



2025 Hell on Wheels Rodeo Royalty Handbook

Purpose:

The Hell on Wheels Rodeo Queen and Lady-in-Waiting (also referred to as Royalty) will serve as ambassadors of the Hell on Wheels Rodeo and Chuck Wagon Dinner Series, Visit Cheyenne, the City of Cheyenne and Laramie County, and the sport of rodeo.

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.

As ambassadors, Royalty will develop and enhance interpersonal skills that will benefit them for a lifetime. Royalty is encouraged to participate in city, state, and regional functions to promote awareness of the Hell on Wheels Rodeo Series and increase attendance.

Royalty Program Requirements:

AGE

Queen	18-22 as of June 1 the year of her reign as Queen
Lady-in-Waiting	17-21 as of June 1 the year of her reign as Lady-in-Waiting

Exceptions may be made at the discretion of the committee.

RESIDENCY

Hell on Wheels Royalty must reside in Laramie County. If Royalty is attending college outside of Laramie County, proof of permanent residence of a parent or guardian in Laramie County is required.

MARITAL STATUS

Hell on Wheels Royalty must remain unmarried throughout their reign. If the Hell on Wheels Royalty marries or becomes pregnant during their reign, she will forfeit her awards and all claims to the title. Royalty shall not live with a significant other during their reign.

HORSEMANSHIP

Hell on Wheels Royalty must demonstrate outstanding horsemanship skills. Royalty must be proficient in:

- ❖ Riding various patterns
- ❖ Performing queen runs
- ❖ Carrying flags
- ❖ Riding unfamiliar horses
- ❖ Safety in and outside the arena, including hot laps, flag runs and parades.

Royalty must have access to a horse – ownership is not required. All horses used by Royalty must be approved by rodeo staff and/or royalty coordinator(s). Royalty must pass a riding qualification each year.

Recommended Knowledge and Skill Sets:

RODEO AS A SPORT

- Demonstrated enthusiasm for learning about and promoting the Hell on Wheels Rodeo and the sport of rodeo
- Hell on Wheels 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 key national and local rodeo sponsors

LOCAL KNOWLEDGE

- Key historical landmarks and points of interest
- History of the Hell on Wheels Rodeo
- Major events in Cheyenne

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 coordinators

HORSE KNOWLEDGE

- Basic horse anatomy, health and diseases including the vital signs
- Horse care and feeding
- Saddle and tack care

Equine Safety:

Safety for the horse and rider is of the utmost priority. As such:

- Royalty 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.
- If at any time a member of the rodeo staff or the royalty coordinator(s) feel royalty is not performing safely or presents a danger to others participating in the rodeo, they will be removed from the performance immediately and evaluated prior to the next rodeo. Decisions are final.
- All horses ridden by Royalty must be evaluated by rodeo staff and/or the royalty coordinator(s) prior to a performance.
- 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, it will result in discipline.

Supervision Requirements:

As a representative of Visit Cheyenne and the Hell on Wheels Rodeo, Royalty is required to attend many events. Listed below are the guidelines set forth to help ensure the safety and well-being of Royalty:

- Royalty will be supervised/chaperoned by a parent, guardian, royalty coordinator or rodeo staff unless previously approved by the royalty coordinator(s).
 - A parent/guardian should be available to their daughter when she is attending a function as Hell on Wheels Rodeo Royalty.
 - When supporting Royalty, parents/guardians should be dressed in full western attire including long sleeved shirt, jeans, boots and a hat to help promote the sport of rodeo.
- Siblings and extended family are welcome to attend events but must remain in the background. If the event is ticketed, family members must purchase a ticket.
- Friends and/or significant others are not permitted to accompany Royalty on official visits unless invited by the Hell on Wheels royalty coordinator(s) or rodeo staff.

Social Media:

Hell on Wheels Rodeo Royalty has a Facebook and Instagram page. Access to the page is shared with:

- Hell on Wheels Rodeo Queen
- Hell on Wheels Rodeo Lady-in-Waiting
- Hell on Wheels Rodeo royalty coordinator(s)
- Hell on Wheels Rodeo manager
- Hell on Wheels Rodeo logistics manager

Sponsors must be tagged in social media posts.

If there is a social media obligation for a sponsor contract, Royalty will work with royalty coordinator(s) and rodeo staff to ensure the obligations of that contract are fulfilled.

