must be safe.
- Royalty will NOT discipline horses in the arena or at any public venue. If caught or reported doing so, will result in discipline.

Hell on Wheels Royalty Reign

For 2024, the Hell on Wheels Rodeo Lady in Waiting reign will be from June 4, 2024 – September 7, 2024 (the final rodeo of the 2024 season) and then will become Hell on Wheels Rodeo Queen with her reign ending in September 2025. All subsequent reigns will be a two-year commitment and will run from September to September, while holding the Lady in Waiting and Queen title. Tryouts for the next Lady in Waiting will take place in September.

A young lady may not run for the position of Queen or Lady in Waiting if they have ever held the same position in the past. The below ages are guidelines and exceptions may be made at the discretion of the committee.

Queen

Minimum Age Requirements are:

- Age 18 – 22 as of June 1st of Contest Year
- Have access to a horse – ownership is not required, but it must be the same horse for every event.
- Pass a riding qualification each year.

Lady in Waiting

Minimum Age Requirements are:

- Age 17 – 21 as of June 1st of Contest Year.

- Have access to a horse – ownership is not required, but it must be the same horse for every event.
- Pass a riding qualification each year.

HoW Royalty agrees to be available throughout the year for personal appearances, interviews, and functions as scheduled by the Royalty Program Coordinator. All efforts will be made to give ample notices for any appearance.

HoW Royalty is expected to fulfill her obligations. Under the direction of the Hell on Wheels Rodeo Logistics Manager, the Royalty Program Coordinator reserves the right to relieve any HoW Royalty of her title. If the HoW Royalty does not attend required events the Royalty Program Coordinator has the right to reclaim all provided material.

Duties and Responsibilities

Queen and Lady in Waiting duties include but are not limited to:

- Demonstrating an enthusiasm for and knowledge of the following:
 - The sport of rodeo.
 - The history of the Hell on Wheels Rodeo.
 - Public and interpersonal communication skills.
 - Knowledge of horsemanship; basic equine safety, health and care; appropriate arena etiquette, and the use and care of tack.
- Reporting on recent appearances.
- Participating in the grand entry of the HoW Rodeo either on horseback, in a wagon, car, or truck
- Meeting and greeting rodeo guests, VIPs, and contestants.
- Providing photographs required for publicity purposes including, but not limited to, autograph sheets, website photos, and advertising.
 - All such photographs must include crown, sash, and buckle. Prior approval by the Royalty Coordinator is required before distribution.
- Promoting the HoW Rodeo, Cheyenne, and the sport of rodeo through public appearances at regional rodeos, and presentations to school and community groups.
- Participating in organized fundraisers.
- Keeping accurate records of activities and submitting approved expense receipts monthly to the coordinator.
- Visiting with sponsors and writing thank you notes, when appropriate.
- Organizing and hosting a clinic for the following year's royalty candidates.
- Fulfilling duties according to the rules set forth by the Royalty Committee.

Time Expectations

The HoW Royalty must be prompt and on time to events. If there is an emergency that will delay your arrival, you must contact The Royalty Program Coordinator immediately. If said Royalty Program Coordinator is unavailable, HoW Royalty must contact the Rodeo Logistics Manager. If you are more than 20 minutes late, without notice, to any function, you will be excused for that day, and if there are more than 3 absences due to tardiness, your services will be terminated.

The following schedule is a work in progress, and we will add to the list when deemed appropriate to.

January – Attend at least (1) day of the National Western Stock Show and Rodeo
February – Frozen Fury of the Plains
June – HoW Rodeos
June – Participate in and attend the Elizabeth Stampede Rodeo, parade and luncheon
June – Participate in and attend the Evergreen Rodeo, parade and luncheon
July – HoW Rodeo
July – Participate in the Greeley Stampede Parade, Rooftop Rodeo, Cheyenne Frontier Days Parades
August – Organize clinic for Lady in Waiting tryouts
August – HoW Rodeo
August – Laramie County Fair
September – HoW Rodeo
September – Lady in Waiting Tryouts, Sponsor Thank You Reception
November – Christmas Parade

Appearance & Attire

Good personal appearance is vital. Hair should be clean, neat and be a natural hair color, fingernails should be clean and manicured. Makeup should be appropriate to the situation. Official clothing must be clean and pressed.

- The Queen and Lady in Waiting are provided with a crown and sash, hat, buckle and chaps and a breast collar for your horse.
- The Queen's official attire is hers to keep at the end of her reign.
- The chaps for the Lady in Waiting are property of Visit Cheyenne. They must be returned when the Lady in Waiting becomes Queen and receives her custom chaps which will be her property. The Lady in Waiting Chaps must be kept clean and in good repair. Any cost for repair, cleaning or replacement of the chaps may be the responsibility of the Lady in Waiting.
- The Queen and Lady in waiting will be provided a minimum of two pairs of denim jeans, two long sleeved western shirts, a pair of cowgirl boots and a felt hat. The Queen may provide her own wardrobe of appropriate Western attire when appearing on behalf of HoW Rodeo outside of the arena, this will include:
 - Denim jeans must be dark blue not faded, split, or have frayed hems. Jeans must fit properly and be pressed.
 - A long-sleeved Western shirt. Shirts may not be worn as a jacket either unbuttoned or untucked with a camisole, tank top or t-shirt as the main garment at official functions. Shirts that reveal cleavage are not allowed.
 - Hats must be always worn. They must be felt and of traditional Western style and shaped. The Queen's crown must be in impeccable condition.
 - Proper Western boots cleaned and polished; no high heeled or lace up boots.
 - Skirts and dresses must be knee length or longer.
 - Dresses must have $\frac{3}{4}$ length or longer sleeves with a modest neckline.
- At all other functions, the Queen is expected to wear what is appropriate for the designated function, however, an appropriate felt hat, crown, buckle, and sash must be worn to all functions. Outfits should be well coordinated and reflect current Western fashion.
- The Queen will coordinate attire for all events so the Queen and Lady in Waiting wear complimentary outfits. The Queen and Lady in Waiting will work together on this.
- HoW Rodeo crown, chaps, and sash may only be worn to, from, and at official functions.
- Royalty Coordinator has the final say on appearance.

