

MISS RODEO FLORIDA 2009

APPEARANCE BOOKING

When you book Miss Rodeo Florida for an appearance in your community, remember that she is anxious to please you and is willing to do those things that will promote Professional Rodeo, your sponsors, the Professional Rodeo Cowboys Association and your special activity, and events. Miss Rodeo Florida represents the interests of Professional Rodeo and the Western Way of Life. She is well versed on the Sport of Professional Rodeo, horsemanship skills, appropriate appearance, pleasing personality and is an excellent public speaker. She will appreciate the chance to be useful as well as “ornamental” during her appearance time with you.

The following suggestions may be of help to you in planning your use of Miss Rodeo Florida 2008.

POSSIBLE ACTIVITIES INVOLVING MISS RODEO FLORIDA 2009.

☞ **Media coverage** can be provided in a variety of ways. Schedule well in advance and provide press kits.

1. Press conference to announce arrival of FMR.
2. Interviews - TV, Radio, Newspapers.
3. Talk Shows - TV, Radio (guests are often scheduled months in advance).
4. Local Chamber of Commerce and company news bulletins.

☞ **Community Appearances** can be arranged quite easily if requests are made early.

1. Grade School classroom visits (Call the Principal for permission).
2. Junior and Senior High School assemblies or room visits.
3. Junior and Senior High School Football and Basketball games (have MRF introduced to the crowd).
4. Visit to Special Needs Schools.
5. Visits to Senior Citizen groups - may want her to speak.
6. Speaking engagements at Civic Groups (Kiwanis, Rotary, Lions, etc).

🔖 **Autograph parties** or sessions can be held in a variety of places.

1. Western Apparel Stores
2. Shopping Centers or Malls
3. Banks, business's of any kind
4. Schools
5. During or after Rodeos

🔖 **State Pageants and Local Queen Contests** offer good opportunities to use Miss Rodeo Florida.

1. Arrange meeting with contestants for pointers from MRF on the following:

Appearance: Attractiveness, Grooming, Photogenic Quality, Poise and Posture, Knowledge of Proper Western Attire.

Horsemanship skills: Control, Balance, Position.

Personality: Intelligence, Conversational Ability, Making Speeches, Impromptu Questions, Self-Projection, Promptness, and Appearance.

2. Use Miss Rodeo Florida to assist in M.C. duties at Pageants and Contests, etc.
3. Have her give a brief talk about the Miss Rodeo Florida Pageant or about her year as Miss Rodeo Florida.

🔖 **Rodeo and/or Fair Activities** offer many ways to use Miss Rodeo Florida.

1. Appearance in parades.
2. Grand Entry at rodeos.
3. Running cattle out of the arena during the rodeo.
4. Appearance at cooking contest and other such actives as a PR representative.

PRE-ARRIVAL PLANNING

🔖 Choose your program of activities and arrange schedule details ahead of time.

🔖 Publicize the arrival of Miss Rodeo Florida in you news media along with your special event promotion.

🔖 A Photo and Bio will be sent with Press Packet to use on Posters etc.

ARRIVAL OF MISS RODEO FLORIDA FOR APPEARANCE

- ☞ Upon her arrival, give Miss Rodeo Florida a detailed schedule of her activities during her stay there. She needs to plan her wardrobe and study notes for promos, speeches, etc.
- ☞ Advise MRF about transportation arrangements so she can be on time for all her appearances.
- ☞ *Be straightforward in explaining your requirements of her. She will do her best job when she knows exactly what is expected of her.*
- ☞ If MRF stays with a family instead of in a hotel/motel, please limit her participation in family activities.
- ☞ Allow her enough time for rest between appearances and provide complete privacy when dressing and putting on her makeup.

APPEARANCE FEES

- ☞ \$50.00 per day appearance fee.
- ☞ Gas for automobile, for appearance and return trip home. This will be shared equally when multiple bookings are involved.
- ☞ All meals and lodging for MRF during her stay will be paid by your organization.
- ☞ If necessary receipts will be submitted following appearance for payment.

If you have a problem of any kind during the appearance of Miss Rodeo Florida in your city, call the National Director at once. We welcome your suggestions and comments because we want this part of our program to be completely satisfactory to you.

Contact:

**Miss Rodeo Florida National Director
Mark Kessler
319 Wisconsin Avenue
St. Cloud, Florida 34769
407-908-4218
kesslerodeo@aol.com**

APPEARANCE BOOKING FORM

Please complete form.

Organization:



Name of PRCA Rodeo or Event:



Address



City/State/Zip



Contact Person #1:



Address



City/State/Zip



Office Phone



Home Phone



E-mail Address



Contact Person #2:



Address



City/State/Zip



Office Phone



Home Phone



E-mail Address



Type of Promotional Activity:



Dates for Appearance:



Lodging:



Other Important Information:



RETURN MRF APPEARANCE FORMS TO:

*Miss Rodeo Florida National Director
Mark Kessler
319 Wisconsin Avenue
St. Cloud, Florida 34769
407-908-4218
kesslerodeo@aol.com*