



American Royal Youth Rodeo Self-Marketing Contest

American Royal Competitive Educational Activity Coordinator:

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Entry Deadline: 11:59 PM CST on April 10, 2024

About

The purpose of the American Royal Youth Rodeo Self-Marketing Contest is to encourage Youth Contestants to learn social media management, self-representation, and interpersonal communication skills. These skills can assist them with obtaining sponsorships, creating a brand for themselves, and set them up for careers in marketing and communications. This contest also provides participants the opportunity to promote youth rodeo and educate the public.

Rules

1. Contestants must be a Youth Contestant of the Youth Rodeo, i.e. contestants must, or will, have competed in the American Royal Youth Rodeo Event from April 24, 2024-April 26, 2024, to be eligible. No outside entries will be accepted. Age divisions are listed below.
2. No contestant will be eligible to compete in any contest at the American Royal if they have any sanctions or disciplinary action taken against them by the North American Livestock Show & Rodeo Managers Association, The International Association of Fairs and Expositions, 4-H, FFA, and/or breed association(s).
3. The contest coordinator and the management of the American Royal reserve the right to rule on any question of eligibility not covered in the preceding rules.
4. All work must be that of the entrant.
5. Contestants must enter online using the registration link provided by the American Royal Association by 11:59 PM CST on April 10, 2024. Contestants will provide their social media handles in the registration form and their social media accounts must be public.
6. Contestants must tag the American Royal Association in their social media posts and use #ARYouthRodeoContest.



7. Entries must include an:
 - a. Instagram post promoting a product related to the sport of rodeo such as western clothing, safety equipment, roping and breakaway accessories, etc.
 - i. *Example:* Cinch has sponsored you and sent you a new pair of jeans. You want to show your appreciation by mentioning them on your social media in a creative way while also reviewing/promoting the jeans.
 - ii. It is encouraged, but not required, that contestants promote a product from an American Royal Youth Rodeo Sponsor. A list of these Sponsors can be found below.
 - b. A TikTok video educating viewers on either the sport of rodeo, the different events in rodeo, a rodeo event you participate in, or rodeo livestock welfare and care.
 - i. *Example:* Explain the rule of breaking the barrier and your technique to time it right.
 - c. A Facebook post showcasing either how the sport of rodeo has impacted you and your family, why you love the sport of rodeo, or how you became involved in youth rodeo.
 - i. *Example:* Sharing the story of your first rodeo contest and the events you participated in.
 - d. Social media posts can be text posts, advertisement, reels, photos, videos, etc. It is up to the contestant to decide which format to use.
8. Failure to post on all three required platforms for entry will result in the contestant not being considered by the judges.
9. All content submitted may be utilized by the American Royal Association for promotion and use throughout the year.
10. A panel of qualified judges selected by the American Royal Association will score entries.
11. Entries will be critiqued based on the following.
 - a. Uniqueness of content created, creative use of social media platforms, overall communicative power of the content, strategies used to promote self-image, and overall presence.
12. In the event of a tie, judges will determine the tiebreaker.
13. A 1st-3rd place will be selected for each age division and overall.
14. Only the top three winners from each category and age division will be notified of their ranking.



15. An overall self-marketing winner will be selected that the judges select as the most unique content created, most impactful communicative power, and overall presence. These winners will be recognized during the 2024 American Royal Youth Rodeo.

Age Divisions

Based on the age of the individual on April 24, 2024

- Junior: 13 and Under
- Senior 14-19

Sponsors

Bomgaars Supply

Cinch

Go Chicken Go

Registration Link

https://americanroyal.formstack.com/forms/selfmarketing_contest_entry_form