Transportation and Expenses:

The HoW Rodeo Royalty is expected to provide her own transportation to and from the locations of meetings and/or officially scheduled events to meet the chaperone at the designated event.

For all events that require travel outside of Laramie County, Wyoming the Royalty Program Coordinator will reimburse the HoW Royalty a flat rate of \$100 per day to assist with fuel and meal expenses. If a chaperone is required, the reimbursement rises to \$125 per day. If a sponsor has provided gas cards or fueling capabilities those will be used for \$75 and the per diem becomes \$25.

Royalty Scholarship Fund & Sponsorships

The hats, crown, buckle, sash, saddle, breast collar and chaps for the Hell on Wheels Rodeo Queen will be funded through sponsorships. It is the responsibility of the current queen, with the support and assistance of Visit Cheyenne's VP of Sales and Marketing, to participate in the sponsorship efforts. Visit Cheyenne will provide marketing materials and mentorship to the queen as she fulfills the sponsorship requirements. Funds raised over and above the costs associated with outfitting the queen will be deposited into the Hell on Wheels Rodeo Scholarship Fund with Discover Cheyenne.

A scholarship fund has been established for the purpose of furthering the education of the HoW Royalty. It is the responsibility of the current queen to raise money for the scholarship fund through fundraising and sponsorships. Donations can be made directly to the scholarship fund by check made payable to Discover Cheyenne. All donations are tax deductible.

All sponsorships must be submitted and approved by the Royalty Program Coordinator, under the direction of the Rodeo Logistics Manager and Visit Cheyenne's VP of Sales and Marketing, prior to the collection of those monies.

Any additional fundraising must remain within the scope and vision of the Hell on Wheels Rodeo Series. Prior to any fundraising efforts, a proposal must be submitted and approved by the Royalty Program Coordinator, Rodeo Logistics Manager and Visit Cheyenne's VP of Sales and Marketing. HoW Royalty will be solely responsible for any costs associated with any proposed fundraiser with the understanding that these expenses may be deducted from any total amount collected from the fundraiser with the remaining amount being deposited in the scholarship fund.

A check will be presented to the reigning queen at the end of her year for funds raised during that year. The Royalty Program Coordinator, under the direction of the Rodeo Logistics Manager reserves the right to adjust the minimum requirements for funds for the scholarship account at any time.

The Queen will mentor the Lady in Waiting in how to solicit sponsors, The Lady in Waiting should be identifying potential sponsors throughout the year in anticipation of her fundraising responsibilities as Queen. Any questions or concerns regarding sponsorships should be directed to the Royalty Coordinator.

Once a company has expressed an interest in sponsorship, a check may be collected, or an invoice will be sent to them by Visit Cheyenne, and all donations are tax deductible as either marketing expenses or charitable contributions. It will be the responsibility of the Queen and the Lady in Waiting to keep track of the sponsorships secured, and this will be used to confirm receipt of funds and the distribution of the scholarship at the final rodeo of the season.

If any HoW Royalty is terminated during her reign, all monies raised will be fortified and returned to the scholarship program.

General Information

- Use of tobacco, alcohol or drugs is prohibited by the HoW Royalty. If deemed necessary, the HoW Royalty may be relieved of her duties by the Royalty Program Coordinator, under the direction of the Rodeo Logistics Manager.
- No friends, male or female, are allowed to accompany the HoW Royalty when they are serving in an official capacity.
- Siblings are welcome to come to events however are to remain in the background.
- The HoW Royalty shall not participate in any open display of affection with a significant partner or other while representing the Hell on Wheels Rodeo Series. This includes kissing, handholding, sitting on laps, etc.
- When at events, cell phones are to be used sparingly. Photos are encouraged to be taken and shared on socials. If cell phone use is excessive, you will be asked to put the phone away or given to someone to hold.
- The HoW Royalty shall not live with a significant partner during their reign.
- Thank you notes will be required to be sent by the HoW Royalty following any event in which a person or company has donated their time, services, or goods. This will apply to any sponsors as well.
- When posting a photo in queen attire on a personal account, sponsors are to be tagged.
- Should a member of the Hell on Wheels Royalty decide to resign, whether such resignation was in lieu of any discipline, they will forfeit all sponsorships, prizes, equipment, and awards to the Hell on Wheels Royalty Program Coordinator, as if they were dismissed from the program.

I hereby acknowledge that I have read this agreement and agree to abide by all the rules and regulations as outlined herein.

Signature _____ Date _____

Parent/Guardian Signature (if under 18) _____

Date _____