

Welcome To

BACK TO OUR ROOTS IN COWBOY BOOTS

Presented by the Massey Agricultural Society,
The New and Revised 2025 Massey Fair Ambassador Program

Age: 17-24 as of Aug 1st of the current year, must be a resident of Ontario,
and a member of the Massey Agricultural Society and you must be living within
District 12. Bruce Mines ON, - to - Warren ON,

Entry fee : MAS Membership

Age 0- 17 is \$2
Age 18- 24 is \$10

Welcome to the 2025 Massey Ambassador Program, we are bringing it back to our Roots in Cowboy Boots. With this great opportunity to branch out and try new things.

We can't wait to have you on this once and a lifetime opportunity!
We hope that you will take the opportunity during your preparations to build lifelong friendships and memories that will last forever. This Ambassador Program was created to help bring back youth in agriculture and to empower young people and give them wonderful opportunities to grow and develop a positive self-image as well as cultivate their talents and public speaking abilities. We believe that these environments promote good sportsmanship and an opportunity to build skills that will benefit you well in the future and your day to day lives.

Our Ambassador is not only kept busy during the Massey Fair weekend, but all year long, by attending local community events and of course being able to attend the overall grand prize of being able to attend the C.N.E Convention and OAAS Convention held in Toronto ON, Mid February. Awards will be award and given out and all other contestants will receive a little something for participating.

We look forward to seeing you in August, 22 to August 24,

Office Contact Information

Phone: 705-865-2070

Email: ambassador.masseyagsociety@gmail.com

Address: 599 Imperial St. N, Massey, ON, P0P 1P0

Website: masseyfair.ca



BACK TO OUR ROOTS IN COWBOY BOOTS

Presented by the Massey Agricultural Society, the 2025 Massey Fair Ambassador Program

Once applications Open July 1st, You will Receive you welcoming booklet and all application forms, you will also receive the rules and regulation, an official entry forms along with your contestant questionnaire forms for Eassy and Interview.

Please use the handbook **Available July 1st** as a guide to help you along the way towards your experience. We will keep you updated with news and information regarding all of the exciting events we have planned as details become available. You will be updated through our Massey Fair Facebook group and our page for the 2025 contestants, so if you are not a member of that group, please make sure to let us know! If you need any assistance, please do not hesitate to contact us.

SCORE BREAK DOWN IS OUT OF 100%

Introduction 15%
Community service 15%
Essay/Portfolio 25%
On stage questions 15%
Interview 30%

IMPORTANT DEADLINES

Please keep in mind that these are FINAL deadlines and that you are able to submit documents, ANYTIME up to these dates, Late deadlines will be scored accordingly.

Application Open / Handbook: July 1st

Application Fee, Forms Due: July 20th

Headshots: Due July 20th **Headshots are not Judged but, will be used for Advertising**

Essay/ Portfolio: Due August 1st

Community Service: Due August 1st

Interview Forms: **Please Bring 6 filled out Copies of program Interview Forms day of Interview**

We look forward to seeing you in August, 22 to August 24, 2025



2025 Massey Ambassador Contract

FULFILLMENT OF THE MASSEY AMBASSADOR

Email: ambassador.masseyagsociety@gmail.com

By signing below, I certify that I agree to willingly participate in the Massey Ambassador program for which I am applying. I understand that I am required to attend the 2026 Association of Agricultural Societies (OAAS) Annual Convention held in Toronto Ontario and if I am selected as the winner, I promise to help promote the Massey Agricultural Society, and the Massey Ambassador Program by making a minimum of 10 appearances throughout my 12 month reign including attending my own Ambassador Program (if held) and one additional Massey Spring (if held) throughout the year. I also understand that I will be required to sign a Titleholder contract which includes a no-compete clause for any other Hometown, National, International title that would require me to not be hundred percent dedicated to the Massey Agricultural Society and the C.N.E Program. I also understand that as a Massey Ambassador Winner, I am expected to return to the 2026 Massey Ambassador Program (if held) and stay for the duration of the Ambassador event and pass along my title to my successor.

All money paid to Massey Agricultural Society is non-refundable. I agree to abide by all rules and regulations set forth by Massey Agriculture, Society, the C.N.E and the (OAAS) Ontario Association of Agricultural Societies. All contestants and their parents or guardians hereby release and forever discharge Massey Agricultural Society, its directors, employees, staff and volunteers from any and all claims and demands arising from damages or liabilities due to theft, accident, loss or injury resulting from participation in the Massey Ambassador Program. The Massey Agricultural Society and Massey Ambassador program has the right to refuse entry at its discretion.

