



*The Texas Renaissance  
Festival 2021  
Ambassador Handbook*

# Welcome

Congratulations! You have been selected as an Ambassador for the Texas Renaissance Festival for the 47<sup>th</sup> season! Our festival gates will be open October 9 – November 28, 2021, and on behalf of the festival management, we welcome you to the group!

The TRF Ambassadors are volunteers, and the program is first and foremost a service organization dedicated to the support and representation of the festival before and during the festival season, at community events, and on social media channels. The Ambassadors share their enthusiasm, knowledge, and experiences at the festival.

This handbook will provide guidance with regards to expectations, membership requirements, and rules.

If you have any questions or need assistance, please contact TRF Marketing Manager, Marlena Solomon.

Marlena Solomon

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## *The Ambassador Mission Statement*

The TRF Ambassadors promote the Texas Renaissance Festival and voluntarily serve the communities surrounding the Village of New Market and Campgrounds of New Market on behalf of the King. The Ambassadors participate in community service projects, marketing event support, and positive representation of the Texas Renaissance Festival.

# Membership

- Membership as a TRF Ambassador is by invitation only following the application review process and is limited to a maximum of 100 Ambassadors each season.
- **Current Ambassadors** – Ambassadors **do not** need to reapply for membership if he/she is in good standing. That means the Ambassador participated in person in scheduled events or virtually by donating school supplies, backpacks, trick or treat candy or food drive donations. Ambassadors who did not participate in ANY events in 2020 will need to reapply during the month of February 2021.
- **New Ambassador** applications will be accepted during the month of March of 2021. Ambassador announcement will be made on April 16, 2021.
- Application criteria can be found [here](#).
- **\*\*Applications will be judged by the Marketing Director, Marketing Manager, 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.

# What Does It Mean To Be An Ambassador?

## Events

- **Promotional Events** – These will be posted on the Ambassador Facebook page. Ambassadors are expected to engage with the crowd and encourage them to come to the festival.
- **Volunteer Events** – The TRF Ambassador program is a service organization first. Ambassadors are expected to attend as many events as their schedule allows. If an Ambassador cannot attend TRF planned events, volunteering in your community is encouraged, and must be approved by the Marketing Manager.

## Promote and Assist

- If you can promote the festival with a poster and/or brochures at your place of work, church, community center, etc., feel free to pick them up or request them to be sent to you via the Marketing Manager.
- If someone asks you about your Ambassador pin at the festival or T-shirt at an event, let them know what we do as an organization and encourage them to apply to join.
- If you come across a patron who is lost or has a question, feel free to provide information and guidance.

# Duties & Responsibilities

As a TRF Ambassador, the following attributes are expected:

- Have at least five years of experience at the festival.
- Be familiar with the festival grounds and history.
- Have the ability to communicate effectively and respectfully to everyone.

**What is not tolerated from TRF Ambassadors:**

- Speaking negatively about the festival, TRF staff or management in person or on social media.
- Provide unsolicited or non-constructive criticism of anyone's performance in the Ambassador Group.
- Being an Ambassador does not automatically provide you special privileges at the festival or campground.
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- You may NOT claim an entire row on the campground because you are an Ambassador.
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- You do NOT get discounts at any shop or food vendor unless specified by the Marketing Manager.
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- If you are hired by a Shop owner or Vendor and are fired from your employment for any reason, you may be removed from the Ambassador group.

# Earn Your Ambassador Rank

- Since the re-organization of the TRF Ambassador program, Ambassadors are given a pin each season to signify their rank within the group.
- All Ambassadors who remain in Good Standing during the year (April – December) will move up a rank each season.
- Ambassadors can only move up a rank once per season.
- Pewter – Year 1
- Copper – Year 2
- Silver – Year 3
- Gold – Year 4
- Platinum – Year 5
- Ambassadors after 5 years will be awarded a new pin in five -year increments – 10, 15, 20 etc.

# Policies and Procedures

TRF Ambassadors should remember when he or she is attending a promotional event that your behavior is expected to positively represent the Festival:

- You and your garb should be clean - like it is the first day of festival.
- You will be advised in advance of the event if food and beverages will be provided.
- While we prefer that you partake in alcoholic beverages after any event, it is allowable in moderation. If you are showing that you have had too much to drink while the event is going on, you will be asked to leave the event.
- If you have transportation needs, please contact Marlena directly or feel free to post on the Ambassador Facebook page to see if anyone can carpool.
- If you have any questions or needs prior to an event, please contact Marlena.

# Program Benefits

For your participation as an active member of the TRF Ambassador program, you will enjoy the following benefits for the 2021 season.

- 8 Any Day tickets (16 date specific tickets – 4 per day if we do date specific tickets for 2021).
- Additional tickets can be purchased online using the group discount code that will be provided by Marlena.
- 8 Camping Passes OR 8 Preferred Parking Passes (can be mixed)
- Souvenir program
- Ambassador T-shirt
- Ambassador pin
- 2021 Kick-off event



# Ambassador Guides

- TRF Ambassadors serve as volunteer guides during the festival season.
- The TRF Ambassador Guide coordinator is Chip Ware. He manages 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 first-time visitors, we also offer our services to patrons who have concerns with PTSD, anxiety, and other social issues or physical disabilities 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 Ambassador Guide program.
- Please indicate on your contact form if you are interested in being considered for the Ambassador Guide program.

# TRF 2021 Ambassador Events

All events are tentative and will be confirmed by the TRF Marketing Manager.

- June – Houston Pride Parade
- August – Backpack Drop-off and Lunch
- August – 3<sup>rd</sup> Annual Ambassador Blood Drive
- TBD – King’s Tour of Conroe
- September 17 - 19 – Dallas Fan Expo
- September 25 – Talk Like A Pirate (Spotted Pony, Old Spring)
- October 2 – Dress Rehearsal/Magnolia Stroll
- October 9 – Family Bonfire Oktoberfest
- October 16 – Family Bonfire 1001 Dreams
- October 23 – Family Bonfire Pirate Adventure
- October 30 – Trunk or Treat (Fields of New Market)
- November 6 – Family Bonfire Heroes and Villains
- November 13 – Family Bonfire Barbarian Invasion
- November 20 – Family Bonfire Highland Fling
- November 20 – Food Drive for SOS
- November 27 – Family Bonfire Celtic Christmas
- December – Magnolia Christmas Parade

# 2021 Forms

- All forms can be found online at <https://www.texrenfest.com/ambassadors> and can be emailed, mailed or brought to the first Ambassador event of the season.