



PIKES PEAK OR BUST RODEO

Girl of the West

HANDBOOK



ABOUT THE GIRL OF THE WEST PROGRAM



The Girl of the West program was created to promote the western way of life and the sport of rodeo. The Girl of the West (GOTW) and her Aide serve as ambassadors for these traditions and have done so since 1922. In their role, the Girls of the West promote the Pikes Peak or Bust Rodeo (PPOBR) through public appearances and speaking engagements at military installations, local businesses, community events, and other rodeos and parades in the state of Colorado. The Girl of the West is always accompanied by her Aide and a program escort.

As previous Girls of the West will attest, the opportunities afforded during their reign continue to be vastly beneficial for years to come. From public speaking experience and learning how to handle media interviews, to serving the varied audiences at appearances, these young women learn skills and gain experience unique to this program.

Accepted applicants will be judged on their personality and appearance, horsemanship, and public speaking ability. Honesty, integrity, and an attitude of service are also necessary ingredients for success in this program. As ambassadors, those chosen must be a positive representative for the program, the Rodeo, and our community.

GIRL OF THE WEST SELECTION REQUIREMENTS



- At the time of the competition, each applicant may be entering their senior year in high school but not older than 21 years of age. They must be 18 by May 1 of the year they begin representing the Rodeo.
- She must be single and never married.
- To be considered, there should be no criminal history.
- Each applicant **MUST** have reliable access to the use of a horse and horse trailer for parades or rodeo appearances during her reign.
- Each application must include a photo that is 5” x 7” or larger of the applicant in western attire.
- Applications for the Girl of the West must be signed by the applicant if she is 18 or older, or by the applicant, as well as a parent or guardian if the applicant is under 18 years of age.
- Applicants should not be pregnant, and should have never been pregnant.
- The Girl of the West/Aide must be available for appearances from early May through the end of July.
- **ENTRY DEADLINE:** All applications must be **RECEIVED** as indicated on the current application.
- After applications are received, finalists for the competition will be selected by the committee. Applicants will be notified by mail or email.
- The final competition will be held as defined on the current application.
- In the event of injury, the GOTW must have her own health insurance, as the GOTW program personnel, nor the PPOBR will be held accountable.

JUDGING IS BASED ON:

Application	3%
Personality & Appearance	16%
Horsemanship	33%
Interview	24%
Public Speaking	24%

WHAT THE GIRL OF THE WEST/ AIDE WILL RECEIVE

The Girl of the West and Aide will each receive a custom fit western hat, boots, rain duster, belt, and trophy buckle. They will also receive western outfits for riding and speaking engagements.

If the Girl of the West and Aide complete all of their appearances and obligations to the satisfaction of the committee chairperson(s), they will each be eligible for an educational scholarship to be paid directly to the educational institution upon enrollment after their reign.

The scholarship will be awarded in the amount of \$2,000 to the Girl of the West and \$1,000 to her Aide.

The parents will receive two premium tickets for each Rodeo performance. Tickets for other family members must be purchased through the Rodeo's website at PikesPeakorBust.org.



PPOBR/GOTW HISTORY



Since 1937, the Pikes Peak or Bust Rodeo has been a cornerstone in Colorado Springs tradition by drawing the best rodeo talent, and bringing family friendly entertainment for all to enjoy. Founder Spencer Penrose had a vision of making the sport of rodeo a highlight for our community and that tradition lives on today.

Since 1946, the Pikes Peak or Bust Rodeo has been an supporting local military and their families with the proceeds from this event.

The first Girl of the West, Dawn Norris, was selected in 1922. Originally, to determine who would be selected as the Girl of the West, there was a popular vote, including who had the most pennies in a jar, and whoever had the most audience applause.

The competition for the Girl of the West now includes horsemanship, an impromptu speech, an interview, as well as being judged on personality and overall appearance. Responsibilities of the Girl of the West include appearances at local and regional businesses, delivering speeches at various locations and events, participating in TV and radio interviews, and showing support to our local military and their families at military bases around the state of Colorado. The public appearance schedule for each season is always busy.

