



Miss Rodeo Texas Association, Inc.
MEMBER HANDBOOK

Approved June 10, 2025

Miss Rodeo Texas Association, Inc.
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Welcome

We are excited about your interest in the Miss Rodeo Texas Pageant and truly appreciate your desire to pursue or renew your membership with us. Your support plays a vital role in empowering the young women who participate in our program, and we are deeply grateful for your involvement.

Texas has much to celebrate from recent successes at the Miss Rodeo America Pageant bringing home titles of first runner up and multiple other awards to big changes such as rotating the pageant to various locations across the state starting with Denton in 2025.

We've also restructured our membership opportunities, aimed at streamlining our processes and enhancing the overall experience. Here are some key updates:

1. **Membership Year:** Our membership year will now run from September 1 through August 31, aligning with our fiscal year. This change allows us to focus efforts on the upcoming pageant much sooner.
2. **Membership Levels:** New membership levels will ensure that more individuals can participate in and support Miss Rodeo Texas. These include:
 - o **Ambassador Membership:** \$125 annually
 - o **General Membership:** \$35 annually
 - o **Alumni Membership** (for former titleholders and contestants): \$25 annually
 - o **Gold Member** (for those involved with Miss Rodeo Texas for 20+ years): \$150 one-time fee
 - o **Professional Organization Membership:** \$150 annually (for rodeo committees and organizations supporting our mission)

Please review the membership matrix to learn more about the benefits, qualifications, and commitments for each membership level.

To renew or join, please visit our website at www.missrodeotexas.com/membership, complete the application, and submit the corresponding dues. Your contribution and involvement are crucial in sustaining our pageant and supporting our titleholders as they represent the state of Texas, Western heritage, and the sport of professional rodeo.

We are sincerely grateful for you and the impact you make on the wonderful young ladies coming up through this program. Their success is a testament of your time, generosity, and dedication. Should you have any questions or need further assistance, feel free to contact me at brandybendele@yahoo.com or **830-832-6263**.

Thank you once again for being an essential part of the Miss Rodeo Texas family. We look forward to having you as a valued member for the upcoming pageant season.

Yours sincerely,



President, Miss Rodeo Texas Association, Inc.

Mission Statement

To provide a quality state pageant, maintaining an environment where contestants, participants and committee members will be enriched by the experience of the pageant.

To provide scholarships for educational opportunities.

To support the queens as they represent Texas, our Western Heritage, the sport of professional rodeo, the western apparel industry, and as they model goodwill and integrity for the youth of Texas.

About Miss Rodeo Texas

A Texas tradition of almost six decades, the selection of Miss Rodeo Texas is based on horsemanship, appearance and personality competition with other finalists from across the great state of Texas. Since the inception of the Miss Rodeo Texas Pageant, Miss Rodeo Texas has served as vibrant, colorful Goodwill Ambassadors of Rodeo, the Official Sport of Texas, working closely with professional rodeos and rodeo associations to keep our western heritage and the western industry alive and flourishing in today's society.

During her reign, Miss Rodeo Texas will travel thousands of miles across Texas and beyond promoting our western heritage at rodeos, schools, civic organizations, businesses, fundraisers, and more.

As the organization has grown, the primary purpose has shifted from strictly putting on the pageant to enhancing the lives of young ladies throughout Texas with increased scholarships, as well as educating the general public about our western heritage and agriculture.

We are currently seeking 501(c)(3) status to more accurately reflect our mission, increase scholarship opportunities and financial support for our titleholders, and provide additional educational programs to promote agriculture.

History of the Miss Rodeo Texas Pageant

The Miss Rodeo Texas Pageant is a rich, long-standing tradition that began in 1963 according to known records. The annual pageant has been held in Wichita Falls, Stephenville, Fort Worth, San Antonio, and presently Denton. The young lady crowned Miss Rodeo Texas represents our great state in the Miss Rodeo America Pageant held every year in Las Vegas in conjunction with the National Finals Rodeo each December.

