

Texas Renaissance Festival

Royal New Ambassador Handbook

2020



Welcome

Dear TRF Royal Ambassador,

As the Texas Renaissance Festival enters its 46th season, the honor of representing the festival and spreading the word throughout the land about the magic of TRF has been bestowed upon you with this new, re-vamped Ambassador program.

To help make your 2020 TRF season as a New TRF Ambassador easier we have provided you with this handbook to guide you on the right path.

Within this handbook is not only a list of standards and practices but also the benefits that being a TRF Ambassador offers.

Should you ever find yourself in need of assistance or if you have any questions that need to be answered, please contact the TRF Marketing Manager, Marlana Solomon, as she will be your main source for communication.

Marlana Solomon
msolomon@texrenfest.com
Cell: 832-232-1886

Introduction

The TRF Royal Ambassador Program was established in 2015 to give back to our most loyal of fans. The Ambassador program started with 81 members and will be capped at 100 maximum members for the 2020 season. The TRF Royal Ambassador's responsibility is to help promote the festival not only by word of mouth but also by their actions during the festival and within the community as an officially acknowledged representative of the festival.

The Ambassador Mission Statement

The TRF Ambassadors promote the Texas Renaissance Festival and voluntarily serve the communities surrounding the Village and Campgrounds of New Market on behalf of the King. The Ambassadors aim to make the Village and surrounding communities more magical through community service projects, marking support, and positive representation of the Texas Renaissance Festival.

Membership

Membership as a Royal Ambassador is by invitation only and limited to a maximum of 100 members.

Members must apply every season. Current member applications will be accepted during the month of February 2020, and then applications will be opened to new members in March of 2020. Ambassador membership announcement will be made by April 15, 2020.

*****Applications will be judged by the Marketing Manager, Ambassador Guide Coordinator and another TRF Manager. *****

Medical Waivers are approved on a case by case basis. We believe if you have been an Ambassador in good standing, that you should not be penalized if you are unable to participate in volunteer activities for medical reasons. Please contact Marlena Solomon directly if this pertains to you.

Criteria	Excellent - 5	Good - 4	Satisfactory - 3	Minimum - 2	Poor - 1
Social Media Presence	Applicant utilizes social media to promote TRF through at least three platforms such as FB, Twitter, Instagram, SnapChat, TikTok). Applicant is an active member of TRF promotional pages and post almost daily.	Applicant utilizes social media to promote TRF through at least one platform such as FB, Twitter, Instagram, SnapChat, TikTok). Applicant is an active member of TRF promotional pages and post almost weekly.	Applicant utilizes social media to promote TRF through at one platform such as FB, Twitter, Instagram, SnapChat, TikTok). Applicant is a member of TRF promotional pages and posts occasionally.	Applicant has at least one social media platform (Facebook, Instagram, Twitter, SnapChat, TikTok) and has joined the a TRF promotional page.	Applicant has no Social Media accounts
Previous Volunteer work for TRF or other organizations (What TRF/ Volunteer work have you done in the past?)	Applicant has <u>multiple</u> examples (4 or more) of volunteer work for the TRF, and local communities. OR has one large event they oversee organize or run for a TRF or local charity.	Applicant has <u>several</u> examples (3 or more) of volunteer work for the TRF, and local communities. OR has one large event they are an involved in at an organizational level.	Applicant has <u>some</u> examples (2 or more) of volunteer work for the TRF, and local communities. OR has one large event they are involved in.	Applicant has one (1) example of volunteer work for the TRF, and local communities. OR has one large event they attend	Applicant does not have any prior volunteer work listed.
Future Involvement (What can you bring to the New Ambassador program)	Applicant has <u>multiple</u> examples (4 or more) of future activities and events to add to the program. Or they have one new large, complex, activity. Ideas are innovative and exciting.	Applicant has <u>several</u> (3 or more) examples of future activities and events to add to the program. Ideas are intriguing.	Applicant has <u>few</u> (2 or more) examples of future activities and events to add to the program. Ideas are interesting, but not truly new.	Applicant offers <u>one</u> (1) example of future activities and events to add to the program. Ideas are recycled pat answers	Applicant has no examples, or one that is not inspiring and offers answers with little thought.
Presentation and completeness	Presentation is well thought out, concise and organized. It answers all questions in depth. It is very easy to follow.	Presentation is well thought out, concise and organized. It answers all questions. It is easy to follow.	Presentation has some organization but is not concise. It mostly answers all questions. There is some difficulty following.	Presentation is unorganized, and not concise. It answers some questions. It is difficult to follow.	Presentation is unorganized, and unfocused. It attempts to answers some questions. It is very difficult to follow.
Garb	Applicant has several detailed outfits for themed weekends, and Events. (4 or more) Or has one outfit that is well put together with lots of accents.	Applicant has some outfits for themed weekends, and Events. (3 or more) Or has one outfit that is well done with several accents.	Applicant has a few (2 or more) for themed weekends, and Events. Or has one outfit that is well done with several accents.	Applicant has at least one developing outfit for themed weekends and events.	Applicant does not have garb.

