



2024 Sweetheart Program and Miss Heart O' Texas Fair & Rodeo Handbook

The purpose of this handbook is to inform Sweethearts, as well as parents, of the policies of the Heart O' Texas Fair & Rodeo Sweetheart program. In all policy and program matters, Sweethearts are expected to be law-abiding citizens and exemplary representatives of the Heart O' Texas Fair & Rodeo.

I. Objectives:

The purpose of the Sweetheart Program is twofold. First, Sweethearts volunteer at various Extraco Events Center sponsored events, including the Fair & Rodeo. Volunteerism is the lifeblood of the Fair so Sweetheart participation is important. Volunteer time gained while participating in the program may assist the Sweetheart with future plans and scholarships. Second, Sweethearts promote and support the Heart O' Texas Fair & Rodeo through the Pre-Sale Campaign. Although \$500 is the minimum sales requirement, Sweethearts are encouraged to sell as much as possible. Successful sales may lead to the Sweetheart earning scholarship dollars.

II. Organizational Structure

The Sweetheart Program consists of approximately 45 members. The members are supervised by the Fair Staff and the Sweetheart Committee.

III. Involvement

The Sweetheart's main responsibility is acting as a junior ambassador to the Fair & Rodeo and volunteering time to Extraco Events Center. Sweethearts must work a minimum of 12 volunteer shifts. If you do not work the required number of shifts, you will be removed from the Sweetheart Program. Only the shifts/events listed in this handbook are available for you; shifts/events will not be added.

List of events (2 of 4 required):

1. Elite Barrel Racing, July 18-21, 2024
2. Back to School Bash, August 3, 2024
3. South 40 BBQ Cookoff, September 21, 2024
4. Bumper Sticker Promotion, September 18, 2024

Heart O' Texas Fair & Rodeo (6 shifts required): October 3-13, 2024

Sign-ups will occur in September 2024

North Pole Palooza (4 shifts required): Date to be determined

Sign-ups will occur in October 2024

Four educational workshops will be held throughout the duration of the 2024-2025 Sweetheart Program. All Sweethearts **must** attend these workshops (these are in addition to your required volunteer shifts):

1. Sweetheart Orientation – May 29, 2024, 5:30 pm in the Back Porch Club
2. Pre-Sale Ticket Campaign Meeting – June 10, 2024, 5:30 p.m. in BASE, A1
3. Sweetheart Fun Night – July 2, 2024 at 5:30 pm in BASE, A1
4. Sweetheart Fair Tour – September 28, 2024, 10:00 a.m. (location TBD)

IV. Rules

A. Behavior and Attitudes

1. All Sweethearts are expected be courteous and respectful to the Sweetheart Committee, Fair Staff and event organizers.
 - a. Any Sweetheart that shows disrespectful attitudes or behaviors towards anyone, including a Committee member, will be given one written warning and asked to leave the event without shift credit.
 - b. Should a Sweetheart be warned a second time during the year, she will be removed from the Sweetheart Program.
 - c. A copy of all written warnings will be given to the Fair Staff Liaison.

B. Ticket and Sponsorship Sales (Pre-Sale Ticket Campaign)

1. Each Sweetheart must abide by the following rules:
 - a. **Sell a minimum of \$500 in discounted Fair & Rodeo tickets and/or sponsorship sales.** The mandatory Pre-Sale Ticket Campaign Meeting will be Monday, June 10, 2024 in the BASE at Extraco

Events Center, A1. The deadline for pre-sale campaign will be Thursday, September 5, 2024 at 5:30 p.m.

- a. **If the minimum required ticket sales are not met by the deadline mentioned above, the Sweetheart will be removed from the program immediately.**

C. Dress Code Policy

1. Clothing:

- a. All Sweethearts are expected to dress neatly and be clean in appearance at all times. Each Sweetheart will be required to pay \$150.00 for the 2024 year for shirts which will include one short sleeve t-shirt, one long sleeve t-shirt, one polo, and one long sleeve button down shirt. We ask that you provide a pink long sleeve button down shirt to wear on our Tough Enough to Wear Pink Night at the rodeo. The date will be announced at a later time.
- b. All Sweethearts must always wear their designated uniform (this information will be provided based on the event you work). Sweethearts not wearing the proper uniform will be asked to leave the event and will not receive shift credit for the event.
- c. All shirts must be fully tucked in.
- d. All clothing must be neatly pressed.
- e. During summer events, shorts may be worn, however, they must be Bermuda length.
- f. No tube-tops, halter tops, tank tops, strapless garments, or backless garments are allowed.
- g. No bare midriff or cleavage showing is allowed.
- h. Undergarments shall be covered at all times.
- i. No jeans, capris or shorts with holes, tears, frays or embellishments may be worn at any time. If there is a question regarding the “embellishment” or “decorative stitching” on your clothing, please email any questions along with a picture of the garment to the Sweetheart email account for approval prior to wearing to a Sweetheart event.
- j. Only 2024 Sweethearts are allowed the privilege of wearing the Heart O’ Texas Fair & Rodeo Sweetheart sash.
- k. Sweethearts shall not have any visible piercings other than 2 earrings in each ear lobe.
- l. Sweethearts shall cover any visible tattoos at all times.