In 1973, the Miss Rodeo Texas Teen Pageant was added allowing young ladies, ages 13 to 17, aspiring to be a rodeo queen the opportunity to start at an earlier age. Along the

same lines, the Miss Rodeo Texas Princess Pageant was included in 2002 for girls from the age 9 to 13. Over the years, the age requirement for each division has changed to align with the Miss Rodeo America Pageant, and what was thought to be best for the contestants.

Young ladies come from every corner of our state to compete for their respective crown during the annual pageant held each June. The Miss Rodeo Texas Board of Directors, Ambassadors, and Pageant Committee work year-round to provide an excellent pageant that gives away approximately \$50,000 in scholarships and awards to the winners and contestants.

Previous titleholders tell us about the incredible blessing having the Miss Rodeo Texas title has been in their lives. From graduating college debt-free, gaining marketable career skills, building confidence, to providing lifetime opportunities – these young ladies are incredibly grateful to the Miss Rodeo Texas organization, of which you are a vital part!

Terms and Definitions

- “Image” shall refer to the name, voice, image, signature, video, or likeness (collectively referred to as “Image”) of Representative(s).
- “Marks shall refer to the U.S. Trademark Registration No. 1,195,392 issued May 11, 1982 to Miss Rodeo America, Inc., for the mark MISS RODEO TEXAS & Design; U.S. Trademark Reg. No. 1,195,393 issued May 11, 1982, for the MISS RODEO TEXAS and any other trademarks, logos, or slogans used by Miss Rodeo Texas Association, Inc. in connection with the state pageant or business of promoting the state pageant and the sport of rodeo, whether registered or not.
- “MRAI” shall refer to Miss Rodeo America, Inc.
- “MRT” shall refer to Miss Rodeo Texas.
- “MRTI” shall refer to Miss Rodeo Texas Association, Inc.
- “MRTP” shall refer to Miss Rodeo Texas Princess.
- “MRTT” shall refer to Miss Rodeo Texas Teen.

Member's Place in Miss Rodeo Texas

Our members are an integral part of the Miss Rodeo Texas Association, Inc.! We depend on you to assist us in providing the best possible pageant experience for our young ladies and for our outreach efforts throughout the year. And our members tell us how incredibly rewarding and fun it has been to be a part of Miss Rodeo Texas! We have many opportunities for members to get involved. The following are Standing Teams as outlined in the MRTI Amended By-Laws as of October 16, 2024, that may include MRT members. All standing teams are appointed by the Chairman of the Board or in his/her absence by

the President or Vice President in that order. All standing teams will serve from one annual meeting until the next. Should an opening develop on a team, it will be filled by appointment, as necessary. Members are considered for teams based on interest, qualifications, strengths, and member code of conduct rules as stated later in the handbook.

Standing Teams:

- *Pageant Team* - The Pageant Director will appoint her/his own associated directors and team and shall structure the team as she/he deems appropriate. Pageant Team members will report to the Pageant Director.
- *Scholarship Team* - The MRT State Coordinator, or Board appointee, shall be the Chair of the Scholarship Team. The team will arrange for the orderly accrual of pledged scholarships to be presented to the titleholder as determined by the scholarship agreement, and upon satisfying and completing her contract.
- *Ethics Team* - The Ethics Team shall investigate any charges brought against the Miss Rodeo Texas Pageant or any member or local franchise pageant of the organization and make the results of its investigation known in a meeting of the Board. The team will not make recommendations to the Board, unless called upon to do so by the Chairman, and will not discuss its activity or findings outside the Board meetings. The Chairman of the Board may give this team special assignments to prepare guidelines for conduct for Pageant officials which would then be presented to the Board for action or other assignments as they deem suitable.
- *State Judge Panel Selection Team* - This committee shall consist of the State Director and the Chairman of the Board and shall be responsible for the selection of judges for the pageant.
- *Education Team* - The Education Team shall assess the knowledge (PRCA, rodeo, horsemanship, equine science, current events, etc.) and skill of the newly crowned Miss Rodeo Texas as relates to the Miss Rodeo America pageant. The Education Team shall interview the newly titled Miss Rodeo Texas within 30 days of coronation, either in-person or remotely by electronic platforms that include, but are not limited to Go To Meetings, Zoom, Circuit for Outlook, Facetime, etc. At the conclusion of that interview, the Education Team will develop a plan to meet the educational needs of Miss Rodeo Texas which will vary each year based on the knowledge and preparedness of that year's Miss Rodeo Texas. The Education Team shall report to the State Director.
- *Security Team* - The Security Team shall assess the security risks/needs a minimum of 45 days prior to the pageant and will present recommendations to the Pageant Director and the President. The Security Team is authorized to contract with a security/law enforcement professional in developing the security assessment and plan but must submit a budget to the Treasurer and the President prior to obligating funds to an outside individual. The Security Team

