



February 16, 2023

Dear Fair Ambassador:

Please find enclosed the Entry forms and the Rules and Regulations governing the **2023/2024 CNE AMBASSADOR OF THE FAIRS Program.**

We made several changes to the Ambassador Program in 2018 which we are very excited about. We will be continuing to observe these changes for 2023 and beyond. Our plan is to highlight all your wonderful accomplishments and make it a great learning experience. The following are the highlights:

- 1/ **There will be no crowns for the program weekend. We ask that all Ambassadors wear their sash and/or medallion only.**
- 2/ **Dress code for the semi-finals and finals will be business professional as if you are dressing for a job interview.**
- 3/ **At semi-finals all participants will have prepared a one minute speech that they will read. Please choose one of the following topics: agriculture, agricultural societies; the importance of agricultural societies; some aspect of your fair; or pride of place (eg. How special your home fair might be; how the CNE exemplifies how special Ontario agricultural fairs are; etc.), or what it means to be a Canadian.**
- 4/ **At the finals, all participants will read a 140 character description of themselves. This 140 character description will be created at one of the seminars at the CNE. This can be described as an elevator talk – you meet a potential employer on the elevator and have to sell yourself before you reach their floor.**
- 5/ **At finals there will be seven semi-finalists chosen who will present speeches. For further details, please refer to clause #10 of the rules and regulations.**
- 6/ **The three finalists will be given the same impromptu question. During each finalist's turn, the other two finalists will be sequestered.**

There are a total of five pages to be completed – the first of which is to be completed by your Fair Secretary, and you must complete the remaining four. **Please note #4 of the Rules and Regulations – we will require a photo to be taken and submitted to us electronically at [AMerchant@TheEx.com](mailto:AMerchant@TheEx.com).**

We will continue with prizes for the Agricultural Societies for the 7 semi-finalists in the program. The prize amounts are as follows:

- 1<sup>st</sup> - \$500.00
- 2<sup>nd</sup> - \$350.00
- 3<sup>rd</sup> - \$250.00
- 4<sup>th</sup> - \$100.00
- 5<sup>th</sup> - \$100.00

6<sup>th</sup> - \$100.00  
7<sup>th</sup> - \$100.00

Please note that the enclosed official Entry Forms must be completed and received by the CNE Agriculture Department by no later than May 15, 2023 in order for you to be registered with the CNE.

Thank you for your co-operation. If you have any questions, please do not hesitate to contact me at (416) 263-3835.

I look forward to receiving your entry form.

Sincerely,



Carmen Harany  
Agriculture Program Manager

Encl.