When posting a photo while in royalty attire on a personal account, sponsors are to be tagged.

Royalty should remember that they are representatives of the Hell on Wheels Rodeo and Visit Cheyenne even when they are not in official attire. As such, personal social media posts should reflect the ideals of the Hell on Wheels Rodeo and Visit Cheyenne.

Inappropriate or illegal use of social media will not be tolerated and may result in 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 the Hell on Wheels Rodeo in a positive manner.

Additional social media presence must be approved by the Hell on Wheels Rodeo manager.

Hell on Wheels Royalty Reign:

Ideally, the Hell on Wheels Rodeo Queen and her Lady-in-Waiting will assume their respective titles on the first Saturday following the final rodeo of the season.

2025

Hell on Wheels Rodeo Queen: September 7, 2024 through September 5, 2025.

Tryouts for Lady-in-Waiting will take place on September 22, 2024; the Lady-in-Waiting will reign from September 22, 2024 through September 5, 2025. Assuming she has fulfilled her duties, the Lady-in-Waiting will become the Queen on September 6, 2025.

Royalty is expected to fulfill a two-year commitment to include a year as Lady-in-Waiting and a year as Queen. Tryouts for the Lady-in-Waiting will take place in August or 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.

Hell on Wheels Royalty agrees to be available throughout the year for personal appearances, interviews, and functions as requested by rodeo staff and/or royalty coordinator(s). All efforts will be made to give ample notice for appearances. Royalty will work with the royalty coordinator(s) to schedule appearances.

Hell on Wheels Royalty is expected to fulfill her obligations. Under the direction of the Hell on Wheels Rodeo logistics manager, the royalty coordinator(s) reserve the right to relieve Royalty of her title. If the Hell on Wheels Royalty does not attend required events the Royalty Program Coordinator has the right to reclaim all provided material.

While the goal of the program is for the Lady-in-Waiting to ascend to the position of Hell on Wheels Rodeo Queen, the selection as Lady-in-Waiting is not a guarantee or a promise of coronation as Queen. The conduct of the Lady-in-Waiting, her support team and her performance in the arena will determine if an invitation is extended to be the next Hell on Wheels Rodeo Queen.

Duties and Responsibilities:

- Demonstrate an enthusiasm for and knowledge of the following:
 - The sport of rodeo
 - The history of the Hell on Wheels Rodeo
 - Horsemanship; basic equine safety, health and care; appropriate arena etiquette, and the use and care of tack
- Serve as a spokesperson for the Hell on Wheels Rodeo series as requested
- Report on recent appearances
- Participate in the grand entry of the Hell on Wheels Rodeo either on horseback, in a wagon, or in a vehicle
- Meet and greet rodeo guests, VIPs, and contestants
- Provide 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 unless otherwise specified
 - The royalty coordinator(s) must approve all autograph sessions/photo distribution
- Promote the Hell on Wheels Rodeo, Cheyenne, and the sport of rodeo through public appearances at regional rodeos and presentations to school and community groups
- Participate in organized fundraisers
- Keep accurate records of activities and submit approved expense receipts monthly
- Visit with sponsors and write thank you notes, when appropriate
- Assist royalty coordinator(s) in organizing and hosting a clinic for the following year's Lady-in-Waiting candidates
- Fulfill duties according to the rules set forth by the royalty coordinator(s) and rodeo staff

Time Expectations:

Hell on Wheels Royalty must be prompt and on time to events. If an emergency arises that will delay the arrival of Royalty, she/they must notify the royalty coordinator(s) immediately. If no response is received from the royalty coordinator(s), Royalty should escalate the matter to the rodeo logistics manager.

Arriving more than 20 minutes late may result in Royalty being dismissed for that day. If tardiness results in more than 3 absences, Royalty may be terminated.

Local and Regional Event Participation:

The following list is a sample of the types of events Hell on Wheels Royalty may be asked to attend. This list is not a confirmed schedule of events. Royalty will work with the royalty coordinator(s) to set the final schedule.

