



# AMERICAN ROYAL ASSOCIATION

IMPACTING THE FUTURE OF AGRICULTURE • SCHOLARSHIPS | EDUCATION | COMPETITION

## Royal Agvocates 2020

*The face, voice, and mission of the American Royal*

### **Description:**

The Royal Agvocates are a select group of youth dedicated to promoting the mission of the American Royal, while obtaining hands on experience and personal development. The Royal Agvocates will speak on topics related to agriculture and the American Royal, and assist with American Royal events.

### **Goal:**

To provide American Royal exhibitors and participants the opportunity to enhance public speaking skills, gain leadership skills, and develop awareness related to the American Royal and agriculture. The Royal Agvocates will work alongside the American Royal staff and become a part of the team, while developing these skills.

### **Agvocates must be:**

- Youth ages 9-20 as of January 1, 2020
- A current American Royal exhibitor/participant who has shown a superior level of dedication to the American Royal
- Committed to the agriculture industry and enthusiastic about the American Royal
- Willing to attend training sessions in person or remotely (dates to be announced)
- Prepared to speak about the American Royal to their community (examples include: 4-H club presentation, Rotary Club guest speaker, church, scouts, sporting group, etc.)
- Willing and able to travel to the American Royal and surrounding areas to fulfill obligations
- Willing to serve others, speak on agriculture and American Royal topics, and interested in advancing their leadership qualities

*The American Royal Agvocates may be asked to participate in an interview or create at least one short promotional video using a cell phone or other personal device (max. 30 seconds).*

**Agvocates must be able to commit at least 20 hours during the American Royal season.**

Complete schedule attached.

### **Roles *may* also include:**

- Speaking opportunities
- Media interviews
- Practical work
- Social media postings



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- Other duties as assigned

## **Royal Advocates will be selected on:**

- Previous involvement at the American Royal
- Willingness to promote the American Royal and agriculture to their community
- School and community involvement
- Willingness to grow and develop leadership skills

## **Royal Advocates will receive:**

- American Royal branded apparel
- Name badge
- The opportunity to work directly with agricultural leaders
- The opportunity for personal development through workshops, training, and hands on experiences

*Please complete the Advocate application by May 1, 2020. Applicants will be notified by May 15<sup>th</sup>.*