Name

Signature Date

Parent/Guardian name

Signature Date



RULES FOR MASSEY AMBASSADOR

1. Contestants must be a resident of Canada for two years and a resident of his or her Fair District, We are District 12. Bruce Mines ON, - to - Warren ON,

2. The age limit for contests in the Massey Fair Ambassador Program must be age 17 - 24 years of age or to be of age before Aug 1st of the current year.

3. Contestants will be judged by a panel of 3 or more judges under the following categories:

Introduction:.....	15%
Community service:.....	15%
Essay/Portfolio:.....	25%
On stage questions:.....	15%
Interview (Preliminary) :.....	30%
Total:.....	100%

4. The interview competition will be held on Friday Morning August 22, 2025 at the Massey Fair-grounds, and the winner will be announced and the Grand Fair Opening at 6pm.

5. Contestants must wear the numbers or sash that is giving to his or her self so judges are able to score correctly.

6. Contestants must wear their personal best and whatever that maybe as long as your confident and comfortable. Contestants may bring a interview look and a on stage look. ***Note Two looks are not required one look is perfectly okay.*** Just know your on stage look will be what we will be announcing our winner in and on stage, so we will be having photos taken of awards and our winner.

7. Each contestant must give a max 500 word essay, a small introduction speech followed by one on stage question which will be send in from fellow contestants.

8. The winner will reign for one year as the Massey Fair Ambassador and will proceed to compete in the C.N.E Program held in Toronto. He or she will also be required to attend the Ontario Agricultural Societies' Convention in February 2026 to prepare him or her for the C.N.E Ambassador Program.

9. The winner must be available for the whole Massey Fair Weekend to perform various duties and by must make a minimum of 10 appearances throughout his or her 12 month reign including attending his or her own Ambassador Program in 2026 (if held)

10. Deadline for entering the competition is **Application Fee, Forms Due:** July 20th, 2025 before 5:00 pm.

11. All contestants must fill out a liability release forms and have it signed and returned by registration deadlines. This form releases the Massey Fair of any liability during this event.



2025 Massey Ambassador Registration form

AMBASSADOR PROGRAM FORMS

Official Entry Forms

Email: ambassador.masseyagsociety@gmail.com

Please read the rules and regulations sheet to be sure that you qualify to enter. Fill out all forms and return them to the Massey Fair office as soon as possible.

Please type or print Neatly for the following information.

Aug 21- 24, 2025, Massey Fair Grounds

Ambassador Name: _____
Address: _____
City: _____ Province: _____ Country: _____
DOB: _____ Age (as of 8-21-25) _____
Phone: _____ Email: _____

Parents address if different from your own.

Address: _____
Phone: _____

I hereby acknowledge that I have read the official rules of the application, that I am complying with them in every way and that the information I have given is correct.

Date: _____ Signature: _____

If under 18 a parent or guardian must sign below

Parent or Guardian Name: _____
Parent or Guardian Phone: _____

Headshots are Due: **July 20th** Headshots are Not judged.



2025 Massey Ambassador Registration form

AMBASSADOR PROGRAM FORMS

Official Membership Form

Email: ambassador.masseyagsociety@gmail.com

First Name: _____

Last Name: _____

Phone: _____

Email: _____

Address: _____

Town: _____

Postal Code: _____

Type of membership: _____ Junior (under 18 years old) _____ Active (18 years Older)

For Junior Member only: Birthday (Junior only) D/M/Y: ____ / ____ / ____

For Junior Member only: Name of Parent/ guardian: _____

_____ I hereby apply for a membership with the Massey Agricultural Society. I agree to be bound to the constitutions, bylaw, and policies and rules the Massey Agricultural Society.

_____ I further agree to assume full responsibility for my safety and that of my family, livestock, and property while at any Massey Agricultural Society Event.

_____ I authorize the Massey Agricultural Society to use my name or image in their publications (Website, Media release, social media) as it pertains to Massey Agricultural Society activities.

Please list any skills you have which you could be called upon for assistance in projects or maintenance of the facility.

Please check the activities of the Massey Agricultural Society you are interested in participating in or would like more information about.