November ('24)	23	Cheyenne Christmas Parade	Cheyenne, WY
December ('24)	7, 14, 21	Old West Holiday	Cheyenne, WY
January	9 11-26	Stock Show Parade National Western Stock Show Brown Palace Steer Tea	Denver, CO
February	7	Coronation	Cheyenne, WY
February	8	Frozen Fury on the Plains	Cheyenne, WY
February		CFD Volunteer Crisis Fund	Cheyenne, WY
March		Lariats & Lace - LCCC Rodeo Team fundraiser	Cheyenne, WY
June	5-8	Elizabeth Stampede	Elizabeth, CO
June	6	Hell on Wheels Rodeo	Cheyenne, WY
June	7	Burns Day	Burns, WY
June	13	Hell on Wheels Rodeo	Cheyenne, WY
June	14	Chugwater Chili Cookoff	Chugwater, WY
June	14-15	Evergreen Rodeo	Evergreen, CO
June	20	Hell on Wheels Rodeo	Cheyenne, WY
June/July	25-6	Greeley Stampede	Greeley, CO
July	5-10	Rooftop Rodeo	Estes Park, CO
July	11	Hell on Wheels Rodeo	Cheyenne, WY
July	12	Albin Day	Albin, WY
July	5-13	Laramie Jubilee Days	Cheyenne, WY
July	18	Cheyenne Frontier Days Queens Brunch	Cheyenne, WY

July	19,22,24,26	Cheyenne Frontier Days Parades	Cheyenne, WY
July/August	<i>30-2</i>	Pine Bluffs Trail Days	Pine Bluffs, WY
July/August	30-9	Laramie County Fair	Cheyenne, WY
August	12-16	Wyoming State Fair/Miss Rodeo WY Pageant	Douglas, WY
August	15-17	Tom Horn Days	Bosler, WY
August	22	Hell on Wheels Rodeo	Cheyenne, WY
August	23	Lady-in-Waiting clinic	Cheyenne, WY
September	5	Hell on Wheels Rodeo	Cheyenne, WY
September	6	Lady-in-Waiting tryouts	Cheyenne, WY
September		Sponsor thank you reception	Cheyenne, WY
November	29	Cheyenne Christmas Parade	Cheyenne, WY
December	6, 13, 20	Old West Holiday	Cheyenne, WY

Royalty and the royalty coordinator(s) will determine the schedule of events together. The above list contains some of the events that may be appropriate. *Dates in italics are tentative.*

Appearance & Attire:

An expectation regarding appearance comes with the title of Hell on Wheels Rodeo Queen and Lady-in-Waiting.

HAIR

- Hair must be a natural color; if hair is dyed, it must be in a natural color.
- Hair must be appropriately styled; when in doubt, down and curled is the default.
- Royalty should never wear hair in a bun; it may be appropriate to pull hair back into a ponytail or braid at times.

MAKE-UP

- Make-up is required to enhance your natural features and present the best possible image.
- There are no specific requirements regarding make-up, as every girl is different. Royalty coordinator(s) can be of assistance for girls who are not versed in doing make-up.
- Avoid heavily lined eyes, bright eye shadow colors, heavy blush and garish lips.
- Different settings require different styles of make-up. The make-up worn in the arena is different from make-up worn for a photo shoot, appearance or media interview. If in doubt, ask!

NAILS

- Nails must be clean and neat
- Fake nails are permitted, but must be maintained and kept at a length that is safe for horsemanship
- Polish should complement the attire of Royalty
- No chipped polish allowed; it is a good idea to keep nail polish remover and cotton balls in your bag

Generally speaking, there are three categories of rodeo queen attire. **Regardless of the attire, Royalty must wear the crown, sash and belt buckle provided by Hell on Wheels Rodeo.**

The Hell on Wheels crown, sash and chaps may only be worn to, from and at official functions. Royalty may wear their buckles even when not officially representing the Hell on Wheels Rodeo.

Outfits should be well-coordinated and reflect current western fashion. Royalty will work together to coordinate attire for all events so the Queen and Lady-in-Waiting wear complimentary outfits. The royalty coordinator(s) has/have the final say on appearance.

CROWN

- The Queen will receive a custom keepsake crown. It is hers to keep at the end of her reign, assuming all duties have been fulfilled.
- The Lady-in-Waiting crown is a perpetual crown and is the property of Visit Cheyenne. It must be returned when the Lady-in-Waiting becomes Queen and receives her custom crown.
- Any cost for repair, cleaning or replacement of the crown may be the responsibility of the Lady-in-Waiting.

SASH

- Royalty will receive a custom sash for their year as Lady-in-Waiting and Queen.
- If damaged or lost, replacements are the responsibility of Royalty.

