

Johnstown Saddle Club

Royalty Guidelines

Royalty Program

The Johnstown Saddle Club Royalty proudly represents our club with poise at events throughout the season. They gain valuable leadership experience by participating in shows, gymkhanas, and club activities and helping with awards.

Beyond JSC, they grow their skills by attending clinics and major events like the National Western Stock Show and Rodeo, Larimer County Fair and Rodeo and Rooftop Rodeo. They also give back through community service opportunities, sponsor events, and holiday outreach.

1. What is the Royalty Program?

The Johnstown Saddle Club (JSC), founded in 1960, has a long-standing tradition of promoting horsemanship, community, and family fun. Rooted deeply in Northern Colorado, JSC is more than a place to ride—it's a place to grow, connect, and carry on the western way of life.

The JSC Royalty Program is an extension of that mission. It provides young equestrians with the opportunity to represent the club with pride, professionalism, and heart. Royalty members develop leadership and public speaking skills by participating in monthly club meetings, shows, gymkhanas, and community events. From helping with handing out daily prizes at events to being role models for every JSC member they play a key role at every event.

Outside the arena, royalty members attend clinics and high-profile rodeos like the National Western Stock Show and Rooftop Rodeo, they give back through volunteer work—visiting senior centers, supporting sponsors, and helping with seasonal food drives.

The JSC Royalty Program isn't just about crowns—it's about building confidence, giving back, and being part of a legacy that celebrates horsemanship and community.

Purpose and Mission of the Program

Purpose: The purpose of the Johnstown Saddle Club Royalty Program is to inspire and empower young equestrians to become confident leaders, positive role models, and proud ambassadors of our club, community, and western heritage.

Mission: Our mission is to develop future leaders through horsemanship, service, and community involvement. We aim to provide meaningful opportunities for personal growth, leadership development, and representation of the Johnstown Saddle Club at events both in and outside the arena. Through integrity, kindness, and dedication, our royalty members help preserve tradition while building connections for the future.

What the Royalty Title Represents

A royalty crown represents **honor, leadership, and responsibility**. In the context of rodeo or club royalty, it's much more than a sparkly accessory—it symbolizes:

- **Ambassadorship:** The wearer is a face of the organization, representing its values, traditions, and spirit to the public.

- **Commitment:** It shows a dedication to serve, volunteer, and uphold the mission of the club or event.
- **Character:** A crown reflects the inner qualities of the individual—respect, kindness, sportsmanship, and integrity.
- **Growth:** It marks a journey of personal development in public speaking, horsemanship, confidence, and leadership.

In short, a royalty crown is not just something worn on the head, it's something carried with the heart.

Age Divisions or Categories

◆ Senior Royalty (Ages 10–19)

- Queen
- Princess
- Attendant

◆ Junior Royalty (Ages 5–12)

- Junior Queen
- Junior Princess
- Junior Attendant

Note: Age exceptions for titles may be made at the discretion of the Judges (with 1 Judge being a member of the Board or an Officer) based on maturity, experience, and suitability for the role.

2. Program Benefits

Program Benefits

Horsemanship Development

- Opportunity to participate in gymkhanas, shows, and rodeo events for Senior Royalty
- Hands-on experience handling horses in various environments
- Growth in confidence, riding ability, and sportsmanship

Leadership & Personal Growth

- Public speaking and presentation opportunities
- Development of responsibility, time management, and teamwork
- Building confidence through peer and community interactions

Community Involvement

- Represent JSC at parades, local rodeos, and public events
- Volunteer at sponsor events, charity drives, and holiday outreach
- Learn the value of service through acts of kindness and giving back

Ambassadorship & Representation

- Serve as a positive role model for youth and the equestrian community
- Promote the values and traditions of the Johnstown Saddle Club
- Appear at high-profile events like National Western Stock Show, Larimer County Fair, and Rooftop Rodeo

Educational Opportunities

- Participate in royalty clinics and training sessions
- Learn skills in communication, etiquette, and public relations

- Gain experience that looks great on college and scholarship applications

3. Roles and Responsibilities

Queen (Senior Division)