shall also coordinate directly with security personnel at the pageant host hotel and security personnel at other locations where pageant events will occur. Additionally, the Security Team will assess the security risks/needs of Miss Rodeo Texas, Miss Rodeo Texas Teen, and Miss Rodeo Texas Princess as they travel throughout their reign and will provide recommendations for minimizing those risks to the President.

- *Outreach Team* - The Outreach Team shall focus on building relationships with other pageants, rodeos, etc. with a goal of increasing awareness, contestant entries, and bookings for the title holders.
- *Other Teams* - Other teams/committees, standing or ad-hoc may be appointed at the discretion of the Board.
 - *Fundraising Team* - The Fundraising Team shall coordinate and execute fundraisers throughout the year, solicit general sponsorships and scholarships, etc. This excludes pageant sponsorships.
 - *Membership Team* - The Membership Team shall update the membership form and handbook annually and present it to the Board of Directors for approval. They shall also seek new members and organize the annual membership drive, as well as collect membership information to keep on file.
 - *Communication Team* - The Communication Team shall be responsible for the communication of the membership. This includes but is not limited to invitations to fundraising or pageant events, thank you notes from the organization, welcome letters to members, newsletters, and sending flowers or endowments approved by the board.
 - *Media Team* - The Media Team shall be responsible for coordinating and/or monitoring all types of media including but not limited to television, newspaper, magazine, online, and/or social. They will work with media outlets to schedule interviews by titleholders and/or MRTI representatives. Specific to social media, they will help moderate content, comments and misconduct on all Miss Rodeo Texas platforms, as well as collaborate and work directly with the Social Media Director to find trends and coordinate actions. The Media Team shall help build, uphold and maintain Miss Rodeo Texas brand's media presence and standards. The Media Team shall report to the Media Director.

Pageant Teams: The following are classified as Pageant Teams and all Chairs report to the Pageant Director.

- *Sponsorship Team* - The Sponsorship Team is in charge of soliciting sponsors for awards, meals, and general pageant needs. They will nurture relationships with existing donors and seek/build relationships with new donors. Team Lead(s) is the MRT State Coordinator and/or MRT President.

