



2023 Leadership Team

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

Our Mission: RodeoKids.com is a faith-based company dedicated creating opportunities for youth in the western industry to embrace their passions, cultivate their knowledge and educate others about the history and importance of the western way of life.

You are the future of western life. We have designed the RodeoKids Leadership Team for you to utilize your passions, stretch your limits and change the world in your own unique, individual, important way.

The leadership team consists of 10 members who are dedicated to bettering themselves, their peers, the industry and the world we live in both inside and outside of the arena.

Learn more about the team perks on the [RodeoKids.com/leadershipteam](https://www.RodeoKids.com/leadershipteam) page.



Guidelines:

- Must love the western lifestyle and want to share your story and knowledge with others.
- Must be in high school or college.
- Membership begins March 1, 2023 and ends Feb. 28, 2024. You must renew and be reelected by the RodeoKids Ambassador team to be on the leadership team for consecutive years.
- Must be able to attend the Leadership Team Retreat in Iowa, March 30 - April 2
- As a team leader, you will be responsible for helping create the team schedule, inviting and interviewing podcast and zoom guests, making decisions, leading meetings, designing and posting social media content and more.
- Participate in monthly challenges, fundraisers, community service projects and team projects.

▪ 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.

- 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. Write with pen. This process is to prepare you for the future.
- Failure to complete the application as written will be automatically disqualified.
- If a team leader fails to represent our mission and values, RodeoKids.com has the right to revoke their Leadership Team privileges at any time. *Remember, someone is always watching.*
- Submit your handwritten application and reference letters to RodeoKids, 1464 475th Ave, Montezuma, IA 50171 and send your video to camarie@rodeokids.com.

- Name: _____ Parents name: _____
 - Address: _____ Phone number: _____
 - City: _____ State: _____ Zip: _____
 - E-mail address: _____ Age: _____
 - Grade: _____ Local Newspaper: _____
 - Facebook: _____ Instagram Username: _____
 - TikTok: _____ Shirt size (specify youth or adult, sizes run small): _____
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Submit handwritten answers to the following questions.

- What is your favorite quote or bible verse? Why do you like it? How does it help you?
- As a youth rodeo contestant or fan, what areas do you feel need more attention inside or outside of the arena? How do you think the RodeoKids team can help with that?
- What skills and/or characteristics will you bring to the team?

Submit a video on the following question:

- Why do you want to be RodeoKids Ambassador Team Leader?

Include one headshot in western attire.

Include two reference letters. Must be from someone other than a family member.

The undersigned commit to the guidelines and requirements to being a RodeoKids Ambassador Team Leader. You give your consent for RodeoKids.com and C.L. Enterprises, LLC to use the information, videos and images you provided throughout the year to help promote the lifestyle we love!

Ambassador Applicant Signature: _____ **Date:** _____

Parent/Guardian Signature: _____ **Date:** _____