BELT BUCKLE

- Royalty will receive a custom belt buckle with their Queen year which is theirs to keep at the end of their reign, assuming all duties have been fulfilled.

HAT

- Royalty will be provided with at least one felt cowboy hat. Royalty is responsible for hat maintenance. Hat(s) should be stored in a hat box when not being worn. They are to remain clean and properly shaped at all times. Royalty are responsible for costs associated with cleaning and/or re-shaping of hat(s).

CHAPS

- The Queen will receive custom keepsake chaps. They are hers to keep at the end of her reign, assuming all duties have been fulfilled.

ARENA WEAR

- Clean jeans, that are not faded or torn; no frayed hems
 - Dark wash preferred
 - Must fit properly
 - Pressed with starch recommended
- Long sleeve, collared shirt
 - Must be ironed
 - May not be worn as a jacket either unbuttoned or un-tucked with a camisole, tank top or t-shirt as the main garment at official functions
 - Shirts that reveal cleavage are not allowed
- Felt hat
 - Must be clean and shaped appropriately
- Cowboy boots
 - Must be polished and in good repair
- Belt with Hell on Wheels buckle
- Hell on Wheels chaps
- Accessories
- Sponsor brands, if applicable, MUST be worn

FASHION FORWARD (Royalty must provide)

Trendy western party attire

- Dress or skirt and blouse
 - Dress/skirt length should not be more than 2" above the knee
 - No midriff showing
 - All dresses/tops must have sleeves; sleeves are recommended to be no shorter than a $\frac{3}{4}$ length sleeve
 - A jacket must be worn with dresses/tops without sleeves
 - Nothing extremely low cut either in the front or back; NO cleavage
- Western boots
- Felt cowboy hat
- Belt with Hell on Wheels buckle
- Accessories
- Sponsor brands are always encouraged, but may not be required. When in doubt, ask!

FORMAL (Royalty must provide)

Elegant looks appropriate for coronation, sponsor dinners, modeling in pageants, or even hosting a luncheon. The style you project should be western.

- Floor length dress
 - Dresses may be a western leather dress or a prom-style dress, depending on the nature of the event
 - Nothing extremely low cut either in the front or back; NO cleavage
 - All dresses must have sleeves; sleeves are recommended to be no shorter than a $\frac{3}{4}$ length sleeve
 - A jacket must be worn with dresses without sleeves
- Felt hat
- Dressy western boots
- Accessories
- Belt with Hell on Wheels buckle
- Sponsor brands are always encouraged, but may not be required. When in doubt, ask!

PROVIDED ATTIRE

For each year of service, Royalty will receive a minimum of:

- 2 pairs of jeans
- 2 western shirts
- 1 pair of boots
- 1 hat
- 1 belt

All attire may be retained by Royalty at the end of their reign, assuming her duties have been fulfilled.

ADDITIONAL INFORMATION

- Royalty will not display body piercings (with the exception of earrings on the lobes) on any visible part of her body, tongue, nose, eyebrow, etc. Royalty is not permitted to wear more than two earrings per ear lobe while in official attire.
- Tattoos must be covered at all times.

TACK

The Queen will receive a personalized saddle and breast collar. Rodeo staff, with the assistance of the royalty coordinator(s) will make every effort to ensure the proper fit of the saddle for horse and rider. This tack should be kept clean and in good repair. It must be used during official activities.

Tack will be retained by the Queen at the end of her reign, assuming her duties have been fulfilled.

Transportation and Expenses:

Royalty is to provide their own transportation to and from meetings and official events unless otherwise indicated by the royalty coordinator(s).

For all events that require travel outside of Laramie County, Wyoming, the Hell on Wheels Rodeo/Visit Cheyenne will reimburse the Hell on Wheels Royalty for fuel expenses for one vehicle; Royalty should plan to travel together. Royalty should leave Cheyenne on a full tank of fuel and, upon return, refill their tank. Receipts should be turned in monthly to the royalty coordinator for reimbursement by Visit Cheyenne and the Hell on Wheels Rodeo. A stipend of \$25 a day for each Royalty member and up to two chaperones will be provided to offset the cost of meals.

All trips requiring an overnight stay must be approved by rodeo staff. In the event of an overnight stay, Visit Cheyenne will reimburse the cost of hotel rooms for royalty and chaperones. The stipend for meals will increase to \$50 per person per day.