What does it mean to be an Ambassador?

During the Off Season:

- Promotional events
 - These events will be posted on the Ambassador Facebook page.
 - It is an Ambassador's privilege to represent TRF at these events and as such, the Ambassadors should engage in the crowd and encourage them to come to the festival.
- Volunteer events
 - As an Ambassador, one should always be willing to give as much as they receive. Volunteer events are a good way for Ambassadors to represent TRF and show the charitable side of TRF.
 - It is required for Ambassadors to volunteer for as many events per year as they are able.
 - If you cannot attend local charitable events in person. Volunteering in your home community is encouraged. Any off-site volunteer opportunities will need to be approved and verified before the event can be considered an off-site event.

During the Festival Season:

- On Festival Grounds
 - Should someone ask you about your Ambassador pin, feel free to invite them to apply and speak to the purpose and mission of the group.
 - If you see someone lost or overhear someone wanting a food item, looking for a show, or seeking a merchant or a restroom, don't hesitate to help!
- Off Festival Grounds
 - Continue to promote and behave as a Royal Ambassador should.
 - Represent TRF in other places
 - This will require you to get approval from the TRF Marketing Manager to make sure the event is appropriate for TRF representation.
 - Distribute posters and collateral material to as many places as possible. These will be made available to you pre-season (at the New Ambassadors kick-off event) and during the season (from the media center)

Duties and Responsibilities

To be an effective Ambassador one must be able to do the following:

- 🕒 Communicate effectively and respectfully to everyone.
- 🕒 Be able to correspond via the Ambassador group to each other and any and all TRF management personnel.
- 🕒 Be familiar with the festival grounds and the history of the festival.
- 🕒 Must have attended the festival for a consecutive five years.

Things that will not be tolerated from Royal Ambassadors:

- 🕒 Speaking ill of the festival or festival employees.
- 🕒 Providing unsolicited or non-constructive criticism of any individual's performance in the Ambassador Group or TRF Office Staff.
- 🕒 **Believing that they deserve more than the average guest.**
 - **You are a representative of TRF, you are an Ambassador because we believe that you will help us grow and prosper throughout the coming years. If you are here for free stuff, deals & discounts, and special treatment then you might need to reassess your membership.**
- 🕒 Behaving in any manner that causes the festival or any of its affiliates to look unprofessional, untrustworthy, or distasteful. This includes in person and on ANY social media or public platform where you are acknowledged as a representative of TRF.

****It is important to remember that being an Ambassador is a selected position and should be treated with dignity and respect. Anyone who violates ANY of the rules and regulations set forth in this handbook will be subject to immediate removal from the program* with no consideration for reinstatement in the future.*

Earn Your Ambassador Rank

New for the 2020 season. All Ambassadors will begin at the **Pewter** rank.

Ranks:

-  Pewter
-  Copper
-  Silver
-  Gold
-  Platinum

New ranks will be bestowed on the deserving Ambassador based on the following criteria at the end of the current season, at the End of Season Ambassador event.

You can only advance one rank per season.

Rank will be signified by an Ambassador pin presented at the end of the season at the TRF Ambassador season ending event TBD.

Each criteria item is worth points. Points can be earned from the official beginning of the TRF New Ambassador season which starts April 2020.

- Events** – 3 points
 - Social Media promotion** – 1 point per post (Must use #TRFAmbassador hashtag to count).
 - Displaying marketing materials**- 2 points per location
 - Ideas** offered for the current season or to be considered for the 2021 season – 3 points, executed events – 5 points
-
- How many events have you attended/participated in for the 2020 season? (Must participate in 80% of the official Ambassador events to be considered for the next rank.) *Off-site (not official TRF) activities must be approved by the Marketing Manager to be counted. **See next section.*
 - Arrived on time
 - Arrived in garb or Ambassador branded wear
 - Have you been promoting the events and festival throughout the season on your social media? #TRFAmbassador
 - Have you offered ideas for events for the season?
 - Have you taken TRF marketing materials and displayed them in your community? (Work, local bar/restaurant, church, etc.)

