

CHEYENNE FRONTIER DAYS™  
MISSION STATEMENT



**Cheyenne Frontier Days™**  
**Volunteer Handbook**

**June 19, 2015**

# Cheyenne Frontier Days™

## Volunteer Handbook

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## **Cheyenne Frontier Days™**

### **Volunteer Handbook**

We thank you for volunteering your time and talents in continuing to make Cheyenne Frontier Days™ the World's Largest Rodeo and Western Celebration. We want to thank you for being part of the Cheyenne Frontier Days volunteer family.

This handbook is designed to inform volunteers about Cheyenne Frontier Days™. No volunteer handbook can anticipate every circumstance or question and after reading the handbook please feel free to discuss any questions you might have with your particular lead and/or chairman.

As an organization made up of volunteers we need to understand that Frontier Park is part of the City of Cheyenne and all laws that are applicable in the city are expected to be adhered to on Park, especially when it involves laws related to Liquor, Motorized vehicles, and Human Behavior. We are the premier western celebration that was developed by volunteers who held these beliefs in high regard and this integrity must be maintained for the safety and longevity of our event.

As you receive your credentials to volunteer, please sign acknowledgement of notification of this handbook.

Each committee building will have one available for review. If you would like an electronic file of this handbook, contact the chairman of your committee.

Again, thank you for volunteering and we look forward to working with you to put on this great community event.

Cheyenne Frontier Days  
General Committee

# Cheyenne Frontier Days™

## Volunteer Handbook

**Volunteer Mission:** *Ensure the safety and well-being of all Cheyenne Frontier Days participants – volunteers, cowboys, cowgirls, animals and guests*

For volunteers, each Frontier Days begins when the last one ends. Many volunteers work year-round devoting their time, goods, services and money to the show. Others feel the event is a once-a-year reunion where old friends come together and share in a time-honored tradition of service.

Frontier Days represents and relies on true community spirit where its members reach out to help each other by giving selflessly to the good of the whole community. Volunteers from all walks of life and lifestyles come together as one family to dig in and perform tasks that range from picking up trash in the parking lots to chaperoning a terminally ill child to the rodeo.

Cheyenne Frontier Days™ isn't just a rodeo or a night show or a town celebration - it is a heritage built over more than a hundred years of tradition. Take a few thousand caring people, put them together with a common goal – then stand back and enjoy the result of tens of thousands of hours of a labor of love.

### **CFD Core Volunteer Values:**

Take pride in volunteering

Ride for the CFD brand

Do what needs to be done

When communicating with our guests, the most important rule is to keep it simple, keep it true

Ensure our consumers have a great experience while ensuring the safety & well-being of all CFD participants, volunteers, cowboys, cowgirls, animals & guests.

Put on the best show possible

For more than a century, citizens from every walk of life have devoted millions of volunteer hours to plan, organize and execute all of the events associated with Cheyenne Frontier Days™.

Volunteers are the fuel that drives the CFD engine. Tasks range from sorting stock for ten rodeos plus slack performances; caring for the world's largest horse-drawn carriage collection; directing traffic in all types of weather; caring for a large media contingent; maintaining the 83 acre park; serving as hosts for the guests who enjoy the variety of events – and thousands of other details that must be accomplished for CFD to succeed.

# Cheyenne Frontier Days™

## Volunteer Handbook

### Benefits of Volunteering

Cheyenne Frontier Days™ is a small community in and of itself for the better part of July. The “community” works because of the volunteers who won’t let it be anything but the best. Whatever your interest or skills; there is undoubtedly a place for you to volunteer for one of the committees.

As a volunteer, besides the personal satisfaction of being part of the world’s premier Western celebration, there are also other benefits available to you.

*Free Volunteer and family Park and Ride*

*Free gate admission with volunteer credentials*

*Free C-stand rodeo admittance*

*Eligible for Scholarships*

*Eligible for crisis assistance*

*Discounts for carnival passes*

*Access to ticket purchase prior to public on-sale*

*Merchandise discounts at CFD Gift Store*

*Discounts at local businesses who participant in the program*

### CFD Memorial Scholarship Foundation

Current Cheyenne Frontier Days™ Volunteers with a minimum of five years of volunteer service are eligible along with their spouses and dependent children to apply for the Cheyenne Frontier Days™ Memorial Scholarship. Donations are accumulated through raffles, fundraisers, auctions, contributions and donations by volunteers and friends of CFD. Applications are available at CFD Headquarters and at [www.cfdrodeo.com](http://www.cfdrodeo.com). For additional information, contact CFD Headquarters, 307-778-7201.