Sponsorships:

The following items are provided to Royalty through sponsorship coordinated by Visit Cheyenne:

Cowboy hat(s)	Crown	Headshots
Boots	Some clothing	Autograph sheets
Chaps	Saddle	
Buckle	Breast Collar	

Most sponsorships are NOT exclusive and can be shared among multiple, non-competing entities. Royalty are encouraged to look for and refer sponsors to Visit Cheyenne. Visit Cheyenne will provide marketing materials and mentorship to Royalty. 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.

Royalty Scholarship Fund:

A scholarship fund has been established for the purpose of furthering the education of Hell on Wheels 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/donations must be submitted and approved by the rodeo program manager prior to funds being collected.

The Queen will maintain a list of sponsors/donors she secures during her reign and will encourage sponsors/donors to support the Lady-in-Waiting in the coming year. The Lady-in-Waiting should identify potential sponsors throughout the year in anticipation of her fundraising responsibilities as Queen. Any questions or concerns regarding sponsorships should be directed to the rodeo program manager through the royalty coordinator(s).

Payment for sponsorship/donations may be made by check. If an invoice is needed, Visit Cheyenne can provide one. All donations are tax-deductible as either marketing expenses or charitable contributions. The rodeo program manager will manage the sponsor list and payments to confirm the receipt of funds and the distribution of the scholarship at the final rodeo of the season.

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 coordinator(s) and rodeo staff. Hell on Wheels Royalty will be solely responsible for any costs associated with any proposed fundraiser with the understanding

that these expenses may be reimbursed from the fundraiser proceeds. All remaining proceeds will be deposited in the scholarship fund account.

At the conclusion of her reign, a scholarship check will be presented to the reigning queen for funds raised during that year. The royalty coordinator(s), 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.

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

General Rules:

- Use of tobacco and/or alcohol is strictly prohibited by Hell on Wheels Royalty:
 - When in serving in official capacity as Royalty
 - If Royalty are not of age
- Use of drugs is strictly prohibited with a no tolerance policy.
- 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 serving in official capacity, cell phones are to be used sparingly. Photos are encouraged to be taken and shared on social media. Royalty Coordinator(s) reserve the right to request that Royalty put phones away or hand them off to someone if they become a distraction.
- Royalty are required to send thank you notes following any event in which a person, sponsor or company has donated their time, services, or goods.
- The Hell on Wheels Rodeo Lady-in-Waiting may not serve as or run for another royalty position.
- The Hell on Wheels Rodeo Queen may not serve in another royalty position while serving as the Hell on Wheels Rodeo Queen. She may not run for another royalty position until after July 31 of her Queen year.

Miss Rodeo Wyoming:

Upon completion of her reign, the Hell on Wheels Rodeo Queen is eligible to run for Miss Rodeo Wyoming, assuming she meets all the requirements of the Miss Rodeo Wyoming pageant. Visit Cheyenne and the Hell on Wheels Rodeo encourage the Queen to run for Miss Rodeo Wyoming. Visit Cheyenne recognizes that the Miss Rodeo Wyoming pageant takes place prior to the final rodeo of the Hell on Wheels Rodeo series and will make accommodations to allow the Hell on Wheels Rodeo Queen to participate in the Miss Rodeo Wyoming pageant.

Should the Hell on Wheels Rodeo Queen be ineligible for Miss Rodeo Wyoming because of her age, Visit Cheyenne and the Hell on Wheels Rodeo agree to sponsor her entry into the pageant in a future year, assuming the reigning queen is not able or not interested in participating.

The royalty coordinator(s) are available to provide guidance and support to any Hell on Wheels Rodeo Queen trying out for Miss Rodeo Wyoming.

The form below will be signed by the 2025 Lady-in-Waiting and her parent/guardian if she is under 18.

I hereby acknowledge that I have read this agreement and agree to abide by all the rules and regulations as outlined herein. I understand that violating any of the rules and regulations is grounds for termination. If I resign before my term is complete or am dismissed from my role, I will forfeit all prizes, equipment, awards and scholarships to the Hell on Wheels royalty coordinator(s). Furthermore, I will be responsible for reimbursing Visit Cheyenne in the amount of \$3500 to offset the cost of custom items that cannot be re-used.

Signature _____

Date _____

Parent/Guardian Signature _____
(if under 18)

Date _____