- *Program Book Team* - The Program Book Team shall write guidelines/rules for contestant ad submissions, collect ads, obtain photos and bios, work closely with other Teams to obtain needed information, organize and layout the program book. They shall also work with the graphic designer and printer to facilitate the completion and delivery of the program book no later than one day prior to the start of the pageant.
- *Family Hospitality Team* - The Family Hospitality Team shall provide a welcoming and helpful environment for families, friends, supporters, etc. They will organize ticket sales and distribution, seat attendees, and provide the meal count to the Pageant Director, State Director, and/or host hotel.
- *Contestant Hospitality Team* - The Contestant Hospitality Team shall provide a welcoming and helpful environment for contestants, work with Pageant Director and State Director to determine food and drinks needed for the contestant hospitality suite, help coordinate light meals, solicit gifts for the contestant entry prize package, etc.
- *Judge's Hospitality Team* - The Judge's Hospitality Team shall provide a welcoming and helpful environment for judges, work with State Director and Chairman of the Board to determine food and drinks needed for the judge's hospitality suite, solicit and/or order Judge's gifts, send handwritten thank you letters to judges, etc. Team lead(s) is the State Director and/or Chairman of the Board.
- *Awards Team* - The Awards Team shall research awards/costs and work closely with the Sponsorship Team to ensure financial feasibility. They shall order, pick-up, and organize awards in the family hospitality suite. The Awards Teams will also help with award distribution at the pageant, have contestants sign-off on awards received, and provide winners with information on how to obtain awards not on-site.
- *Decoration Team* - The Decoration Team shall work closely with Pageant Director and/or State Director to coordinate decorations with theme and/or events. Upon approval, they shall purchase decorations (within budget) and decorate for pageant functions as deemed appropriate by the Pageant Director and/or State Director.
- *Donation Ticket Team* - The Donation Ticket Team shall solicit donation ticket prizes, coordinate printing of the tickets (within budget), distribute donation tickets to Ambassadors and contestants, collect money, and provide a detailed accounting spreadsheet to the Treasurer. They shall also inform the Pageant Director and/or State Director of contestant sales after contestant registration on the first day of the pageant. During the pageant, the Donation Ticket Team is responsible for selling tickets, coordinating the drawing at coronation, and distributing prizes. They are also responsible for the distribution of any prizes not picked up at the pageant.
- *Silent Auction Team* - The Silent Auction Team shall solicit silent auction items,

organize the silent auction in the family hospitality suite at the pageant, help with the collection of money, and distribute items. They may also incorporate an online auction but must submit fees to the Treasurer, President and State Coordinator prior to execution.

- *Move-in/Move-out Team* - The Move-in/Move-out Team shall work closely with the Pageant Director, State Director, and Hospitality Leads to organize load-in and load-out at the pageant. This includes helping the Pageant committee, contestants, judges, sponsors, etc.

Member Policies

- To become a member, you will be required to fill out a membership application to be reviewed and accepted by the MRTI Board of Directors.
- Applicants agree to acknowledge this Member Handbook as acceptance of membership rules.
- Applicants agree to a background check before being accepted as a member since we work with minors.
- You must be a paid member to attend meetings, unless you are a guest of a paid member. Only one guest appearance may be made per year. After one guest appearance, membership must be paid to attend future meetings.
- Membership payment is due on August 31st of each year. If a membership application is received but membership payment is not received by October 1st, you will have to reapply for membership.
- You may not photograph or video minors without prior approval from the MRT Media Director or Board appointed designee, who must verify written consent from a parent/guardian of the minor.
- All images are property of MRTI, and use is prohibited unless approved by the MRT Media Director, or Board appointed designee.
- Marks are property of MRTI through MRAI registered trademarks and use is prohibited unless approved by the MRTI Board of Directors, or Board appointed designee.
- Marks may not be used for political, business, or personal gain.
- All decisions must go through the proper Team chairperson, Pageant Director, and/or MRTI Board of Directors depending on the scope and impact to MRT/MRTI.
- Members must always conduct themselves in a professional and respectful

manner. Inappropriate language/comments and/or touching will not be tolerated.

- All agreements for sponsorships must be approved by the MRT President, MRT State Coordinator, or Board appointed designee. Please contact one of those individuals for any sponsor questions or potential sponsor leads.
- All appearance requests must be directed to the MRT State Director and/or the MRT State Coordinator.
- Chaperoning MRT, MRTT, and/or MRTP requires request, or prior approval, from the MRT State Director and/or MRT State Coordinator.
- Representing MRTI at other pageants and/or events requires prior approval by the Outreach Team Chairperson or Board appointed designee.
- Members will not request, or attempt, to meet privately with MRT, MRTT, and/or MRTP.

