



SAN ANTONIO STOCK SHOW & RODEO COWGIRL CAVVIETTA

OVERVIEW

The San Antonio Stock Show & Rodeo Cowgirl Cavvietta is a leadership program for young women who will serve as ambassadors through community outreach, mentorship, and a deep respect and commitment to the tradition of rodeo, the heritage of South Texas and the Western lifestyle.

Anchored by its mission as *“A volunteer organization that emphasizes agriculture and education to develop the youth of Texas,”* the San Antonio Stock Show & Rodeo Cowgirl Cavvietta oversight committee selects three female ambassadors from the state of Texas with exceptional horsemanship skills and a deep embodiment of western values. Each ambassador will receive a \$10,000 scholarship to further her education.

To wear the Cavvietta hat is to carry forward a tradition that is both an honor and a privilege. As ambassadors of one of Texas’ most respected and enduring organizations, the Cavviettas publicly represent the mission, values and legacy of the San Antonio Stock Show & Rodeo.

Who Should Apply?

Qualities of a Cowgirl Cavvietta:

- Demonstrate strong horsemanship skills and confidently ride in rodeo and community environments.
- Capable of carrying a flag on horseback during a hot lap or in the arena, while honoring the traditions and spirit of the rodeo and the flag.
- Be able to speak to groups of any size and communicate with confidence and professionalism in public settings.
- Connect authentically with others and engage positively with diverse communities.
- Embrace a team-first mindset, supporting fellow Cavviettas and contributing to a positive culture where everyone can thrive
- Be adaptable, remaining fluid and flexible in fast-paced or changing circumstances, while approaching challenges with grace and a willingness to “cowgirl up”.
- Carry yourself with maturity, humility, and integrity, recognizing the privilege and responsibility of representing the San Antonio Stock Show & Rodeo



2027

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APPLICATION AND ELIGIBILITY REQUIREMENTS

AGREEMENT

THE SAN ANTONIO LIVESTOCK EXPOSITION, INC. (SALE) OVERSIGHT COMMITTEE AND CEO SHALL HAVE THE RIGHT TO INTERPRET OR TO AMEND THESE REQUIREMENTS AND CRITERIA AT ANY TIME AT ITS DISCRETION AND TO FULLY AND FINALLY DECIDE ALL DISPUTES, QUESTIONS, ISSUES, CLAIMS, AND INCIDENTS ARISING FROM THE PROGRAM.

Important Dates:

June 1 – Applications Open

July 1 – Applications are Due

Mid-July - Notification to Finalists Advancing

August 8, 2026 – Round Two In person competition, San Antonio, Texas

Qualifications and Requirements:

- A) **AGE:** Each applicant must be between the ages of 18 and 25. High school seniors must have reached the age of 18 by August 7 of selection year (2026).
- B) **RESIDENT:** Applicants must be a resident of the State of Texas as of January 1, of the application year and a citizen of the United States. Proof of state residency may be required by producing a valid state driver's license and/or college student ID.
- C) **EDUCATION:** Applicants are expected to be enrolled in an educational institution for higher learning and must be able to provide proof upon request. This can include a technical, trade or vocational school, junior college, or university. Please note, participation in the Cowgirl Cavvietta program requires a significant time commitment, including 22 Rodeo performances and rehearsal (February 10-28, 2026) and multiple events year-round. A flexible class schedule is strongly encouraged.
- D) **ONLINE DEGREE:** As per the requirements of the SALE scholarship program, applicants may be enrolled in online classes but may not obtain a degree primarily or entirely through an online degree program.
- E) **GENDER:** Applicants must be assigned female at birth and identify as female.
- F) **AWARD:** Each Cavvietta will receive a \$10,000 scholarship to be activated in the fall of the selection year (October 1 - September 30). Terms of disbursement will be discussed with each recipient. The selected recipients have no limit to how many times they can apply for the position if all eligibility requirements are met but cannot exceed \$20,000 in awarded scholarship funds.
- G) **CONTRACTUAL OBLIGATIONS:** Applicants may not be under contractual obligation or be a titleholder of any other pageant or program during their term which would conflict with their ability to participate in this program or interfere with their ability to perform as a Cowgirl Cavvietta. Each selected Cavvietta will be required to serve a minimum of 1 year.



H) **REQUIRED EVENTS:** The selected Cavvietta ambassadors are expected to attend the following events, in addition to other appearances as their availability allows. Events taking place outside of the Rodeo dates (February 10–28) will be distributed evenly among the ambassadors, with consideration given to school and work schedules.

Required:

- a. Uvalde Qualifier - **November 16-21, 2026**
- b. Cowgirls Live Forever Luncheon – **January 25, 2027 (Day TBD*)**
- c. Cowboy Breakfast - **January 29, 2027**
- d. Western Heritage Weekend & Parade- **February 6, 2027**
- e. San Antonio Stock Show & Rodeo - **February 10-28**
- f. Fiesta Events
 - i. Cavalier River Parade - **April (Day TBD)**
 - ii. Battle of Flowers Parade – **April (Day TBD)**

The following additional appearances may be requested based on each ambassador’s availability.

1. Ag Outreach Days – **July 26, 2026, October 18, 2026**
2. Community Photos with Santa & Christmas Tree lighting – **December 2, 2026**
3. La Grande Trailride Border Crossing – Eagle Pass – **February 5, 2027**

I) **TRAVEL OBLIGATIONS:** All required events will take place either in or near San Antonio apart from the Uvalde Qualifier that is held in Uvalde, TX.

