

# 2022 Platteville Dairy Days Ambassador Competition

## ***Purpose:***

The purpose of the Platteville Dairy Days Ambassador is to serve as the “face and voice” of the Platteville Dairy Days celebration. The Ambassador will attend festivals, functions, and events throughout southwest Wisconsin to promote the Platteville Dairy Days celebration as well as agriculture tourism in southwest Wisconsin. The Ambassador will assist the promotion committee with advertising and social media posts. During the Dairy Days weekend, the ambassador will assist or make an appearances at many of the celebration activities.

## ***Qualifications:***

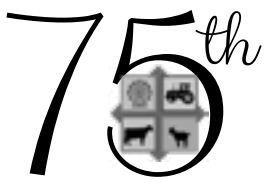
- The competition is open to young men and women ages 15-21 as of January 1, 2022.
- There are no residency requirements for candidates, however, residency in Grant, Iowa or Lafayette Counties is preferred.
- Those that have served as Dairy Days Queen or Ambassador are not eligible to apply again.
- Candidates that have not been chosen as the Queen or Ambassador in the past are encouraged to apply again as long as they meet the age requirements.
- Candidates must review the responsibilities of the Dairy Days Ambassador and agree to attend all required events.
- Candidates must be unmarried and cannot have a child or be expecting a child during the competition or reign as Ambassador.

## ***Preferred Skills:***

- Responsible with good time management skills.
- Pleasant personality, confident, gracious, and outgoing and professional.
- Ability to speak effectively to large or small groups and in various media circumstances.
- Knowledge and understanding of the purpose of Platteville Dairy Days.

## ***The Application:***

- The following items need to be submitted by entry deadline of **April 30, 2022**
- Ambassador Profile Cover Page
- Essay
  - ◊ We celebrate the 75th Platteville Dairy Days this year. In your essay, please explain **“What you would implement to bring Dairy Days back to the future.”**
  - ◊ Essay should be 500 words or less, typed preferred.
- Photo and Short Biography (you are NOT judged on your photo or biography, this is for media use only)
  - ◊ VERTICAL photo of head and shoulders only
  - ◊ Biography will be used to introduce candidates to the public (Facebook posts, website postings and possibly newspaper and radio).
  - ◊ Include in the biography information such as name, parents, school, interests, etc. A short, brief introduction is all that is needed.
- Resume
  - ◊ Suggested resume categories are education, extra-curricular activities, achievements/awards, community service/volunteer activities, and work experience.



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## **The Competition:**

- The live competition and Coronation Ceremony will be held on the evening of **Friday, May 13, 2022**. Detailed information will be sent to candidates after they submit an application.
- Personal Interviews will be conducted during the week prior to the Coronation Ceremony. Each candidate will have a face-to-face interview with three (3) judges.
- During the live competition Candidates will be asked to do the following:
  - ◊ Introduce themselves and give a brief background of themselves (30 seconds maximum)
  - ◊ Present a mock 30 second radio advertisement promoting the Platteville Dairy Days
    - \* This radio ad should be prepared but does **NOT** need to be memorized.
    - \* The candidate will step behind a screen to present the radio ad.
  - ◊ Answer one impromptu interview question.

## **Candidates will be judged on:**

- Personality and Attitude
- Maturity and Professionalism
- Speaking Ability and Engagement with Others
- Involvement and Activities with an emphasis on Community Service and Volunteerism
- Essay Content
- Overall Impression

## **Scoring:**

Essay Content	20%	Mock Radio Ad	20%
Resume	20%	Impromptu Question	20%
Personal Interview	20%		

## **Questions:**

Roberta Buss      bussroberta@gmail.com      608-778-2407  
Laurie Schuler      laurie.schuler@gmail.com

### **Drop Off or Mail Applications before April 30, 2022 to:**

Roberta Buss  
c/o Platteville Regional Chamber  
PO Box 724, 275 W. Bus. Hwy 151  
Platteville, WI 53818

**\*note that the Chamber Office is closed on Saturdays in April**

### **Email Applications by April 30, 2022 to:**

Roberta Buss      bussroberta@gmail.com



2022

*Platterville Dairy Days Ambassador Competition*

**Profile Cover Page**

**Candidate Name:** \_\_\_\_\_

**Age** (as of Jan. 1, 2022): \_\_\_\_\_

**Grade** (as of Jan. 1, 2022): \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Parent's Name:** \_\_\_\_\_

**Primary Phone:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Current High School, University or Technical College** (if enrolled)

\_\_\_\_\_

**Include the following items with your profile page**

- ◇ Essay
- ◇ Resume
- ◇ Vertical Photo & Biography

**ENTRY DEADLINE: April 30, 2022**



# 2022 Platteville Dairy Days Ambassador

## ***Ambassador Summer Responsibilities:***

1. Attend area parades to promote Platteville Dairy Days. Required parades include, but is not limited to the following:
  - a. Canoe Festival Parade-Darlington-Sunday, June 12, 2022
  - b. 4th of July Parade-Mineral Point, July 4, 2022
  - c. Catfish Parade-Potosi, August 2022 (Actual date TBD)
2. Attend community events as directed by the Ambassador Coordinators to promote Dairy Days.
3. Attend area County Fairs to promote entry in Dairy Days youth and adult exhibits. We encourage Ambassadors to participate in local and community fairs, therefore, Dairy Days Ambassador responsibilities will be scheduled around fair participation.
4. Assist the Dairy Days committee in recruiting candidates for next year's competition.

## ***Ambassador (Prior and During Dairy Days):***

1. Assist the Dairy Days committee with any promotion and advertising of the Dairy Days celebration as directed by the Ambassador Coordinators. This may include radio, newspaper, or social media posts.
2. Ride in Dairy Days Parade as Dairy Days Royalty.
3. Say a welcome at Friday night Truck Pull.
4. Say a welcome at Saturday night Tractor Pull.
5. Help present parade awards in Main Tent.
6. Hand out Ribbons at Dairy Cattle and Dairy Goat Shows.
7. Make a presence at Car Show and main stage entertainment.

## ***Ambassador and Candidate Expectations***

1. Candidates/Ambassador must understand that while participating in the competition and especially while wearing sashes (and crown), that they represent not only themselves but also Platteville Dairy Days. Candidates must behave accordingly and as a good role model and upstanding citizen.
2. As a Candidate/Ambassador, social media behavior must be appropriate and family friendly.
3. Candidates/Ambassador must understand and agree that any visible body piercings should not be worn while they are representing Platteville Dairy Days. Females may, however, wear earrings appropriately as clothing accessories.
4. Candidates must be unmarried and must have never been married.
5. Candidates cannot have had a child or be knowingly expecting a child at the time of the Dairy Days Ambassador competition. Any Ambassador that becomes pregnant or expects a child during his/her reign as Ambassador will be required to relinquish his/her title.
6. Any Ambassador that is convicted of a crime during his/her reign shall relinquish his/her title