### CFD Volunteer Crisis Fund

Started in 2007, the CFD Volunteer Crisis Fund provides monetary assistance to current CFD Volunteers when they are faced with a tragic or catastrophic loss. Types of assistance available include funds to help cope with bills during a serious illness or accident, loss of one’s residence due to fire or other natural disaster, death of a volunteer or member of a volunteer’s family or other emergency situations. Donations are accumulated through fundraisers, auctions, contributions and donations by volunteers and friends of CFD. For additional information, contact CFD Headquarters, 307-778-7201.

# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **Hooey Newsletter**

The Hooey is the Volunteer Newsletter that is published several times a year. In it are articles from the General Chairman and Committee Chairmen. It celebrates our successes, gives details on upcoming events. The Hooey is sent out via email and also available on the CFD website.

### **Volunteer Email Communication**

CFD has an email program that is utilized to send out important information to all volunteers and also messages to individual committees regarding information pertinent to respective committees. It is very important that volunteers have an updated email on file with CFD Headquarters. Email information should be provided to the Volunteer Coordinator.

### **Volunteer Discounts**

Discounts are offered through participating local merchants; ask if they offer a discount to CFD Volunteers. Your event credentials serve as volunteer verification.

CFD offers discounted Carnival Armband Season Passes to CFD Volunteers beginning in December when tickets go on sale.

For a current list of Participating Discount Merchants go to [www.cfdrodeo.com](http://www.cfdrodeo.com) , More Information, Volunteers.

# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **Key Connecting Points between Committees**

Several cross-committee groups work jointly to ensure activities affecting most or all committees are coordinated and operate smoothly.

#### **Lead Assistants**

Each committee identifies one or more lead assistants to work together to resolve cross-committee concerns. This group meets year round, more frequently through the spring and they meet daily during the show. Since the lead assistants are generally responsible for day to day operations in their respective committees, this group provides leadership, direction and guidance while ensuring that individual committee interests and concerns are addressed.

#### **Emergency Response Planning (ERP)**

Each committee has at least one representative on this sub-committee to ensure the emergency response plan is appropriate for the mission of each committee and that all coordination requirements are addressed. This group collaborated to develop the emergency response plan initially and now works to adjust and implement as needed.

#### **Master Entertainment Planning (MEP)**

Each committee has at least one representative on this sub-committee to work towards improving the overall entertainment production of our show. This group collaborates and identifies entertainment improvements and acts as a liaison to their respective committees to implement the plan.

#### **4<sup>th</sup> of July Planning**

The 4<sup>th</sup> of July celebration held annually at Frontier Park is organized and produced by CFD volunteers. Each committee has at least one representative on this sub-committee to ensure enough volunteers to staff their areas of responsibility during the 4<sup>th</sup> of July celebration. The lead committee for this event rotates from year to year and committee to committee. The committee that will lead the event the following year “shadows” the current committee lead to ensure the fluidity for the next year’s event.

#### **Work Days**

The annual work days and nights are planned by this cross-committee group. They identify repairs and maintenance needed on the park as well as new additions that could be implemented during work days. The work days are coordinated by the Grounds Committee.

#### **Recognize, Retain and Recruit (RRR)**

Each Committee has at least one representative on this sub-committee which is directed by the General Committee - to implement ways to Recognize and Retain the current volunteer force, and to Recruit new volunteers.

# Cheyenne Frontier Days™

## Volunteer Handbook

### Volunteer Activities – Before, During and Off-Season

#### Work Nights and Work Days

Work Nights are usually conducted on Thursday evenings before a Work Day on Saturday morning. The Work Nights and Work Days are from mid-May until mid-July. Work days are planned by a cross-committee group, led by the Grounds Committee. The tasks completed by volunteers on work days range from painting, cleaning barns, hosing the grandstands, pulling weeds, building corrals, annual maintenance like cleaning bathrooms and repairs throughout the park. Volunteers meet at the Maintenance Shop to sign in and receive their assignments. Work days are a fun way to meet volunteers from all walks of life across all committees – and help make the park ready for the show. After each Saturday work day, lunch is provided to all volunteers working that day.

