



## American Royal Beauties

### 2021-2022 Co-Director Program

Introducing American Royal Beauties NEW Co-Director program! We are looking for dedicated women to come alongside our growing organization for the 2021-2022 season.

American Royal Beauties is a natural scholarship pageant. We believe in empowering women so they can empower others. We emphasize the importance of community service and inner beauty - we believe that true beauty is found on the inside.

We will develop young ladies into future leaders of tomorrow with good moral values, goals and community presence. We will teach them to be positive role models and to lead by example.

Our national community service goal is to partner with organizations that support and empower women. We will strive to serve these women and encourage our royalty to be actively involved with these organizations. Our motto, Crown to Serve, reflects this statement. Our crown stands for service and devotion to helping others.

American Royal Beauties is truly a family, and all events are family-oriented. You will have the opportunity to grow with our organization as we continue to expand and touch more lives.

If the statements above align with your values and beliefs, **please sign the attached agreement and return to us via email along with a current resume detailing your pageant and/or related experience.** The office will contact you within 48 hours if you have been accepted into the program.

Successful candidates should be at least 25 years of age and be proficient in the following:

- Contestant recruitment
- Planning parties, group outings, and community service activities
- Customer service; keep a positive attitude and patient demeanor with contestants and their families at all times
- Teachable; willing to learn organic social media marketing and contribute creative content
- Financial administration
- Public speaking
- Professional communication

Why is our Director Program one of the best in the nation? Because we assume all financial responsibility until you are ready to become an independent director. We will work with you at every level and you can choose to stay at any level. It's up to you how much or how little you want to participate.

Initially, the co-director will receive 3% compensation on state fees paid (including optionals) for all contestants recruited to state events. Compensation is 5% of all national fees paid (including optionals) for contestants recruited to Nationals (this can include contestants who were recruited for a state event). Tickets, Ads, Modeling Magazine, T-shirts are not included in the compensation percentage. Payment will be based on the net amount of entry fees received from the contestant minus any discounts.



## *Move through the levels to achieve your ultimate success*

Levels can be moved through quickly. Experienced directors may choose to begin at level two.

**Level One:** Co-Direct a pageant of your choosing, recruit 3-5 contestants, and plan seasonal parties, group outings, and community service activities. Market the state event on social media, share in Facebook groups, message interested participants.

**Level Two:** Obtain sponsors for your state event. Co-Direct a pageant of your choosing. Recruit 10 contestants and plan seasonal parties, group outings, and community service activities. Prepare state and local winners, from your state, for Nationals. Market the state event on social media, share in Facebook groups, message interested participants. Manage state Facebook event page, share engaging content, post answers for frequently asked questions, answer all questions in a timely manner.

**Level Three:** Participate in the planning process. Obtain sponsors. Co-Direct/Direct event based on your progress (as evaluated by National Office). Recruit a minimum of 2 contestants per division and plan seasonal parties, group outings, and community service activities. Prepare state and local winners, from your state, for Nationals. Market the state event on social media, share in Facebook groups, message interested participants. Manage state Facebook event page, share engaging content, post answers for frequently asked questions, answer all questions in a timely manner. Provide customer service support via email for your state's contestants. Compensation at this level increases to 5% for all state fees paid, and 8% for all national fees paid for all contestants recruited; plus potential for bonus payments (based on performance).

**Level Four:** Full Directorship - at this level you will be assuming full financial responsibility for your event. All profit from your pageant is yours to keep! Pay only nominal annual director fees. Agreement to send a minimum of one state and one excellence winner to nationals from each division. Perform all duties for your state pageant as listed in the previous levels.

### **2021-2022 American Royal Beauties Co-Director Agreement**

General Guidelines:

1. I will NOT defame the American Royal Beauties "ARB" pageant system through any action of my own, whether it be oral, written or otherwise stated. Defamation of the pageant will result in automatic termination of my co-directorship.
2. If I have a Facebook, Instagram, Twitter, or any other social media account, I understand that inappropriate pictures and/or vulgar language in any of my posts both in the past and during the duration of my co-directorship will not be tolerated. Such language/pictures should be removed immediately if they already exist. I agree to make all of my social media profiles viewable to the Executive and National Director, and I understand that the National staff will monitor my profiles throughout the entirety of my co-directorship.
3. I understand that while I am under contract with American Royal Beauties, I am prohibited against starting my own pageant system; directing for another state, national, or international pageant system; or conducting any activities that will involve me in recruiting for another system other than American Royal Beauties unless I receive prior approval from the Executive and/or National Director. Exceptions are made for local charity events.
4. I am obligated to organize a minimum of two seasonal parties and five community service activities throughout the year.



Morality Clause:

1. I certify that I am of good moral character, and I have not at any time been involved in a behavior that is, or could be, perceived by the American Royal Beauties Staff as an act of moral turpitude.
2. I have never, knowingly or unknowingly, engaged in any activity or employment that could be characterized as dishonest, immoral, indecent, or lewd.
3. I certify that I have not been charged with minor or petty offenses in the last 24 months (excluding minor traffic violations). I have never been convicted of a felony criminal offense, and there are no criminal charges presently pending against me.
4. I confirm that I have not been party to any activities that would be embarrassing to me or American Royal Beauties prior to this agreement. I also agree, that if at any time during my co-directorship, I do engage in any such activities, including arrest and/or criminal charges, I shall notify the Executive Director and National Director immediately. The American Royal Beauties Directors have the right to revoke my agreement at their discretion.

With my signature below, I certify that I have read and understand this agreement in its entirety. I understand that I cannot become a co-director while under contract as a reigning American Royal Beauties Queen. Furthermore, I understand that my children and any other immediate family members are not eligible to compete while I am a co-director. Failure to follow any of the aforementioned rules may result in immediate dissolution of your agreement. American Royal Beauties reserves the right to alter any of these rules and responsibilities at any time, with written notice.

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Signature

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Date

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Printed Name

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Susan West, Executive Director

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Date

