



Texas Renaissance Festival

Ambassador Handbook

— ◆ — 2023 — ◆ —



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Looking for a form?

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.



Welcome

Congratulations! You have been approved as an Ambassador for the Texas Renaissance Festival! On behalf of the festival management, we welcome you to the group!

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

This handbook will outline the expectations, membership requirements, and rules for TRF Ambassadors.

If you have any questions about the TRF Ambassador program, please contact the TRF Marketing Manager.

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TRF Ambassador Mission Statement

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



What Does It Mean to Be an Ambassador?

TRF Ambassadors positively represent the Festival before, during, and after the festival, including attending events organized by the TRF Marketing Department and other forms of promotion and assistance.

Promotional Events – These are 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. Ambassadors are expected to attend as many events as their schedules allow. If Ambassadors cannot attend TRF planned events, volunteering in their communities is encouraged, but must be approved by the Marketing Manager to receive event credit.

Promote and Assist

If approved, Ambassadors will promote the festival with posters and brochures at work, church, community center. Pick up marketing materials at the office, or request them to be sent via the Marketing Manager.

If someone asks about the Ambassador pin at the festival or T-shirt at an event, let them know about the program and encourage them to apply to the program.

If you come across a patron who is lost or has a question, please provide information and guidance.



Duties and Responsibilities

As a TRF Ambassador, the following attributes are expected:

- To 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 to TRF staff or management in person or on social media.
- Provide unsolicited or non-constructive criticism of anyone's performance in the Ambassador group.
- Requesting or expecting special privileges at the festival or campground.
- Claiming an oversized amount of camping space in the campgrounds.
- Receiving discounts at any shop or food vendor unless specified by the Marketing Manager.
- If an Ambassador is hired by a shop owner or vendor and subsequently fired with cause, the Ambassador will be removed from the program.



Policies and Procedures

TRF Ambassadors attending promotional events are expected to have positive attitude and friendly demeanor when representing the Texas Renaissance Festival.

- Garb should be clean - like it is the first day of the festival.
- If food and beverages will be provided Ambassadors will be advised in advance of the event
- Ambassadors may partake in alcoholic beverages after any event, and in moderation during, depending on the nature of the event. If an Ambassador's behavior indicates they are intoxicated while the event is in progress, the Ambassador will be asked to leave the event and the Ambassador's membership in the program will be reviewed.
- For transportation needs, post on the Ambassador Facebook page or in the Facebook event about the possibility of carpooling to the event.
- Questions or concerns prior to an event, contact the Ambassador lead via Facebook or email before contacting the TRF Marketing Manager.



Membership

Membership to the TRF Ambassador program is by invitation after the application review process. The program is limited to the discretion of the TRF Marketing Manager.

Current Ambassadors do not need to reapply for membership if they are in good standing. This means the Ambassador fulfilled the required number of events either in person or virtually by donating school supplies, backpacks, trick or treat candy, or food drive donations. Ambassadors who did not participate in ANY events the previous year need to reapply for membership.

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 the Marketing Manager directly if this pertains to you.



TRF Ambassador Events

Ambassadors in good standing participate in one or more off-season marketing events (per year) sanctioned by the TRF Marketing Department.

The off-season events listed below are tentative and subject to change by the TRF Marketing Manager. Many other events will be added as off-season marketing plans are solidified.

- March – Blood Drive
- April – MS 150
- July – Backpack Drive
- August – Blood Drive
- September – Talk Like a Pirate (Spotted Pony, Old Spring)

Both Tier 1 and Tier 2 Ambassadors can participate in off-season events which will qualify them to remain in good standing as an Ambassador and can earn tickets to the festival. Tier 2 Ambassadors also can participate in events during the season that can qualify them to earn a season pass for the following year and/or a camping pass for the current season.