#### Off-Season Events

A number of off-season events are held each year with the aim of enhancing cross-committee friendships and the CFD family. Many of these events focus on fundraising for the CFD Scholarship Fund or the CFD Crisis Fund. These events usually involve dinner and some type of entertainment – and are open to all CFD volunteers.

Volunteer Golf Tournament and Dinner – usually in August

Hall of Fame Induction

Volunteer of the Year Banquet – usually in the fall

Tickets, Indians & Concessions (TIC's) Steak Fry – usually in November

Cheyenne Christmas Parade – usually in November

Contestants Committee NFR Fantasy League – December

Contestants Committee NFR Final Performance Party – December

Security Committee (w/Assistance from Military Committee) Chili Feed – first Friday in February

CFD Crisis Fund Benefit Banquet – usually in February

Contract Acts' Nut Fry – usually in March

Parade Committee's Santa Maria BBQ – usually in April or May

Coronation Ball – Saturday prior to Cheyenne Frontier Days

Volunteer Appreciation Party – middle of the week just before Cheyenne Frontier Days

In addition many committees have Christmas Parties and some have "Survivor Parties" after the show



# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **Board of Directors**

The purpose of the Board of Directors is to oversee the affairs of Cheyenne Frontier Days™, Inc.

Roles of the Board of Directors include:

- Accomplish long-term planning and policy making for Cheyenne Frontier Days™, Inc.

- Approve all capital improvements on Frontier Park

- Approve the Annual Budget

- Establish policies for investments of Cheyenne Frontier Days™, Inc.'s funds

- Approve contracts over three years

- Hire the Chief Executive Officer

- Select the General Chairman

- Approve the General Committee member selections

# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **General Committee**

The general committee was formed prior to the first event in 1897. With the growth of the event over the many decades, more volunteers and therefore committees were needed to produce the event. The new committees were split off the original committee or later split off of existing committees. What once started as one original committee has grown to the ten individual committees, the General Committee, made up of the 10 committee chairman, the General Chairman and CEO structure as we know it today.

### **General Chairman**

The General Chairman leads the General Committee; he/she acts as Chief Operating Officer for the corporation and coordinates the 10 committees that work in unison to produce Cheyenne Frontier Days.

The General Chairman selects the 10 committee chairmen who provide direction, guidance and leadership to the volunteer corps to ensure the focus of the CFD's mission is clear by consistently presenting CFD in a strong & positive image to ensure a positive experience for our guests, sponsors, exhibitors, volunteers and community. Serves as an Ex-officio member on the Board of Directors; a member of the Frontier Marketing, LLC Board of Directors; a member of every sub-committee on the Board of Directors as well as sub-committees of CFD Operations; an Ex-officio member of the Cheyenne Chamber of Commerce; and a member of the CFD Hall of Fame Committee

Organizes the implementation of the short and long term direction of the Board of Directors by executing strategic and master plans to achieve the major goals and objectives for CFD

Assists the CEO in achieving the strategic financial and operational goals set by the Board of Directors

### **Concessions Committee**

The Concessions Committee oversees all activities pertaining to the carnival midway, exhibits, free entertainment and food concessions, including:

Working with City and County officials to ensure compliance with safety and health standards by the carnival and food vendors

Monitoring the integrity of the midway carnival games

Contracting with and coordinating the exhibit areas, including Old Frontier Town, the Exhibition Hall and vendors throughout the midway area

Administering the free entertainment stage

### **Contract Acts Committee**

The Contract Acts Committee produces the Frontier Nights entertainment – the night shows. Their responsibilities include:

Working with the concert promoter to contract the artists, sound, lights, video and artist merchandising

Managing the Buckin' A Saloon

Setting up and tearing down the stage each day, providing security for performers while they are on the park, coordinating meet & greets with the performers, and providing event security for the night show

# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **Grounds Committee**

The Grounds Committee oversees the maintenance and repair of Frontier Park. Their responsibilities include:

- Providing oversight of the electrical, plumbing, restroom and park clean-up activities
- Coordinating work days and nights
- Coordinating Doctors who work with the cowboy medics and Justin Sports Medicine

### **Indians Committee**

The Indians Committee oversees the Indian Village and their responsibilities include:

- Securing dancers, entertainers and vendors for the Indian Village
- Maintaining the village grounds at Frontier Park
- Facilitating the activities of Miss Frontier and her Lady-In-Waiting
- Producing the three pancake breakfasts in partnership with the Kiwanis Club members and City personnel
- Indian Committee volunteers can be identified by their turquoise wool vests

### **Military Committee**

The Military Committee oversees military personnel participation and their responsibilities include:

- Hosting and organizing the Coronation Ball for Miss Frontier and her Lady-In-Waiting
- Organizing the Thunderbirds Air Show
- Coordinating with the F.E. Warren Air Force Base Fort D.A. Russell Days, which includes the Buffalo Stampede 10K race and live historical military reenactments
- Providing the “Cowboy Medics” to assist the Grounds Committee doctors by furnishing medical aid to injured cowboys in the arena
- Coordinating Military distinguished visitors and military volunteers supporting other CFD Committees

### **Parades Committee**

The Parades Committee produces the four parades during CFD and their responsibilities include:

- Organizing and producing the four world class parades
- Working year round to maintain the world’s largest horse drawn carriage collection
- Coordinating the youth ambassador precision riding group called the Dandies
- Home of the W-Heels that collects, organizes and curates all of the parade costumes
- Coordinating pre-rodeo entertainment and producing the grand entry each day
- Overseeing the CFD Invitational Chuck Wagon Cook-off area
- Prepares and serves breakfast at the cattle drive
- Provides security at the pancake breakfasts

# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **Public Relations Committee**

The Public Relations Committee serves as host to sponsors, media and other visiting special guests. Their responsibilities include:

- Providing information to the visiting public
- Managing the sponsor areas
- Host media from around the world
- Coordinate and conduct the Behind the Chutes Tours
- Coordinates the CFD Art Show
- Represents CFD at promotional events throughout the year

### **Rodeo Committee**

The Rodeo Committee oversees all aspects of the production of the rodeo performances, slack events, and contestant services including:

- Contracting with stock contractors, announcers, bullfighters and specialty acts
- Partnering with PRCA and WPRA year round
- Coordinating the performance of 1,800 contestants, including keeping official results, calculating payoffs and issuing winnings to contestants
- Managing the Cowboy Hospitality area, the annual cattle drive, the finals Calcutta and working with veterinarians to ensure the health and welfare of all livestock

### **Security Committee**

The Security Committee manages the overall safety of Frontier Park, which includes:

- Coordinating gate access and crowd control
- Handling parking on the park and at the satellite locations
- Contracting with uniformed security and coordinating with local, county and state law enforcement
- Maintaining the Emergency Response Plan
- Issuing badges and parking stickers for distribution to all committee volunteers and dignitaries
- Managing and staffing the medics at the First Aid Station in C Stand
- Wearing red shirts so security volunteers can be easily identified
- Produce and maintain the signage around the park

### **Tickets Committee**

The Tickets Committee coordinates all ticket activities for CFD events, and their responsibilities include:

- Selling all event and gate ticket sales
- Assisting ticket holders at the portals, in the stands and in the party zone, including coordinating usher activities
- Resolving ticket problems
- Assisting persons with disabilities
- Coordinating the ground transportation trailers

# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **Royalty**

#### **Miss Frontier and the Lady-In-Waiting**

Miss Frontier and the Lady-In-Waiting represent and promote Cheyenne Frontier Days™ and the heritage of the Old West during the celebration and at other rodeos and events throughout the year.

The first Miss Frontier was selected in 1931 when the Cheyenne Frontier Days™ Committee sponsored a contest. All six of the girls who entered were sponsored by a civic organization. Each girl was judged based on the number of tickets sold by her sponsoring organization. The year 1934 saw the Cheyenne Frontier Days™ Committee select Miss Frontier and a Lady-In-Waiting, starting a tradition that is followed to this day.