2. Footwear and Hats:

- a. Appropriate shoes should be worn at all times.
- b. Open-toe shoes shall not be worn at any time.
- c. No flip-flops are to be worn at any time.
- d. Cowboy hats may be worn. (but are not required)

3. Violation of Rules:

- a. Any Sweetheart wearing prohibited clothing or violating these rules will be sent home from the event at the discretion of the committee member or Fair Staff in charge of the event. If a Sweetheart is sent home from an event for inappropriate clothing, she will not receive shift credit for that event.
- b. If the committee member or Fair Staff finds anyone in violation of the rules stated above, they have the right to remove the Sweetheart from the event.

D. General

- a. Each Sweetheart must purchase all required clothing decided upon by the Fair Staff.
- b. As a Sweetheart, you are not allowed to work/volunteer at an event other than those listed previously to receive credit.
- c. Violations of any Sweetheart rule shall be subject to possible removal from the program.
- d. The Fair Staff has the right to remove an individual from the program at any time.
- e. Once a Sweetheart is removed from the program for any reason, she will not be allowed to tryout again.
- f. During the Fair, Sweethearts will only be allowed to ride the carnival rides when they are off duty. The fair office **may** provide each Sweetheart with one pass when it is available.
- g. Sweethearts shall not be on their cell phones at events unless permission has been given by the committee member or Fair Staff in charge of the event. You will need to return calls or texts during any scheduled breaks. If a parent needs to talk with you, please have them call the committee member or Fair Staff in charge of the event so that a message can be given to the Sweetheart.
- h. No use of social media is permitted during an event unless you have received permission to do so by the committee member or Fair Staff in charge. If you are caught using your cell phone, other than speaking with a committee member, Fair Staff or parent while on duty, you will

be asked to leave the event, and will not receive shift credit for the event.

V. Absences and Volunteer Hours

A. Each item below refers to ALL Sweethearts

1. Excused Absences:

- a. Absences that are unforeseen, for reasons such as family emergency, health, etc. that are not known 24 hours prior to the event.
- b. A parent or guardian, not the Sweetheart, must email the Sweetheart email account to let the committee member know of the absence.
- c. Only two excused absences will be granted per Sweetheart.
- d. If a third excused absence is requested, the Sweetheart will be removed from the program.
- e. Absences will be at the discretion of the Committee and Fair Staff.

2. Unexcused Absences/No Shows:

- a. If a Sweetheart signs up to work an event and has a conflict arise, she must give a full 48 hours' notice to the Committee member or Fair Staff in charge of that event. If she gives a full 48 hours' notice, she will NOT be penalized as long as the cancellation is not deemed as a multiple cancellation.
- b. Multiple cancellations for any reason other than those identified as an excusable absence will result in removal from the Sweetheart Program.
- c. Each Sweetheart will be allowed one cancellation for reasons not stated above, unless extenuating circumstances are presented.
- d. On the second cancellation, the Sweetheart will receive a "No Show." If you receive two "No Shows" you will be removed from the program.

B. Each item below refers to all Sweethearts.

1. General Conditions:

- a. Each Sweetheart must serve a **minimum** of 12 volunteer shifts (2 from the list of yearly events, 6 for the Fair & Rodeo and 4 for the North Pole Palooza) from June 1, 2024 until February 1, 2025.
- b. If the above-stated guidelines are not met, the Sweetheart will forfeit any scholarships or awards for the current year and will be removed from the program immediately and will be ineligible to try out for Sweetheart again.

VI. Communications

- a. Email Communication – Each Sweetheart AND one parent/guardian must provide a valid email address to receive communications from the Sweetheart Program. School emails cannot be accepted.
- b. All email communication will be sent to the Sweetheart and copied to the parent/guardian. Please check regularly for communication from the Sweetheart Program and for information on events you signed up to work.
- c. The staff liaison will be copied on all emails to the Sweethearts and their parents.
- d. It is the responsibility of the Sweetheart and parent/guardian to notify the Sweetheart Program of any changes to email addresses.

The rules stated herein are subject to additions and changes when found necessary and beneficial. The Sweetheart Committee and Fair Staff make final acceptance of all rules. All Sweethearts are required to abide by all rules set forth by the Sweetheart Committee. Sweethearts who violate these rules shall be subject to immediate dismissal from the program.



2024 Heart O' Texas Fair & Rodeo Sweetheart AGREEMENT OF POLICIES & RULES

As a Heart O' Texas Fair & Rodeo Sweetheart, I agree to execute my duties to the best of my abilities and follow all rules as stated in the handbook. I understand that I am an ambassador to the Heart O' Texas Fair & Rodeo, therefore expected to exhibit exemplary behavior at all times. I will bring commitment, excitement, and energy to the program as well as serve as an example to women in the community.

I further understand that my duties will be given to me by the Sweetheart Committee and/or Fair Staff. Upon the display of any unacceptable behavior or violation of rules, the Sweetheart Committee and Fair Staff has the power and justification to relieve me of my title as a Heart O' Texas Fair & Rodeo Sweetheart.

Yes, I understand the statement above and the policies and rules outlined in the 2024 Heart O' Texas Fair & Rodeo Sweetheart Program Handbook:

Sweetheart Signature

Sweetheart Printed Name

Parent/Guardian Signature

Parent/Guardian Printed Name

Date