

MASSEY FAIR 2026

"ONCE UPON A MASSEY FAIR"



**WILL YOU BE THE NEXT MASSEY
AMBASSADOR?**

AUGUST 28, 29, 30

**Kids Membership is Age 0-17 is \$2
Adults Membership Age 18- 24 is \$10**

Email: ambassador@masseyfair.ca

www.masseyfair.ca

Welcome To

Once Upon a Massey Fair

**Presented by the Massey Agricultural Society,
The New and Revised 2026 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 2026 Massey Ambassador Program. Our Ambassador Program's theme for 2026,
like the fair's, is "Once Upon a Massey Fair."

The Massey Fair Ambassador Program is designed to engage youth in the world of agriculture and
empower young individuals by providing exceptional opportunities for personal growth.

By participating, you will develop a strong self-image, enhance your talents, and master your
public speaking skills. We are confident that this environment will foster good sportsmanship and
equip you with valuable transferable skills in leadership, event planning, and marketing.
We encourage you to seize the chance to build lifelong friendships and create unforgettable
memories as you participate in the program!

Please use this Massey Fair Ambassador Program guide to enhance your experience. We will keep
you informed about news and updates regarding the exciting events we have planned as details
become available. You will receive updates through our Facebook group page for the 2026
Contestants, so if you are not already a member, please let us know! If you need any
assistance, do not hesitate to contact us.

We look forward to seeing you in August!

Office Contact Information

Phone: 705-865-2070

Email: ambassador@masseyfair.ca

Website: masseyfair.ca

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



2026 Massey Fair Ambassador Program

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Once Upon a Massey Fair

Massey Agricultural Society Ambassador Program 2026 prize package

One weekend wristband for the Massey Fair

Education scholarship of \$800 cash

Clothing allowance of \$200 cash for Ontario Association of Agricultural Societies (OAAS) and The Canadian National Exhibition (CNE) OAAS and CNE

A three-day and two-night paid experience in the OAAS Ambassador Program

\$210 OAAS food voucher

A Week Paid at CNE- Covers your accommodation, food, and travel between the CNE and the hotel.

You must arrange your own transportation to and from the CNE.

Custom crown

Custom sash

Travel box for the sash and crown

Custom flower bouquet

MAS enamel pins for OAAS pin trading

MAS belt buckle

Cowboy hat

Passed down ambassador memory box

Ambassador prize basket

Framed certificate

Framed memory headshot portrait

A ride in the parade Saturday morning

Fair-themed photoshoot

A Personalized Instagram Page @masseyfairambassador social media page

Official MAS Ambassador hoodie or shirt

Multiple Ambassador gifts

Feature in 2027 banners and ads more!



Once Upon a Massey Fair

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

Once applications open on May 1st, you will receive your Massey Fair Ambassador Program guide and all application forms. You will also receive the rules and regulations, an official entry form, along with your contestant questionnaire forms for the essay and interview.

We encourage you to use the guide throughout this experience. You will receive timely updates through our Massey Fair Facebook group and the page dedicated to the 2026 contestants. If you haven't joined the group yet, let us know so we can assist you! For any questions or support, don't hesitate to reach out to us. We're here to help!

The Score Breakdown is Presented on a Scale of 100%

Introduction - 15%
Community service - 15%
Essay/Portfolio - 25%
Interview - 45%

Important Deadlines

Please note that these are the final deadlines. You may submit documents at any time up to these dates. Late submissions will be scored accordingly.

Application Open / Massey Fair Ambassador Program guide available: May 1st, 2026

Application fee and forms Due: July 17th, 2026

Headshots: Due July 24th, 2026 Note: Headshots are not judged but will be used for advertising

Essay/ Portfolio: Due August 14th, 2026

Community Service: Due August 21st, 2026

Interview Forms: Day Interview Aug 28th, 2026 Please bring six filled out copies of the Interview Forms on the day of the interview

We can't wait to see you from August 28 to August 30, 2026! It's going to be a great time!