- Serves as the primary leader, role model and point of contact for the Royalty Court, setting a positive example for Royalty members.
- Acts as a mentor to Junior Royalty, offering guidance and support throughout the season.
- Leads and delegates tasks within the court, such as topics for the monthly Boots, Bling and Banter videos on social media, JSC event responsibilities, Glitz and Glam preparation and helping plan and organize the Annual Royalty Pageant while providing direction and maintaining team coordination.
- Collaborates with the Royalty Court and Club President to plan the yearly schedule and assist in decisions regarding fundraising efforts and budget to be turned in at the Oct. Meeting.
- Oversee coordination of court outfits for official functions, including meetings, parades, JSC shows/gymkhanas and group events where the court will be representing the club.
- With support from the Club President and Royalty Liaison, the Queen will communicate and organize court participation at events such as parades, luncheons, and public appearances.
- Speaks at meetings to update the club on Royalty activities and assigns speaking topics to other court members as appropriate.
- Will participate alongside the President in ordering royalty closet items, buckles, crowns and Royalty year end gifts.

Princess (Senior Division)

- Supports the Queen in fulfilling leadership duties and is expected to learn and prepare for potentially stepping into the Queen role in the future.
- Mentors alongside the Queen as a role model to the Junior Royalty, offering support and encouragement throughout the season.
- Serves as the second-in-command, familiar with all event procedures and capable of assuming the Queen's responsibilities if she is unavailable.
- Will participate alongside the Queen, President and Royalty Liaison when organizing participation in JSC events, parades. Luncheons and public appearances.

Attendant (Senior Division)

- Mentors the Junior Royalty by modeling responsibility and involvement.
- Completes tasks assigned by the Queen and Princess, actively participating in court responsibilities.
- Learns the expectations and duties of higher titles in preparation for future leadership within the court.

Junior Queen

- Acts as the leader and role model within the Junior Court.
- Shadows the Senior Queen to learn the expectations and responsibilities of the position.
- Brings fresh ideas for Junior Royalty involvement in activities and events throughout the year.

Junior Princess

- Works closely with and supports the Junior Queen.
- Shadows the Senior Princess to gain insight and preparation for future advancement in the Royalty Court.

Junior Attendant

- Assists the Junior Queen and Junior Princess during events and activities.
- Shadows the Senior Attendant to learn the structure and responsibilities of the court, building a foundation for future roles.

4. Expectations

Sponsorship Responsibilities

As a member of the JSC Royalty Court and an ambassador for the Johnstown Saddle Club, you'll help secure sponsorships from both local and non-local businesses. These can be either donations of products or monetary contributions. After earning your title, you'll receive sponsorship forms via email to begin this process.

While it's preferred that royalty members seek sponsors as a group, it's not required. Each royalty member is **required to raise an amount of \$1,200 (\$600 will be required before coronation at the Year End Banquet the remaining \$600 amount deadline is January 31st).**

These funds help cover the cost of your:

- Buckle
- Crown
- Sash
- JSC Royalty T shirt and Jacket
- Chap & Tack rental
- Matching court shirts
- Saddle blankets
- Educational clinics
- Glitz and Glam Gymkhana fees and awards to be purchased (proceeds from this event go back to the royalty fund)

*At the completion of your reign you will turn back in chaps/tack, matching court shirts, and saddle blankets. Anything personalized with name and year of reign will be that of the royalty member at the completion of their reign. The value of these items is \$500.00.

** Any additional funds that a royalty member obtains over their required amount of \$1200.00 will be raised on behalf of the Club to help with purchasing items needed for the club and its membership. This would include but isn't limited to ribbons, high point awards, Judges fees, Arena fees and year end awards.

***Royalty will host a Fundraiser Gymkhana dubbed the Glitz and Glam Gymkhana each year. This event will be held before the JSC season begins to help fund their year and help with expenses of possible new matching court blouses and other matching royalty items to be added to the Royalty closet that will be handed down to future Royalty members.

Saddle Incentive Program

Any royalty member who raises a total amount of **\$4,000 or more in sponsorships or donations by January 31st** will earn an **\$800 Saddle Certificate** from Sheridan Saddle Company, which can be used to design your very own custom royalty trophy saddle.