****Points will be managed by the Marketing Manager but should also be tracked by each Ambassador throughout the season.**

Off-site Event Criteria

All off-site events must be approved by the Marketing Manager at least two (2) weeks in advance.

- ① How does representing the Texas Renaissance Festival at the event benefit the festival?
- ① Name three positive ways that attending the event benefits TRF.
- ① Are you posting on social media about the event as a TRF Ambassador?
- ① Are you handing out or making TRF marketing materials available to people at the event?

Program Privileges

PROGRAM OVERVIEW: For your active participation in the Texas Renaissance Festival Ambassador's Program, members will be entitled to the following privileges for the 2020 season.

- Four (4) Any Day tickets to each member
- Additional TRF tickets available for purchase at group discount rate
- 4 free camping or 4 preferred parking passes (Can be mixed and matched)
- Free souvenir program
- Ambassador T-shirt
- Ambassador Pin
- 2020 TRF Ambassador Kick-Off Event April (Date TBD)
- 2020 TRF Season End of Season Event (TBD)

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Policies and Procedures

To be a TRF Ambassador one must follow a set of guidelines:

In order to be considered to volunteer for a promotional event, all Ambassadors must remember that they are representing the festival and should conduct themselves in a professional manner. Regardless of who is overseeing the event or where it's being held, the following guidelines should always be followed if you wish to continue to be considered for promotional events.

- All Ambassadors must have a professional appearance (This includes a clean costume, appearance, and good hygiene).
- All Ambassadors must coordinate with Marlana Solomon for any and all event questions, needs, etc.
- We will let you know if food will be provided or if you will need to bring your own money or food.
- We will also let you know if carpooling is an option or if individual vehicles will need to be driven for events.

We understand that participating in events is voluntary, however; these events are considered representations of TRF and all Ambassadors should conduct themselves as well if not better than when you are on New Market grounds.

TRF Ambassador Social Media Policy

As a Texas Renaissance Festival Ambassador, you are expected and required to abide by the official Social Media Policy of the Festival.

If you identify on your social media profile and in the content of your posts (Facebook, Instagram, Twitter, Snapchat, YouTube, LinkedIn) as a TRF Ambassador, you are responsible for following the Festival Social Media Policy.

Bullying/ Cyberbullying

Texas Renaissance Festival will not *in any instance* tolerate bullying behavior. New Ambassadors found in violation of this policy will be disciplined, up to and including termination from the program.

The Texas Renaissance Festival defines bullying as repeated physical or mental mistreatment of one or more people by one or more perpetrators that impacts the physical and mental health of the person being bullied. It includes, but is not limited to:

- Threatening
- Humiliating or intimidating behaviors.
- Physical abuse
- Verbal abuse
- Name calling, racial slurs and insults
- Shouting or yelling at a person
- Slandering, Starting or spreading rumors about a person

Bullying may be in person or may be online in the form of cyber bullying. Cyber bullying is the use of electronic devices to send threatening, intimidating, and abusive messages. Such behavior violates the TRF New Ambassador tenets. Any report of bullying, cyber or in person, will be taken seriously and investigated by the Texas Renaissance Festival Management before the conduct becomes severe or pervasive. All participants and Ambassadors are strongly encouraged to report any bullying conduct they experience or witness as soon as possible to allow Texas Renaissance Festival to take appropriate action.

COMPLAINTS ABOUT AMBASSADOR POSTINGS THAT CAN BE FOUND IN VIOLATION OF THE TRF SOCIAL MEDIA POLICY SHOULD BE DIRECTED TO THE MARKETING MANAGER.

Being a member of the Ambassador program is a privilege. If you are found in violation of the TRF social media policy, you will be immediately terminated from the Ambassador program. There is no exception.

Texas Renaissance Festival Ambassador Publicity/Social Media Policy and Agreement

The Texas Renaissance Festival (TRF) actively promotes its brand and activities via a variety of broadcast, print, online and social media platforms. Your role as a TRF Ambassador grants TRF the right to use your likeness, public information, and activities related to the Texas Renaissance Festival in promotion, reporting, and publicity of TRF as well as any and all related media.

