

**Sunderland Agricultural Society
wants you to join the
Sunderland Fall Fair Ambassador Programme!**

What is a Fair Ambassador?

The Fall Fair Ambassador program is a leadership program for youth and young adults in our community. When chosen, our ambassador will be representing our Fair and community at various local events throughout the year. The program creates opportunities for all participants to improve their public speaking and interview skills, as well as increase their agriculture awareness, leadership experiences and community involvement.

There are 2 different age groups for our ambassador program, Junior and Senior. The juniors are ages 12 -16 and the Seniors are ages 17- 25. Competitors can be male or female, thus allowing all young people the chance to experience this wonderful program.

What are the Benefits?

All youth participating in the ambassador program will have the opportunity to serve various community service hours which can go towards fulfilling the requirements for their High School Diploma. All participants will also have the opportunity to receive a letter of recommendation from our Fair Board, which can be used when applying for employment and/or post secondary education.

The selected Senior Fall Fair Ambassador will continue to represent our Fair and community at various events throughout the year. One of these events is the Canadian National Exhibition, where they will have the chance to earn the title of CNE Ambassador of the Fairs. This once-in-a-lifetime experience will give the ambassador the opportunity to make friendships from across the province, a chance to network with as many people as possible, and build relationships with mentors and possibly future employers. As an incentive, the Sunderland Agricultural Society will provide a \$500 bursary to the Ambassador of the Fair at the end of his/her term for their contributions to the community.

What's required?

- Registration will be accepted beginning March 12, 2025. Participants must be registered by April 22, 2025.
- Senior participants must be between the ages of 17- 25 as of Aug 1, 2025
- Junior participants must be between the ages of 12 -16 as of Jan 1 2025
- Each participant will obtain a \$100 business or local organization sponsorship. The sponsorship includes the businesses name on a sash and recognition throughout the competition. Sponsors are encouraged to attend the competition in support of their participant. Cheques should be made payable to the Sunderland Agricultural Society
- Each Junior and Senior participant will be required to complete an interview, speech, impromptu question and an “about me board” about themselves. An “about me board” is a visual presentation of photos and text to present the contestants accomplishments, hobbies and more! Board to be provided and displayed during the fair.
- Junior and Senior contestants will also prepare a 2-3 minute speech on one of the following topics: Urban Agriculture, Youth and their Role in Agriculture, Agriculture in Brock Township and Surrounding Areas, or Growing up in a Small Town.
- Participants will be judged on their interview, speech, community and fair knowledge and involvement, presentation and personality.
- All participants must be available to carry out their duties during the fall fair. Ambassadors will also represent the Sunderland Fair at various functions within the community throughout the year.
- Ambassadors have the opportunity to attend district meetings of the OAAS (Ontario Association of Agricultural Societies)
- Senior Ambassadors also have the opportunity to attend the OAAS Convention in February in Toronto, and based on eligibility may compete in the CNE Ambassador Competition in August.

The ambassador program is a fun way for youth to become more involved in their community and be seen as a leader amongst their peers. To Register

Please fill out our registration form by clicking the link below.

Or if you have any questions that need to be answered please feel free to contact Rebecca Smith at rebecca.gowanlea@gmail.com (email with link)

Participant details

How to qualify for a letter of recommendation:

- Follow all rules and regulations set out by the fair ambassador program
- Attend fair set up on Sunday Sept 7th from 9 -11am or takedown on Sept. 11th 9am
- Attend placing of exhibits on Monday Sept 8th from 7 - 9 pm (optional)
- Attend the Sunderland Fall Fair Sept 9 and 10, 2025
- Attend 2 community events (Sunderland Maple Syrup Festival, Sunderland Santa Claus Parade, Cannington Santa Claus Parade or one you find appropriate and approved by the committee)
- Help create themed display for the fair (optional)

Senior Fair Ambassador

In order to ensure you receive the bursary after your term as Fair ambassador you must have participated in these events at a minimum.

- Fall Fair September 2025
- OAAS Convention February 2026
- CNE representing Sunderland Ag in the Ambassadors of the Fairs program
- 2026 Fall Fair Ambassador Awards night

The other events we encourage you to participate as an ambassador include:

- Sunderland Maple Syrup Festival
- Sunderland and Cannington Santa Claus Parade
- 2025 Ambassador program (as an awards presenter/mentor)
- Fall Fair fundraising dance (if of age to attend)
- AGM of Sunderland Fall Fair

Time line

March 12th, 2025, applications open

April 22nd, 2025, applications closed

We have 2 nights of prep to get you ready for the competition. They will be held at Haven Beauty Studio in Sunderland, (93 River Street), at 7pm. All of the meetings will last roughly 1-1.5 hrs. The dates and goals for each meeting are as follows.

Monday April 28th @7pm

Get to know each other, program overview, expectations, speech topics, pizza party
Speech prep, Interview prep, Interview attire, about me boards start

Monday May 5th @7pm

Monday May 12th @7:00pm (Optional)

About me boards continue (bring any photos or items you would like on your board for this night) speech read through, any final questions or preparations

Monday May 13 @7pm will be optional if you need any further help we will be available

Our interviews with the judges will take place on Wednesday May 14th, and the Ambassador night will be held on Thursday May 15th. (to confirm times at a later date)

These two dates must be attended in order to participate in the program.

Prep weeks

Pizza party - get to know each other- Fair vision and goals - the ambassador program - give them speech topics - informal pictures

Speech workshop - go over successful speech writing, give participants the opportunity to give a pre-written speech in front of each other. If they have started to prepare their speech then give them a chance to receive feedback (let them know what they need to bring the following week.

Interview prep - attire, have participants bring in options. All about me board - brief talk about what the board should be, let them go to town making it. (Prepare for following week, interviews)

Final questions and answers, any issues or concerns, be working on fair themed displays