- Community Garden
- Day Camp
- Employment Opportunities
- Fundraisers
- Fur and Feather Sales
- Grow Your Show
- Haunted Trail
- Other: _____

- Massey Fair
- Monthly Board Meetings
- Spring Fair
- Vendor Opportunities
- Volunteer Opportunities
- Western Horse Show
- Winter Storage
- Working Wednesdays

Signature (Active Member or Parent / Guardian)

I will pay by: Cash / E-transfer / Cheque

2025 Massey Ambassador Registration form

AMBASSADOR PROGRAM FORMS

Official Release and Media Release Forms
Email: ambassador.masseyagsociety@gmail.com

Ambassador Name: _____

Address: _____

I, _____, being of full age of 18 years or older and being aware that there are risks of damage, loss or injuries in participating in the event of **Massey Ambassador Program**, held on the **22nd** day of **August, 2025**, hereby freely and without coercion, accept the said risk of damage, loss, or injury to participants and choose to participate in the said event.

I **HEREBY RELEASE** the Massey Agricultural Society, it's officers and members from actions, causes of actions, claims and damages for damages, loss, or injury, howsoever arising, whether foreseeable or unforeseeable, which may be a sustained by me in consequence of participating in this said event.

I, _____, being of full age of 18 years or older

In written proof, we sat our hand this _____ day of _____, 20_____.

If the participant is under 18, edits required that the parent or guardian signs this waiver it is understood that they have read and agreed to the above agreement.

Signature of participant: _____

Signature of parent or guardian: _____

Witness: _____



Massey Ambassador Program

ESSAY COMPLETION AND PROFILE

25 % of Score - Type or Print Neatly

Email: ambassador.masseyagsociety@gmail.com

Ambassador Name: _____

Address: _____

School and/or Community Clubs or Organizations to which you belong:

1. _____ 2. _____

3. _____ 4. _____

Grade or Degree(s): _____

School: _____

Achievements, Awards or Recognitions: (School and/or Community)

1. _____ 5. _____

2. _____ 6. _____

3. _____ 7. _____

4. _____ 8. _____

Why do you feel that participating in Community Service is important?

What have you learned from your previous volunteer work that you feel will help you be an effective Agriculture Ambassador?



A Role Model is a leader. How are you a Role Model in your Community?

If you could plan a Spring or Fall Project, what would it be and why would you choose that project? Please include ALL aspects of implementing your project.

How would you incorporate agriculture and our community to your plan?

What impact would your project have on our local or global communities?



Massey Ambassador Program

ESSAY COMPLETION

15% of Score - Essay - Type or Print Neatly
Min 500 and Max 750

Email: ambassador.masseyagsociety@gmail.com

Each contestant will select **ONE** topic of choice selected from the list below.

This essay should be a minimum of 500 words with a maximum of 750.
When submitting please ensure your name is clearly indicated

- *What is the importance of Agriculture?*
- *What is the biggest issue agriculture is facing today?*
- *The history of the Massey Fair?*
- *What's your Favourite memories or memory at the fair?*
- *How can we get more kids interested in agriculture?*
- *What does harvest season mean to you?*

Email: ambassador.masseyagsociety@gmail.com



Massey Ambassador Program

INTERVIEW FORMS

Please bring 6 copies of this form to registration before Interview Friday

Name: _____

Date: _____

Please Share 10 Fun Facts About You

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



Massey Ambassador Program

SCORING BREAK DOWN

Essay/Portfolio

25% of Scores

Each contestant will select **ONE** topic of choice selected from the list given. This essay should be a minimum of 500 words with a maximum of 750. Please remember when submitting please ensure your name is clearly indicated

Personal Introduction

15% of Scores

Each Ambassador will give an on-stage personal introduction. This introduction should include name, hobbies, hometown and personal ambition, etc. Introduction should not exceed one minute. This is the first opportunity our audience will have to meet you, so be creative in your presentation.

Interview Competition

30% of Score

Ambassador will participate in a panel style interview (3 1/2 minutes) The interview will take place immediately. Judges will use the information from the Delegate's Personal Introduction as the basis for interview questions.

On stage Question

15 % of Score

Fish bowl questions from other delegates for on stage questions, 1 minute answer.

Community Service Portfolio Competition

15 % of Score

Ambassadors will need to prepare a digital Portfolio (either PowerPoint or Google Slides) If you are using a different app, it must be sent as a PDF) representing their Community Service Participation. This Portfolio should include photos and event descriptions as well as information regarding the total number of hours worked at each event and the type of volunteer work done during the event.

Please do not include any external links or YouTube videos within the slides. Portfolio may be a maximum of 20 slides. May include volunteer work done from 7/1/2023 to 5/1/2025.

Portfolio must be emailed to: ambassador.masseyagsociety@gmail.com

Due: August 1st, 2025