5. Code of Conduct

As a JSC Royalty member, you are expected to:

- Be respectful, honest, and helpful always
- Step up and assist at all JSC and outside events
- Stay positive, enthusiastic, and hardworking
- Represent JSC with kindness, professionalism, and good horsemanship
- Always use appropriate language—no profanity, in person or online
- Maintain a respectful and responsible image on all personal social media accounts

While not required, we encourage you to help promote JSC events on platforms like Facebook and TikTok.

Updated April 2026

6. Competition or Selection Process

1. Application Submission

- Complete and submit a Royalty Application form by the deadline.
- Include a short personal statement on why you want to represent JSC and what it means to you.
- Provide a letter of recommendation (teacher, coach, club leader, etc.).

2. Interview (20%)

- One-on-one or panel interview with judges.
- Focused on communication skills, personality, poise, and basic knowledge of JSC.
- Questions may include topics like leadership, community involvement, and rodeo experience.

3. Speech (20%)

- Prepare a 1–2 minute speech (memorized or note-assisted) on one of the following:
 - “What being part of JSC means to me”
 - “Why I want to be apart of JSC Royalty”
 - “How I will represent the club with pride”

- Judged on clarity, confidence, enthusiasm, and delivery.

4. Horsemanship Pattern (30%)

- Contestants will ride a pre-assigned pattern (walk, trot, lope, stop, back).
- Evaluated on seat, control, transitions, and confidence.
- You must wear appropriate western attire; tack should be clean and safe.
- Senior Royalty must be able to demonstrate ability to ride carrying a flag (Jr. Royalty is excluded from being required to ride with a flag at the pageant, only their riding ability will be judged)

5. Impromptu Question (10%)

- Contestants will answer a surprise question on stage or during their interview.
- Helps judges see how they think on their feet and speak under pressure.

6. Appearance & Etiquette (10%)

- Judged throughout the event for overall presentation, friendliness, sportsmanship, and respectful behavior.
- Neat, clean, and appropriate western dress is expected.

7. Modeling (10%)

All contestants will participate in a short modeling segment to showcase confidence, poise, and presentation.

What to Expect:

- Each contestant will walk a designated path (in a straight line, “L” shape, or triangle) in front of judges and/or audience.
- Contestants will be evaluated on posture, smile, eye contact, and overall presence.
- A brief personal introduction may be included (optional), where contestants say their name, age division, and a fun fact about themselves.

Attire:

- Western-style outfit-formal attire can be worn for all judging categories except for the riding portion of the competition
- Western hat required but contestants may wear a helmet during the riding portion if they choose to
- Neat, polished, and age-appropriate

Scoring Focus:

- Confidence and comfort on stage
- Eye contact and posture
- Overall presentation and western appearance
- Friendly and respectful demeanor

Scoring & Titles

- Judges will score each contestant individually; all scores will then be calculated.
- Titles will be awarded based on total score within each age group. Judges and the Club President reserve the right to assign titles as appropriate based on maturity, readiness, and leadership potential.

By signing below you and your guardian agree to abide and follow the expectations expressed in this booklet.

Applicant signature: _____ **Date:** _____

Applicant print name: _____

Guardian signature: _____ **Date:** _____

Guardian print name: _____

Johnstown Saddle Club Royalty Alumni Spotlight:

Hailey Loved Frederiksen

"Serving as Princess for the Johnstown Saddle Club in 2009 was a defining moment in my journey through rodeo royalty. At just 12 years old, I learned the value of leadership, community, and poise—qualities that would carry me all the way to the national stage."

**Hailey Loved Frederiksen,
Miss Rodeo America 2022
Miss Rodeo Colorado 2020 & 2021
JSC Princess 2009**

Hailey's time with the Johnstown Saddle Club helped lay the foundation for a successful career in rodeo representation. Her path from local royalty to national recognition is a powerful example of the opportunities and personal growth that begin right here at JSC.

Stella Rajewski

**JSC-Queen 2022
JSC-Jr Queen 2021
JSC- Jr Princess 2020**

"Serving in the Johnstown Saddle Club royalty from 2020 - 2023 was an amazing time in my life. Through my time I learned many skills. Such as public speaking, helping our community, and being a role model to others. If it weren't for the Johnstown Saddle Club royalty, I would not be the person I am today. This has truly helped me know who I am, and the goals I want to accomplish in the future. You meet so many new amazing people, and lifelong friendships."