J) **TRAVEL EXPENSES:** Travel expenses and occasional meals will be covered for the selected ambassadors while representing the organization.

K) **CHARACTER ASSESSMENT:** Applicants must exhibit good moral character and have never committed or been involved in an act of moral turpitude. Applicants must meet the character criteria. This includes, but is not limited to, demonstrating good character, honesty, integrity, a positive role model mindset, wisdom, good sportsmanship, servant leadership, initiative, pride, and being an excellent steward of land and animals.

L) **BACKGROUND / CRIMINAL RECORD:** Applicants must not have been convicted of any crime. Upon selection the recipients will be required to complete a background check. The organization reserves the right to conduct a background check at any time.

M) **REPUTATION:** Applicants must not have any pending convictions/charges, which if made public, would be reasonably likely to cause harm or damage to the applicants or to the goodwill and reputation of the program. Any concerns about the applicability of this provision should be discussed with the reviewing oversight committee prior to signing the consent or contract. Bullying, intimidation, and/or harassment to others will not be tolerated. Public notices of questionable moral character and/or inappropriate social media posts may result in the termination of position.

N) **HEALTH:** Applicants are in good health and do not have any health concerns which would prevent them from fully participating in this program or serving in said role.

O) **SUBSTANCE ABUSE:** Applicants must not use any illegal or controlled substances, except for prescription medications taken only as prescribed. Applicants will not abuse alcohol or drugs. Underage alcohol use will not be tolerated. Public notice of such violations may result in the termination of position. If the applicants are of legal drinking age, the consumption of alcohol while



representing the organization is prohibited unless permission is granted to do so in moderation socially.

- P) **ATTIRE STANDARDS:** All ambassadors shall dress in appropriate western attire distributed by the organization. This includes hat, boots, belt, buckle, and any other organization branded apparel for all functions in which they are representing the San Antonio Cowgirl Cavvietta. Professional Rodeo Cowboys Association (PRCA) and Women's Professional Rodeo Association (WPRA) dress code is required for all arena appearances. Jeans with holes, revealing blouses, and unnatural colored hair are not acceptable.
- Q) **TATTOOS / BODY ART / PIERCINGS:** Applicants shall not have any visible tattoos, body art, or gauges.
- R) **CONDUCT:** Maintaining appropriate personal conduct is essential. This entails refraining from swearing, bullying, smoking, drinking, chewing tobacco, using drugs, or in any behavior of such nature.
- S) **RULES & CONSENT:** Applicants must execute all consents and/or waivers of liability for competition. An officially signed contract with the organization will be required for applicants selected for the program.

Applicants must comply with all requirements of the organization. Breaking of any of the requirements or improper conduct prior to or during the selection process and/or term of service may disqualify an applicant or current ambassador. In the event of such resignation, whether voluntary or upon request of the organization, the oversight committee has the right to relinquish the title within thirty (30) days of the resignation or notice of termination of the position.

The program reserves the right to refuse any application. If an applicant is refused entry, there will be no appeal process.

- T) **ACADEMIC PERFORMANCE:** Applicants must demonstrate a minimum GPA of 2.5 through current official transcripts and must maintain this GPA throughout their term of service to retain any associated scholarship benefits. For high school seniors please submit both weighted and unweighted GPAs.
- U) **SOCIAL MEDIA:** Applicants are required to maintain an appropriate public image through their social media habits and interactions with friends, family, and relationships.
- V) **COMMUNITY INVOLVEMENT:** Applicants must actively participate in community and extracurricular activities and demonstrate a willingness to further engage in both areas.



APPLICATION PROCESS, VIDEO REQUIREMENTS & LETTERS OF RECOMMENDATION:

- A) The application will be **accessible on June 1**.
- B) Applicants can access the application form at www.sarodeo.com under the information tab.
- C) No application fee is required.
- D) **LETTERS OF REFERENCE:** Applicants must provide **THREE (3)**, non-relative letters of reference along with their application. These letters of reference should encompass community involvement, knowledge of interacting/working with the applicant in some capacity and overall character.
- E) The application necessitates the submission of **two videos**:
 - a. Please submit a brief video introducing yourself, who you are and what it would mean to you to serve as a Cowgirl Cavvietta and represent the San Antonio Stock Show & Rodeo *The video should be no longer than two minutes. (2:00 minutes)*
 - b. Horsemanship video showcasing skills.
 - i. Reining pattern provided.
 - ii. Hot lap with a flag.

The deadline for application submission is July 1st.

SELECTION PROCESS:

- A) There will be two rounds in the selection process. In Round One, all applications, video submissions and letters of recommendations are reviewed by a panel of judges. Finalists will be notified if they have been selected for the second round of the selection process in mid-July.
- B) The second round will be in person and will take place on Saturday, August 8th, 2026. It will include an in-person, panel interview and a horsemanship portion comprised of completing a reining pattern, a hot lap with a flag on a horse and an interview. Horses, tack, and equipment will be provided by the Cavvietta oversight committee.

FOR QUESTIONS REGARDING THE SAN ANTONIO RODEO COWGIRL CAVVIETTA, PLEASE CONTACT:

RANEY OVERTON

S.A.L.E. WESTERN EVENTS COORDINATOR

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