

CNE AMBASSADOR OF THE FAIRS PROGRAM

RULES AND REGULATIONS

August 15th – 17th, 2025

It is not required that the Agricultural Societies follow these rules for their own programs, but if they choose to use them for their program, that is fine.

1. Upon receipt of approval of this application, the finalist selected will be present at the Canadian National Exhibition, Toronto, Ontario, for the judging period of the Program.
2. If she/he wins the title of the “CNE AMBASSADOR OF THE FAIRS” they will remain at the CNE from August 15th to September 1st, 2025.
3. Official entry forms of Agricultural Societies holding similar programs must reach the Canadian National Exhibition by April 30th, 2025, except by special permission of the Canadian National Exhibition.
4. Ambassador of the Fairs Program participants must be at least 18 years of age by August 15th, 2025. There is no maximum age to compete.
5. Ambassador of the Fairs Program participants must be a resident of Ontario and be connected to a Canadian Agriculture Society.
6. Ambassador of the Fairs Program participants may not be substituted for first runner-up by their society after June 30th, 2025, except by written permission from the CNE.
7. One 8” x 10” colour, black background, head and shoulders portrait photograph must be arranged by the individual societies. It is recommended that sash or medallion be worn if applicable but no tiaras. This photograph must be submitted along with the application. If unable to do so please advise us by email to charany@theex.com or agriculture@theex.com to make arrangements to email it at a later date.
8. Participants must report to the appropriate accommodation as indicated by the CNE, except by special written permission of the Canadian National Exhibition and where officially assigned transportation arrangements do not permit such arrival time. Specifics regarding arrival, the name and location of the residence, and complete participant’s itinerary will be forwarded to each participant prior to the Program weekend.

9. Participants will be disqualified immediately if their qualifications are found to be in contravention of any of the program regulations herein set out. They may also be disqualified and be required to withdraw immediately if they fail to observe any of the instructions and regulations which may be set out by the supervising official of the Ambassador Program.
10. Participants will be interviewed and judged by a panel of judges at the CNE for 5 minutes. The judges will decide the finalist on the basis of community knowledge and involvement, knowledge of the CNE, agriculture, personality, and presentation.
11. Participants are to include a short personal biography (100 word maximum) along with the application. They must also bring it along with them in a USB or small electronic device. There will be a seminar on personal biography writing and an opportunity for the participants to revise their initial personal biography prior to the finals. (There will be a laptop available to use at the venue). This biography will be readily available to the CNE staff should the participant win in any category.
12. During the semi-finals, all participants will present a one-minute speech that they are expected to prepare in advance. Please choose one of the following topics: agriculture, agricultural societies, the importance of agricultural societies, some aspect of your fair, or pride of place (eg. how special your home fair might be; how the CNE exemplifies how special Ontario agricultural fairs are; etc), or what it means to be Canadian.
13. During the finals, all participants will read a 280 character description of themselves. This 280 character description will be created at one of the seminars during the Ambassador Program weekend at the CNE. This can be described as an elevator talk – you meet a potential employer on the elevator and have to sell yourself before you reach their floor.
14. The seven semi-finalists who have been chosen will be announced during the finals. At this time, they will deliver the same speech that they presented during the semi-finals. (Please see clause #12.)
15. Three finalists will then be chosen, and they will each be given the same impromptu question. Answers should last for approximately 45 seconds. During each finalist's turn, the other two finalists will be sequestered.
16. The winner of the CNE Ambassador Program and the CNE appointed chaperone will be accommodated at a major hotel in Toronto for the duration of the CNE.
17. Participants may appear only once in a CNE Ambassador of the Fairs Program.

18. With the exception of the winner, the participants will return home after the conclusion of the weekend program. The selected Ambassador remains until approximately 8:00 p.m. on Labour Day.
19. The winner may only hold the title of CNE Ambassador of the Fairs and their original agricultural society title.
20. All participants must be from fairs who are members of the Ontario Association of Agricultural Societies.
21. If an Ambassador is acclaimed by their Agricultural Society to represent them, the participant must have been acclaimed during the regular fair selection period.

If any further information is required, please contact:

CNE Agriculture Department
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Exhibition Place
Toronto, ON M6K 3C3
(416) 263-3835