Lady-In-Waiting tryouts take place in the fall. Applicants must:

1. Be a resident of Laramie County
2. Be a high school graduate at time of application
3. Participate in a horsemanship skills demonstration
4. Participate in an interview with the General Committee

Miss Frontier and the Lady-In-Waiting are under the direction of the Indians Committee Chairman.

The Lady-In-Waiting is under the guidance of Miss Frontier who assists her in learning her role as a spokesperson for Cheyenne Frontier Days.

# **Cheyenne Frontier Days™**

## **Volunteer Handbook**

### **Buckle Club**

The Buckle Club is comprised of past and present committee chairpersons and their spouses. This group was organized in 1979 and utilizes the talent and experience of seasoned volunteers to assist with various CFD functions. Members have been instrumental for producing the Exceptional Rodeo in past years and continue with the Challenge Rodeo today, which is Cheyenne's independent version of the special children's rodeo.

Members also operate a hospitality room dubbed the "Buckle Club" in the top floor of the Exhibition Hall on the grounds. The club serves food, soft drinks and beer to volunteers and attendees.

### **Heels**

The idea of the "Heels" emerged in 1934 as a result of financial difficulties brought on by the Great Depression. Because the pocket linings of Cheyenne Frontier Days were pulled inside out, a group of volunteers put their heads together and brainstormed over how to remedy the show's tough financial situation. They tossed around the idea of replacing paid arena help with volunteers and the "Heels" organization was born. It is said that volunteer Ed Storey commented during that casual meeting that they'd be a bunch of heels if they didn't help out, and the name stuck.

Today, the Heels are comprised of volunteers who have been recognized for their exceptional service to Frontier Days. Each year, new members are nominated by the Heels on their committee and voted into the Heels organization by all Heels on the basis of their contribution to Cheyenne Frontier Days™.

2010 marked the 75<sup>th</sup> anniversary of the Heels, and they were voted into the Cheyenne Frontier Days™ Hall of Fame in 2013.

### **W-Heels**

The W-Heels is a group of volunteer women who work with the Parades Committee in producing the horse-drawn vehicle section of the four parades each year. These women provide the carriage riders with over 600 authentic costumes that reflect the styles worn between 1897 and 1914. The group supports the Old West Museum and is active in carriage preservation and restoration.

### **Dandies**

The Dandies are a group of young ladies who serve as CFD goodwill ambassadors. Each Dandy competes annually for her place on the team and may be selected to serve up to four years. The Dandies are chosen based upon their horsemanship, attitude and personality. Each girl must provide and care for her own horse. The Dandies represent Cheyenne Frontier Days™ throughout the year at various rodeos and events. During Frontier Days, each Dandy displays the flag of a supporting or official sponsor while performing during the nine rodeos and four parades.

# **Cheyenne Frontier Days™**

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### **Cheyenne Frontier Days™ Western Art Show and Sale**

The art show began in 1981 as the Governor's Invitational Art Show & Sale and changed to its current name in 1995. The CFD Western Art Show and Sale is a sub-committee of the Public Relations Committee through the General Committee. It is held the Thursday prior to the CFD celebration and all sold and unsold art remains on display throughout the entire celebration.

Every year the popular event will feature the works of the country's top contemporary western and wildlife artists in paintings, sculptures, wood and alabaster carvings and Navajo weavings.

Growing in popularity every year, the Cheyenne Frontier Days™ Western Art Show and Sale attracts artists from all over the country who all share the same passion—a love for the great American West and its heritage.

Each year, the works of two artists are chosen to represent the show – one for a signed and numbered print in a limited edition of 500 and the other for the official CFD annual poster. Proceeds from the Art Show and Sale benefit the Cheyenne Frontier Days™ Old West Museum.

### **CFD Old West Museum**

The history of the world's largest outdoor rodeo and western celebration comes alive at the Cheyenne Frontier Days™ Old West Museum. A premier cultural and historical center in Wyoming, the CFD Old West Museum offers year-round programming, exhibits and activities that celebrate the heritage and pioneer spirit of the American West and the thrilling history of the world's first extreme sport.