The Texas Renaissance Festival reserves the right to ensure that it is portrayed in an accurate and positive manner by everyone involved in its operation. This includes how it is portrayed in all forms of print, digital and broadcast media, as well as media including social media platforms including, but not limited to Facebook, Instagram, Twitter, Snapchat, YouTube, LinkedIn, Reddit, Tumblr or other blogs, forums or websites. Any requests for interviews or comments on your participation at the Texas Renaissance Festival should be approved and coordinated by the TRF Marketing Manager.

Participants also agree to abide by TRF's social media policy and guidelines as outlined below:

1. All information, content, characters, video, photographs, brands, trademarks and other related media relating to the Texas Renaissance Festival is the exclusive policy of TRF unless contractually agreed to by all parties involved. **Professional photographers who are also Ambassadors** (*carrying commercial photography equipment: Cameras, lights, tripods, monopods, commercial flashes etc.*) *should register as Media with the festival and show a media badge visibly when taking photos at the festival.*
2. Any information regarding TRF operations, policies or procedures as well as brands, trademarks, and other proprietary items cannot be shared with any outside persons or organizations without prior approval of TRF.
3. Participants in TRF are representing the TRF brand, therefore TRF reserves the right to monitor participant activity on websites and social media platforms to ensure that TRF is represented in a fair and positive manner.
4. Statements made by participants regarding their experience with or participation in the Texas Renaissance Festival must be truthful and positive. Any false claims, misleading information or negative personal opinions about TRF will be subject to review by TRF management.
5. Violations of this policy include, but are not limited to:
 - a. Abusive, derogatory, or demeaning remarks, materials, information, or communications, especially pertaining to race, religion, age, national origin, gender and gender identity, sexual orientation, political beliefs, and disability.
 - b. Sexually explicit or pornographic materials or communications.
 - c. Rude and abusive language or negative characterizations of fellow employees, TRF staff, or other persons involved in TRF.
 - d. "Trolling" or inciting additional negative interactions via social media platforms.
6. **Violations of this policy will result in termination of Ambassador membership and privileges.** This policy may be amended at any time at the discretion of TRF management.

Signed _____ Date _____

Ambassador Guides

TRF Ambassadors serve as volunteer guides during the festival season.

TRF Ambassador Guide coordinator is Chip Ware. He will be managing all Ambassador Guides by providing coaching, communication with the patron and guide, coordinating scheduling, and serving as onsite support to the guide if needed.

Guides are offered to patrons who have never been to the festival and would like some direction and guidance for their day. While many patrons are simply first-time visitors, we also offer our services to patrons who have concerns with PTSD, anxiety, and other social issues that may not allow them to enjoy all aspects of the festival.

Ambassador Guides are volunteers. We do collect a deposit for holding the day and time from the patron which will be donated to a charitable organization. Any tips collected by the Ambassador Guide will also be donated to the same designated charitable organization of the season.

Ambassador Guides will be provided a pin to wear on their garb acknowledging their status as a guide.

If you are selected as an Ambassador Guide and fail to show up or are more than five minutes late for your assigned session you will be removed from the AG program immediately.

Please indicate on your contact form if you are interested in being considered for the Ambassador Guide program.

2020 Ambassador Events (Subject to Change)

June 27 - Houston Pride Parade

Aug. 8 - Backpack drop off and lunch - TRF Office

Aug. 8 - Ambassador Blood Drive - TRF Office

Sept. TBD - King's Tour of Conroe

Sept. 12 - Talk Like a Pirate Event - The Spotted Pony

Sept. 19 - Magnolia Stroll

Sept. 26 - After Dark Dress Rehearsal (optional)

Oct. 31 - Fields of New Market Trunk or Treat

Nov. 14-15 - Ambassador Food Drive

Nov. 21-22 - Ambassador Toys for Tots Collection

Dec. 5 - Ambassador 2020 Finale Event (location TBD)

Royal Ambassador Contact Information

Contact Info- All Information is required

Name: _____ Date of Birth: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell #: _____ Other#: _____

Email: _____

Emergency Contact:

Name: _____

I would like to be considered for the Ambassador Guide program.

Please sign and return this to Marlena Solomon either by email/scan or by hand at the front office, promotional event, or volunteer event.

*****MUST BE RECEIVED BEFORE YOU ARE GIVEN YOUR AMBASSADOR BAG*****

Acknowledgement

TRF Royal Ambassador Handbook

I acknowledge that I have received a copy of the TRF ROYAL AMBASSADOR HANDBOOK. I understand that I am responsible for reading the information contained in the Handbook.