Member Code of Conduct

It is our strongest desire that participation in MRT remains a safe, positive, and enriching experience for our young ladies. To that end, Members must agree to conduct all dealings with Board members, sponsors, contestants, and title holders with honesty and fairness, and safeguard information that belongs to Miss Rodeo Texas. Additionally, Members agree not to:

- Solicit or receive compensation from Miss Rodeo Texas, its sponsors, or any other supporters.
- Make promises to potential sponsors without prior approval from the Board.
- Solicit or receive any gift, gratuity, favor, entertainment, loan, or any other thing of value for themselves or their relatives from any person or company who has or is seeking a relationship with Miss Rodeo Texas.
- Seek preferential treatment for themselves, relatives, or acquaintances.
- Members agree to be informed of and support Miss Rodeo Texas' mission, programs, and policies.
- Members agree to serve on teams and offer to assist as their capacity allows.
- Members may coach, tutor, and assist potential/actual contestants prior to the Miss Rodeo Texas pageant as long as they disclose their coaching relationship to the MRTI Chairman, President, Vice President, or State Director. Members involved

with coaching acknowledge that they will be limited to serving on teams in which they will have no access to judges or contestants beyond that of the general public.

- Regardless of prior relationships with an individual contestant or contests, Members must be cognizant of and avoid actions which may lead to the appearance of favoritism. This includes buying ads or donation tickets from a contestant(s) and/or commenting favorably on social media for one or some contestants but not for all. Actions which may elude to favoritism should be discussed and approved by the MRTI Chairman or President prior to execution.
- Members agree to inform others about and advocate for Miss Rodeo Texas.
- Members agree to treat all contestants and titleholders with respect and to not solicit inappropriate personal relationships with any contestant or titleholder.
- Members agree to protect Miss Rodeo Texas' private information to include personal information of Board members, Ambassadors, and other members.
- Members agree to not share information regarding disciplinary actions against title holders, contestants, or other members of Miss Rodeo Texas.
- Members agree to not share information regarding legal disputes in which Miss Rodeo Texas may be involved without prior approval of the MRTI legal counsel.
- Members may not knowingly misrepresent facts. All MRTI data, records, and reports must be accurate and truthful and prepared in a proper manner.
- If Members are contacted by a contestant's family member or representative regarding a grievance, refer them to the Miss Rodeo Texas Pageant 2025 Rulebook which is online at the following address: <http://missrodeotexas.com/wp-content/uploads/2025/02/2025-MRT-Pageant-Rulebook.pdf>.
- Members agree to act with proper decorum regardless if they disagree with judges' decisions or Board actions. They must act with respect and dignity and not make personal attacks on others.

Membership Opportunities Matrix

 Miss Rodeo Texas	Alumni	Member	Ambassador	Gold Member	Professional Organization
	<i>Former contestant that no longer meets eligibility requirements for any division</i>			<i>Must have 20+ years of involvement in MRT One-time fee with annual benefits</i>	<i>Open to rodeo committees, fair associations, civic organizations, etc. with similar goals and vision of MRT</i>
	\$25	\$35	\$125	\$150	\$150
Personalized Membership Card	X	X	X	X	X
Access to regular meetings and updates directly from our title holders		X	X	X	X
MRT newsletter	X	X	X	X	X
Advance notice of title holder appearances		X	X	X	X
Recognition in MRT pageant program book	X	X	X	X	XX
Recognition on MRT website	X	X	X	X	XX
VIP seating at MRT pageant events			X	X	
One complimentary ticket to MRT Coronation	X	X	X	X	X
Member-discounted ticket package for pageant week		X	X	X	X
Opportunity to purchase tickets to MRT events in advance of general public		X	X	X	X
First purchase lapel pin	X	X	X	X	X
Sponsor discounts – based on sponsor participation	X	X	X	X	X
One-time award presentation during MRT Pageant recognizing lifetime contribution				X	
10% discount on titleholder appearance fee of \$150/day					X

All categories are subject to application approval by the Miss Rodeo Texas Assoc. Inc. Board of Directors

X = if you actively serve on a minimum of one general or pageant team (see Member Handbook)

XX = logo in MRT program book and logo with link to organization on MRT website

IN WITNESS THEREOF, by their signature below, the undersigned has read and understands the Miss Rodeo Texas Member Handbook as of the effective date.

_____.

Member

By _____
Signature

Name Printed

Date