2026 Massey Ambassador Contract

Fulfillment of The MASSEY AMBASSADOR

Email: ambassador@masseyfair.ca

By signing below, I certify that I agree to willingly participate in the Massey Fair Ambassador Program for which I am applying. I understand that if I'm selected as the Massey Fair Ambassador I am required to attend the 2027 Ontario Association of Agricultural Societies' (OAAS) annual convention held in Toronto, Ontario. I understand that if I am selected as the winner, I promise to help promote the Massey Agricultural Society, and the Massey Fair Ambassador Program by making a minimum of 10 appearances throughout my 12-month reign, including attending my own Massey Fair Ambassador Program (if held) and one additional Massey Spring Fair (if held) throughout the year. I also understand that I will be required to sign a Titleholder contract, which includes a non-compete clause for any other hometown, national, or international title that would require me to not be one hundred percent dedicated to the Massey Agricultural Society and the Ontario Association of Agricultural Societies (OAAS) and The Canadian National Exhibition (CNE) Program. I also understand that as a Massey Fair Ambassador Program winner, I am expected to return to the 2027 Massey Fair Ambassador Program (if held) and stay for the duration of the Massey Fair Ambassador event and pass along my title to my successor.

All money paid to the Massey Agricultural Society is non-refundable. I agree to abide by all rules and regulations set forth by the Massey Agricultural Society, the CNE and the OAAS. All contestants and their parents or guardians hereby release and forever discharge the Massey Agricultural Society, its directors, employees, staff, and volunteers from all claims and demands arising from damages or liabilities due to theft, accident, loss, or injury resulting from participation in the Massey Fair Ambassador Program. The Massey Agricultural Society and the Massey Fair Ambassador Program have the right to refuse entry at their discretion.

Name

Signature Date

Parent/Guardian name

Signature Date



Rules for the MASSEY AMBASSADOR

Eligibility requirements:

- Must be between 17 and 24 as of Aug 1, 2026
- Must be a resident of Ontario
- Must live within District 12 (from Bruce Mines, ON, to Warren, ON)
- Must be a member of the Massey Agricultural Society
- MAS memberships are \$2.00 for age 17 and \$10.00 for ages 18 to 24

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

- Introduction - 15%
- Community service - 15%
- Essay/ Portfolio - 25%
- Interview - 45%

3. The interview competition will be held on the Massey Fairgrounds on Friday, August 28, 2026 in the morning. The winner will be announced at the fair's opening ceremonies at 6:00 pm.

4. Contestants must wear the numbers or sash that is given to themselves to wear so judges are able to score correctly.

5. Contestants must wear their personal best, with no specific requirements beyond what makes the contestant feel confident and comfortable. Contestants may begin with an interview look and change to an onstage look. Two looks are not required. The look you wear onstage will be what you wear when the winner is announced and photos are taken. The winner will have a photoshoot around the fair with our official fair photographer.

6. Each contestant must provide a 500 - 750 word essay (maximum), a community service portfolio, and a small introduction speech followed by a round table interview. The essay must be written by only the contestant and without any use of generative Artificial Intelligence (AI) technologies.

7. The winner will reign for one year as the Massey Fair Ambassador and will proceed to compete in the CNE Program held in Toronto. They will also be required to attend the OAAS' Convention in February 2027 to prepare them for the CNE Ambassador Program.

8. The winner must be available for the entire Massey Fair to fulfill various duties like riding in the parade, networking, and volunteering when needed. Additionally, you must make a minimum of 10 appearances throughout your 12-month reign, which includes attending your own Massey Fair Ambassador Program in 2027, if held.

9. The deadline for entering the competition is July 17th, 2026 before 5:00 pm.

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



2026 Massey Ambassador Registration form

Massey Fair Ambassador Program Forms

Official Online Membership Form- masseyfair.ca/memberships
Payment of Membership can be made to- treasurer@massey.fair.ca

Official Ambassador Forms
Email - ambassador@masseyfair.ca

Please type or print Neatly for the following information.
August 28th to 30th, 2026, Massey Fair Grounds

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 in 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 24th** Headshots are Not judged.