I understand that the handbook is intended to provide me with a general overview of the Royal Ambassador program policies and procedures. I acknowledge that nothing in this handbook is to be interpreted as a contract, expressed or implied, or an inducement for membership, nor does it guarantee my membership for any period.

I understand and accept that my membership with the Royal Ambassador Program is at-will. I have the right to revoke my membership at any time with or without cause, just as TRF may terminate my membership at any time with or without cause, however written or verbal notice will be given. I understand that nothing in the handbook or in any oral or written statement alters the at-will relationship, except by written agreement signed by the Ambassador and Marlena Solomon.

If, for any reason, an Ambassador is removed from the program, or voluntarily leaves, he/she must return the Ambassador pin or be charged the full purchasing price of the pin.

I acknowledge that TRF may revise, suspend, revoke, terminate, change or remove, prospectively or retroactively, any of the policies or procedures of the company, whether outlined in this handbook or elsewhere, in whole or in part, with or without notice at any time, at the company's sole discretion.

(Ambassador Signature)

Marlena Solomon
Marketing Manager

Please sign and return to Marlena Solomon either by scan or by hand at the front office, promotional event, or volunteer event.



Texas Renaissance Festival Event Release

This Release, Indemnity and Hold Harmless Agreement (“Agreement”) is executed and made effective as of the ____ day of _____, 2020 (“Effective Date”) between _____ (Releasor) in favor of and for the benefit of The Texas Renaissance Festival, Inc. (Releasee) and all of its officers, directors, employees, affiliates and volunteers and all other persons or entities acting for them (collectively, Releasees).

IN CONSIDERATION OF the right to participate in the _____ (“Activity”) operated by Releasees and for other good, valuable and legal consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

1. **Assumption of Risk.** Releasor acknowledges the Activity may expose Releasor to certain risks and that injuries, death, property damage, or other harm could occur to Releasor or others. Releasor is voluntarily participating in the Activity with knowledge or the risks, hazards, and other dangers involved. Releasor hereby accepts any and all risks of injury (including death) to Releasor arising out of or in any way connected with the Activity.
2. **Release.** Releasor hereby waives, releases and forever discharges any and all claims for damages for personal injury, death, or property damage which Releasor and/or Releasor’s children, heirs, executors, assigns, parents, personal representatives, or estate may have or which may hereafter accrue as a result of participation in the activity.
3. **Indemnification.** Releasor, to the fullest extent permitted by law, shall indemnify, hold harmless, protect and defend Releasees from and against any and all liabilities, claims, damages, losses, demands, lawsuits, costs, and expenses, including (but not limited to) attorney fees, arising out of or resulting from negligence or misconduct of Releasor in connection with participation in the Activity. Should any such claim, demand, or lawsuit arise or be asserted in any way whatsoever related thereto, whether arising under the laws of the United States, any state, or under any theory of law or equity, Releasor will indemnify, hold harmless and defend Releasees from any and all costs, expenses, or liability including but not limited to the cost of any settlement or judgement made or rendered against Releasees.
4. **Financial Responsibility.** If Releasor should require medical care or treatment for illness or injury sustained as a result of participation in the Activity, Releasor agrees to be financially responsible for any costs incurred as a result of such treatment. Releasor represents that adequate health insurance is in effect to cover any injury or illness suffered or damage caused while participating in the Activity.
5. **Severability.** If any provision of this Agreement is held invalid, illegal or unenforceable by a court of competent jurisdiction, the remaining provisions of the Agreement will nevertheless be fully valid, enforceable, and unimpaired by such holding.
6. **Governing Law.** The parties hereby agree that this Agreement is governed by the laws of the United States and the state of Texas, without reference to rules governing choice of laws. If any dispute arises concerning this Agreement, venue shall be laid exclusively in the state and federal courts of Grimes County, Texas which shall have exclusive jurisdiction over such dispute and the Parties consent to the personal jurisdiction of such courts.

IN WITNESS WHERE OF, the parties, by their authorized representatives, have executed this Agreement as of the Effective Date.

RELEASEES:

By: _____
(Signature)
Printed Name: _____
Title: _____
Date: _____

RELEASOR:

Releasor has had enough time to read this entire Agreement and acknowledges being advised to seek counsel of an attorney prior to signing and has had an opportunity to do so and has freely chosen to sign the Agreement. **BY SIGNING BELOW, RELEASOR HAS READ OR REVIEWED THIS AGREEMENT AND VOLUNTARILY AGREES TO BE BOUND BY ITS TERMS.**

By: _____
(Signature)
Printed Name: _____
Title: _____
Date: _____