In addition to exhibiting the rich history of the "Daddy of 'em All,"® the Cheyenne Frontier Days™ Old West Museum also features some of the most intriguing western artifacts in the region, including one of the most extensive collections of carriages. The displays in the CFD Old West Museum chronicle the colorful pioneer history of Cheyenne and the expansion of the American West.

The Cheyenne Frontier Days Gift Store is located in the CFD Old West Museum and carries CFD official products and other Wyoming souvenirs. CFD volunteers receive a discount at the gift store.

The Cheyenne Frontier Days Old West Museum is located in the Headquarters Complex of Frontier Park.

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### **Full Time Staff**

#### **Chief Executive Officer**

Develops short- and long-range corporate strategies in conjunction with the Board of Directors  
Executes strategic plan for achieving major goals and objectives for the corporation  
Achieves strategic financial and operational goals  
Provides direction, guidance and leadership towards the achievement of CFD's mission, strategies and brand and its annual goals and objectives  
Leads operations and administration directed by the Board of Directors by consistently advising and informing Board members and interfacing between Board and staff  
Directs marketing of corporation and ensures that CFD is consistently presented in a strong, positive image to relevant stakeholders  
Manages critical CFD contracts for the rodeo, night shows, sponsorships and concessions  
Understands and focuses on improving the CFD experience for guests, sponsors, exhibitors and community  
Builds, fosters and maintains excellent working relationships with stakeholders including the Board of Directors, General Committee, Sponsors, volunteers, staff, professional associations, contractors and community

#### **Controller**

Prepares monthly and annual financial statements  
Assists in developing and generating the annual budget for the CEO and General Chairman to present to the Board for approval. Reviews committee budget proposals and prepares substantiating documentation and justification for CEO review and approval  
prepares payroll each pay period for CFD and Frontier Marketing  
During CFD, processes cash collected each day from malt beverage, gate, carnival and parking sales Implement and adhere to procedures for tight tracking and minimal shrinkage of all cash sales  
Processes payroll and sales tax payments  
Ensures that accounts payable are paid in a timely manner each week  
Ensures that accounts receivable are collected promptly each month



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### **Sponsor/Exhibits Manager**

Manages the corporate Sponsorship program including contracts, recruiting, communications and exhibits

Increases sponsorship revenue

Increases or maintains Sponsor retention and satisfaction, enriches the Sponsor experience by providing responsive and professional assistance to inquiries and actively seeking Sponsor feedback and insight

Co-develops and implements a yearly Sponsor sales strategy. Identifies potential sponsors appropriate for a world recognized Western celebration, establishes strategies to approach potential Sponsors and submits proposals to potential Sponsors. Follows through after proposal submission to increase success of strategy

Recruits, reviews, organizes, manages, and appropriately locates 200+ CFD exhibits

### **Director of Sponsorship Relations & Sales**

Business development and management of the corporate Sponsorship program including contracts, recruiting, communications

Manages sponsor retention and satisfaction; enriches the Sponsor experience for sponsor partners

Develops and implements a yearly Sponsor sales strategy. Identifies potential sponsors appropriate for a world recognized Western celebration, establishes strategies to approach potential Sponsors and submits proposals to potential Sponsors

Builds, fosters and maintains excellent working relationships with sponsors, stakeholders, Committee Chairs, and volunteers

### **Malt Beverage & Volunteer Coordinator**

Supervises and coordinates all aspects of CFD malt beverage sales

Improves revenue and net income from malt beverage sales

Ensures proper staffing to sell malt beverages during CFD

Ensures compliance with all laws and regulations related to malt beverage retail sales

Hires and trains Leads for malt beverage sales to ensure consistent and professional sales and minimize shrinkage

Serves as quality communication point between CFD and volunteers. Determines, implements and fosters ways to improve the volunteer experience at CFD

Maintains database of over 2000 CFD volunteers

Designs, develops, prints and distributes all security credentials for CFD each year

Prints all CFD volunteer and staff identification cards and badges each year and gives to Committee chairs for distribution

Designs, develops and prints all Sponsor identification badges each day and distributes as appropriate

Plans and executes CFD Volunteer of the Year recognition dinner with up to 500 guests

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### **Receptionist & Facilities Coordinator**