RECOMMENDED SKILL SET/KNOWLEDGE:

- The GOTW should be experienced in riding her horse, and should show a great deal of skill while riding.
- The GOTW should have a working knowledge of horses and rodeo.

CODE OF CONDUCT

SCHEDULING (of appearances, rodeo, competitions)

- Must be prepared with a positive attitude for long, busy days, and multiple appearances or events.
- Arriving early to events is always preferred.
- If any circumstance arises where on-time attendance for an appearance is in jeopardy, contact the program chairperson(s) right away.

ATTIRE/APPEARANCE/IMAGE

- Be presentable at all times, and keep in mind you may be recognized outside of official appearances, and or events.
- You will be expected to maintain your image in terms of grooming, fashion choices, composure, cleanliness, and neatness (tidiness of your hair, hat, boots, and other traditional western apparel).
- You are expected to represent yourself in the best way possible to convey your intelligence, sense of humor, communication skills, showmanship, and express legitimate interest and consideration of others, all while maintaining a positive outlook and demeanor.
- Be professional and courteous at all times.
- Make sure to be dressed appropriately for all events and prepared for unexpected weather changes.
- Be cognizant of your surroundings, and always be careful and act safely.
- “Partying” of any kind will not be tolerated.

BEHAVIOR

- No gossiping, speaking poorly of others, or any personnel, contestants, Board members, Foundation members, or any past GOTW alumni.
- No vulgarity will be tolerated, and please be politically neutral at all times.
- Remain polite and cordial in public.
- Avoid talking negatively about events attended, regardless of how you feel.
- Stay positive at all times, including facial expressions and body language.

continued

CODE OF CONDUCT

FAMILY/FRIENDS/BOYFRIENDS

- Parents should assume the role of supporting and encouraging their daughter, yet remain in the background.
- Boyfriends/partners will not be present when acting in an official capacity as the GOTW. She is not to be married, or engaged during her reign. Public displays of affection will not be tolerated in person, or on social media. Ideally, don't post photos of boyfriends on social media.
- Family and friends will not be eligible for complimentary meals or other benefits if they attend an event with you.
- Family and friends should stay in the background at all events.
- Family and friends will not be allowed in areas that require credentials.
- It is okay to recognize family and friends at events, but important to maintain your focus on the event you are attending and the role you have at that event.

ALCOHOL AND DRUG USE/TOBACCO USE

- Use of alcohol, tobacco, or any illegal substances will not be tolerated, including the use of THC (despite state laws).

CELL PHONE USE

- When making appearances, only use your phone in the event of an emergency.
- Do not text, check email, or check socials while in public.
- Do not text while driving.
- Check messages in appropriate locations, and out of view of the public eye.
- Make sure that your phone is on silent during a public event.
- Subtle ringtones should be set.
- Always be respectful to others when using your phone.

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CODE OF CONDUCT

SOCIAL MEDIA

- Any social media posts should adhere to all GOTW guidelines and uphold the values and integrity of the program. Social media may be reviewed by judges, as well as program committee members.

COMMUNICATION

- Coordinate all outbound communication with your escort, or the Director of the Girl of The West program.

EQUINE SAFETY/CARE

- It is a requirement that the GOTW have reliable access to the use of a horse and have use of a truck/trailer during her reign. Additionally, the horse must be healthy, accustomed to loud public environments, and crowd noise. Horses should be up to date with vaccinations, and veterinary care.
- No abuse or anger demonstrated toward your horse will be allowed, at any time.

SPONSORS AND HOSTS

- Make sure to thank sponsors of the Rodeo during signing appearances and at events.
- Write “Thank You” notes when appropriate (after events, competitions, tours, or other special occasions).

A SELECT GROUP

Being the Girl of The West makes you part of the Rodeo’s history and legacy. You join with all those Girls who came before you, and all those who will follow. This experience will be a part of you for your lifetime. While you are benefitting and growing as part of this program, there will also be countless eyes watching as you inspire future Girls of the West and represent our Rodeo within the community. This is not without the sacrifice of service, but it is truly the opportunity of a lifetime.