Tier 1 Ambassadors can earn Tier 2 rank for the following season by participating in the following:

- Administering exit surveys
- Overseeing activities at the Family Bonfire
- Serving as a TRF Tour Guide

For more information about fulfilling event obligations as an Ambassador and earning benefits, see the “Program Benefits” section on page 9.



Program Benefits

Active members of the TRF Ambassador program will enjoy the following benefits for the upcoming season.

All Ambassadors will receive:

- Ambassador T-shirt
- Ambassador pin

Participation Tiers

The TRF Ambassador program allows for two levels, or tiers, of participation. The benefits Ambassadors can earn at each tier are outlined below.

Earn By	Tier 1	Tier 2
Each Off-Season Event	4 Any Day Tickets	6 Any Day Tickets
3+ Off-Season Events	8 Passes (Camping/Preferred Parking/Mix)	2023 Camping Pass
5+ In-Season Events ★	Advancement to Tier 2 in 2024	2024 Season Pass

Examples:

- A Tier 1 worked 4 Off-Season Events...they would earn 16 Any Day tickets + 8 Passes
- A Tier 1 worked 2 Off-Season Events + 5 In-Season Shifts...they would earn 8 Any Day tickets + be Advanced to Tier 2 in 2024
- A Tier 2 worked 3 Off-Season Events + 5 In-Season Shifts...they would earn 18 Any Day tickets + a 2023 Camping Pass + a 2024 Season Pass Card

IMPORTANT: Participation in one off-season event is the minimum to remain in good standing as an Ambassador, regardless of tier.

★ In order to qualify for the Tier 2 Advancement or the 2024 Season Pass, at least two of the five in-season shifts must be done in October. There are three types of in-season events available:

- Administering exit surveys,
- Overseeing activities at the Family Bonfire,
- Serving as a TRF Tour Guide.

A spreadsheet will be posted on the Ambassador Facebook page as opening weekend approaches to sign up for shifts for these activities.



Festival Tour Guides

Ambassador Tour Guides are volunteers during the festival season for patrons who apply via a form on the TRF website.

The TRF Ambassador Guide coordinator will provide coaching, facilitate communication between the patron and guide, coordinate scheduling, and serve as onsite support to the guide if needed.

Guides are offered to patrons who 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.

We do collect a deposit from the patron for holding the day and time, which is collected and held for the use of funding the end-of-season Ambassadors Appreciation Party. Any tips collected by the Ambassador Tour Guide will also be collected and held for the same purpose.

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

If an Ambassador Tour Guide fails to arrive, is more than five minutes late without notifying the Tour Guide Leader, or is intoxicated for an assigned session, the Ambassador may be removed from the Ambassador Tour Guide program.

Contact marketing@texrenfest.com for consideration to the Ambassador Tour Guide program.



Camping Bonfires

For the Friday night bonfires, the Ambassador in charge is responsible for collecting the bin with the craft activity and "lesson plan". During the event, the Ambassadors help with the craft, read a story or play a game and interact with the parents. At the end of the bonfire the Ambassadors pack up any unused supplies and clean up the area. The Ambassador's text any photos that were taken with permission so they can be posted on social media.

For Saturday night bonfires, the Ambassadors pick up the supplies for the Marshmallow Social at 6:30pm and set up. This is a weather permitting event. The Ambassador monitors the family fire and has music or stories ready for families that come to socialize at the fire. They also help with questions about the festival and family friendly activities. At the end of the event the Ambassadors are to clean up and return the supplies to the camping will call both.

Festival Exit Surveys

Ambassadors choosing to participate in Festival Exit Surveys are required to attend a brief one-time meeting before their first shift, so that an Ambassador coordinator can train new Exit Survey Ambassadors how to check-in and how to use the iPads.

Exit Survey Ambassadors should arrive no later than 3:50 pm to collect their iPad from the office and scan in (QR code will be provided). They are expected to be outside the gates from 4-6pm and to drop off their iPad at the will-call window after their shift no later than 6:30pm.