2026 Massey Ambassador Registration form

Massey Fair Ambassador Program Forms

Official Online Membership Form- masseyfair.ca/memberships
Payment of Membership can be made to- treasurer@massey.fair.ca

Official Ambassador Forms

Email - ambassador@masseyfair.ca

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 | - Massey Fair |
| - Day Camp | - Monthly Board Meetings |
| - Employment Opportunities | - Spring Fair |
| - Fundraisers | - Vendor Opportunities |
| - Fur and Feather Sales | - Volunteer Opportunities |
| - Grow Your Show | - Western Horse Show |
| - Haunted Trail | - Winter Storage |
| - Other: _____ | - Working Wednesdays |

Signature (Active Member or Parent / Guardian)

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

Official Online Membership Form- masseyfair.ca/memberships
Payment of Membership can be made to- treasurer@massey.fair.ca

**WAIVER AND RELEASE OF LIABILITY
ASSUMPTION OF RISK AND INDEMNITY AGREEMENT**

EVENT: Massey Fair

DATES: November 1, 2025 up to and including October 31, 2026.

LOCATION: Massey Fairgrounds – Massey, Ontario, and other locations where meetings and events of the Massey Agricultural Society are held.

INCLUDING BUT NOT LIMITED TO:

Arm Wrestling, Western Horse Show, Horse Pull, Motorsports, Agricultural Events, Exhibitions, Camping, Demonstrations, Vendor Activities, and all related activities occurring at the Massey Fairgrounds.

IMPORTANT - READ CAREFULLY

BY SIGNING THIS DOCUMENT YOU WILL WAIVE CERTAIN LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE OR CLAIM COMPENSATION FOLLOWING AN ACCIDENT.

1. DEFINITIONS

For the purposes of this Agreement:

“Massey Agricultural Society” or “Released Parties” includes the Massey Agricultural Society and its directors, officers, employees, volunteers, agents, contractors, subcontractors, sponsors, affiliates, representatives, successors, and assigns.

“Participant” includes any person who attends, participates in, competes in, volunteers at, exhibits at, camps at, or is otherwise present at the Massey Fairgrounds during the event.

2. ASSUMPTION OF RISK

The Participant acknowledges that attending or participating in agricultural fair events involves inherent risks, dangers, and hazards, including but not limited to:

- contact with animals, including horses and livestock
- motorized vehicle activities, including motorsports
- equipment malfunction or mechanical failure
- collisions with vehicles, equipment, animals, or persons
- falling, slipping, or tripping on uneven surfaces
- flying debris or loose objects
- weather conditions, including heat, rain, and wind
- loud noise, crowds, and restricted visibility
- camping hazards, including cooking equipment and open flames
- the actions, negligence, or misconduct of other participants or spectators.

The Participant freely and voluntarily assumes all such risks, including the risk of personal injury, death, illness, or property damage, whether caused by negligence or otherwise.

3. RELEASE OF LIABILITY

In consideration for being permitted to attend or participate in activities at the Massey Fairgrounds, the Participant releases, waives, and forever discharges the Released Parties from any and all claims, demands, damages, losses, or causes of action arising out of or related to:

- personal injury
- death
- property damage or loss

INCLUDING CLAIMS ARISING FROM THE NEGLIGENCE OF THE RELEASED PARTIES.

This release applies to all activities occurring at the Massey Fairgrounds, whether specifically listed in this document or not.

4. INDEMNIFICATION

The Participant agrees to indemnify and hold harmless the Released Parties from any and all claims, damages, liabilities, losses, costs, or expenses, including legal fees on a solicitor and client basis, arising from:

- the Participant's attendance or participation in the event
- any breach of this Agreement
- any claim brought by a third party arising from the Participant's conduct.

The Participant agrees to indemnify and hold harmless the Released Parties from any and all claims, damages, liabilities, losses, costs, or expenses, including legal fees on a solicitor and client basis, arising from:

- the Participant's attendance or participation in the event
- any breach of this Agreement
- any claim brought by a third party arising from the Participant's conduct.

5. PARTICIPANT FITNESS AND RESPONSIBILITY

The Participant confirms that they are physically and mentally capable of safely participating in activities associated with the Massey Fair.

The Participant agrees that they will immediately cease participation and notify event officials if they feel unsafe, injured, or unable to continue.