GIRL OF THE WEST/AIDE EXPECTATION AGREEMENT

As the official representative of the Pikes Peak or Bust Rodeo, I will learn as much as I can about the Rodeo, and I will work willingly to promote the Rodeo and what it represents.

I understand and agree that in order to project the proper image as the Pikes Peak or Bust Rodeo representative, I must act, speak, and dress in accordance to my role any time I am in the public eye. My outfit will be worn in the proper manner during all official appearances on behalf of the Pikes Peak or Bust Rodeo. I agree to wear my hair in a style mutually agreed upon by myself and the Girl of the West chairperson(s) to maintain a consistent image for the program.

I understand and agree that I will not allow any other rider with me on my horse while I am making any appearance representing the Pikes Peak or Bust Rodeo.

I understand and agree that while making appearances as the Girl of the West or Aide, I will stay at the event as long as the escort directs. I agree to attend all appearances scheduled by the program committee. An illness or serious family emergency are the only excuses for absence.

I understand and agree that after my introduction at the performances of the Pikes Peak or Bust Rodeo, I will make any personal appearances that may be asked of me as official ambassador of the Rodeo, which may include, but not be limited to, assisting with clearing cattle from the arena for the timed events, riding as a flag bearer during performances, and walking through the stands greeting visitors.

I understand and agree that the only escort that I will have will be the escort designated by the program committee. This includes any trips that I may take out of town. Only immediate family members may be included with me at any of my appearances.

I understand and agree that the Girl of the West program committee chairperson(s) will make the final decision on type and color choice for the official outfit given to me by the Pikes Peak or Bust Rodeo.

I understand and agree that all expenses of meals and overnight lodging while representing the Rodeo will be paid for by the Pikes Peak or Bust Rodeo program committee.

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GIRL OF THE WEST/AIDE EXPECTATION AGREEMENT



I understand and agree that it is my responsibility to transport my horse to and from appearances that require a horse, and that any expenses associated with hauling my horse are my own and not that of the Pikes Peak or Bust Rodeo.

I understand and agree I will be responsible for returning any borrowed items from the Rodeo, and if damaged, will repair or replace said items.

I understand and agree the Girl of The West is obligated to return the tiara once her commitment has concluded.

I understand and agree that because of the demanding schedule (approximately 150 or more appearances) between early May and the end of July, I will not be able to have a job that requires regular hours. Part-time work is acceptable if it does not interfere with my obligation to promote the Rodeo during the months previously mentioned, but must be disclosed and discussed prior to the season schedule.

I understand and agree that, during my reign, I will not be allowed to compete for any other title that would interfere with my duties or appearances as Girl of the West / Aide.

I understand and agree that failure to follow these rules and regulations could result in any or all of the following: forfeiture of the title Girl of the West / Aide, loss of scholarship, and reimbursement to the Pikes Peak or Bust Rodeo for my outfit and any other expenses directly associated with my reign.

I understand and agree that failure to comply with these requirements during the full extent of my reign will put my role in jeopardy. The program committee chairperson(s) and the Pikes Peak or Bust Rodeo Board will make any final determinations about my association with and responsibilities to the GOTW program.

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GIRL OF THE WEST/AIDE EXPECTATION AGREEMENT



COMMITMENT

Signing this document confirms a commitment to uphold all the responsibilities listed within this document, and the responsibilities that come with being the Girl of the West. The Applicant commits that she will abide by any rules and regulations put in place by the Pikes Peak or Bust Rodeo Board, or by the Director of the Girls of the West program. Additionally, the applicant acknowledges that if any rules or regulations are broken, it will immediately jeopardize her remaining time as the Girl of the West or Aide.

Committing to the role as the Girl of the West means the applicant is committing to the Pikes Peak or Bust Rodeo, and will work diligently to make this a priority.

I hereby agree, if I am chosen to be the Girl of the West or Aide to Girl of the West, I will abide by standards set and included in this handbook.

Signature: _____ Date: _____

Printed Name: _____

If under the age of 21:

Signature of Parent or Guardian: _____ Date: _____

Printed Name: _____

For additional questions, comments, or concerns, please contact
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