6. ALCOHOL AND SUBSTANCE USE

The Participant agrees that they will not participate in any activities while impaired by alcohol, cannabis, or any other intoxicating substance.

The Massey Agricultural Society reserves the right to remove any individual from the fairgrounds who appears impaired or who poses a safety risk.

7. PROPERTY DAMAGE AND EQUIPMENT RESPONSIBILITY

The Participant accepts full responsibility for any damage to property, facilities, equipment, animals, or vehicles caused by their actions.

The Participant agrees to reimburse the Massey Agricultural Society for any damage caused by the Participant.

8. RULES AND SAFETY COMPLIANCE

The Participant agrees to:

- follow all rules and safety instructions provided by event officials
- comply with posted signs and restricted areas
- use equipment only in authorized areas
- conduct themselves in a safe and responsible manner.

Failure to comply may result in removal from the fairgrounds without compensation.

9. MEDICAL AUTHORIZATION

The Participant authorizes the Massey Agricultural Society to obtain emergency medical treatment if necessary.

The Participant agrees they are responsible for all medical costs and related expenses.

10. MEDIA CONSENT

The Participant consents to photographs, video recordings, or other media being taken during the event and grants permission to the Massey Agricultural Society to use such images for promotional or educational purposes without compensation.

11. SEVERABILITY

If any provision of this Agreement is found to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.

12. GOVERNING LAW

This Agreement shall be governed by and interpreted in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.

Any legal proceedings shall be brought exclusively in the courts of the Province of Ontario.

13. ACKNOWLEDGEMENT

The Participant confirms that:

- they have read this Agreement carefully
- they fully understand its contents
- they are signing it voluntarily
- they understand they are waiving certain legal rights, including the right to sue.

PARTICIPANT INFORMATION

Name: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____

Email: _____

Emergency Contact Name: _____

Emergency Contact Phone: _____

Participant Signature: _____

Date: _____

PARENT OR GUARDIAN CONSENT (REQUIRED FOR MINORS)

If the Participant is under 18 years of age, the undersigned parent or legal guardian confirms that:

- they have read and understood this Agreement
- they consent to the minor’s participation
- they agree to the terms of this waiver on behalf of the minor
- they agree to indemnify and hold harmless the Released Parties from any claims brought by or on behalf of the minor.

Minor Participant Name: _____

Parent/Guardian Name: _____

Parent/Guardian Signature: _____

Date: _____

BOARD VALIDATION

Name: _____

Signature: _____

Date: _____

Massey Ambassador Program

Profile

25 % of Score - Type or Print Neatly

Email: ambassador@masseyfair.ca

Portfolio

Due: August 14th, 2026

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@masseyfair.ca

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 are your favourite memories of Massey Fair?*
- *How can we get more youth interested in agriculture?*
- *What does harvest season mean to you?*

Email: ambassador@masseyfair.ca



Massey Ambassador Program

Interview Forms

***Please bring 6 copies of this form to registration before Interview Friday*
August 28th, 2026.**

Name: _____

Date: _____

Please Share 3 Fun Facts About yourself, These talking points are designed to help the judges during interviews, making the process smoother and easier for both you and them. If the judges notice you're nervous, they might ask about one of these topics to help you relax and open up, giving them a chance to learn more about your passions and interests.

1. _____

2. _____

3. _____



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 a one-minute personal introduction before interviews start. This introduction should include name, hobbies, hometown and personal ambition, etc. Introduction should not exceed one minute. This is the first opportunity our judges meet you in person, so be creative in your presentation. Once you finish your introduction, we will ultimately start the interview.

Interview Competition

45% of Score

The Ambassador will participate in a roundtable-style interview (3 ½ minutes) The interview will take place immediately and ultimately after introductions. Judges will use the information provided from the 10 facts and from the ambassador's personal introduction as the base for the interview questions.

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 program, 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 7/1/2024 to 5/1/2026.***

Essay and Portfolio must be emailed to: ambassador@masseyfair.ca

Due: August 14th, 2026

Community Service must be emailed to: ambassador@masseyfair.ca

Due: August 21, 2026