Greets guests at CFD Headquarters and via phone. Independently responds to general inquiries and provides a quality communications link between guests and CFD staff as necessary  
Assists General Committee Chairs with pre show and show time scheduling and arrangements, including calendar and daily itinerary  
CFD contract coordination including insurance requirements verification  
Coordinates scheduling, contracts, and production needs for event rentals at Frontier Park  
Maintains an accurate calendar of CFD facilities and the Buckle Club throughout the year  
Screens, researches, processes and submits donation requests for General Committee approval  
Transcribes the Minutes of General Committee meetings

### **Box Office Manager**

Develops & implements box office sales strategy in order to meet or exceed yearly ticket sales goals  
Ensures the smooth and efficient Box Office operations for Frontier Park events to ensure a positive consumer purchasing experience and increase revenue  
Develops management and marketing reports regarding historical, present, and future projections and forecasts regarding ticket sales, consumption, and consumer demographics  
Closely monitor ticket sales, analyzes current sales and trends, develops management reports  
Hires, trains, schedules and manages part time box office staff of 4 full time and 20+ part time employees  
Generates box office sales reports for CEO, General Chairman and Committee Chairs

### **Assistant Box Office Manager**

Invoices Sponsor and Season Tickets and processes payments  
Works with Box Office Manager to ensure the smooth and efficient Box Office operations for Frontier Park events to ensure a positive consumer purchasing experience and increase revenue  
Assumes role of Box Office Manager in his/her absence

### **Marketing Director**

Designs, implements and facilitates CFD's annual marketing plan to support revenue and earnings objectives  
Plans and oversees advertising and promotion activities including television, print, online, electronic media, and direct mail. Serve as liaison with outside agencies on ongoing promotional campaigns  
Ensures the procurement and production of advertisements, brochures, order forms and other marketing materials  
Media liaison and outreach. Serves as primary contact for media inquiries. Establishes and maintains relationships with key community and strategic partners  
Oversees digital space development, design and maintenance  
Develops and evaluates market research and adjust marketing strategy to meet changing market and competitive environment

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### **Marketing Coordinator**

Maintains and performs updates to CFD's website ([www.cfdrodeo.com](http://www.cfdrodeo.com))

Optimizes traffic to website with SEO, purchased advertising, and other programs

Manages day-to-day social media channel presence and communicate to fan base via multi-media postings

### **Director of Retail Operations**

Manages all Frontier Marketing, LLC retail sales locations and the CFD online trading post. This includes Old West Museum Store, Frontier Park

Purchases all CFD retail items. Ensures alignment with CFD brand, logo and consumer demand

Implements marketing strategy for retail and online sales

Ensures only authorized and proper use of CFD intellectual property by third parties

Monitors licensees' compliance with Terms of License agreements

### **Accounting Specialist**

Bookkeeping for all Frontier Marketing, LLC retail locations, as well as Frontier Marketing, LLC wholesale and direct marketing sales

Maintains Frontier Marketing, LLC inventory records

### **Grounds Superintendent**

Prepares and maintains buildings and grounds in operable, safe, and attractive condition for events & rentals  
Keeps CEO, General Chairman, Grounds Chairman and other Committee Chairman apprised of necessary improvements, upgrades, and equipment requirements or work needed for infrastructure. Makes designs, material, construction, and equipment recommendations

Develops long-range and short-range maintenance and care schedules for Frontier Park buildings, grounds, and equipment within annual budget guidelines

Supervises up to 5 part time and 1 full time facility maintenance employees, including hiring and training.

Review safety, maintenance and operation standards with all employees on a monthly basis

Supervises volunteer grounds crew during CFD and, along with assistant groundskeeper, assign their duties each day

Acts as liaison with City and County Fire, Safety, Streets and Maintenance representatives

### **Assistant Groundskeeper**

Assists the Grounds Superintendent

### **Frontier Park Caretaker**

After hours and weekends - First point of contact for Frontier Park rental clients including overnight stalling clients

# Cheyenne Frontier Days™

## Volunteer Handbook

### Important Information about the Brand

#### Use of the CFD Name and Trademarks

The names Cheyenne Frontier Days™ and Cheyenne Frontier Nights™ as well as the arrowhead logo and other associated trademarks are owned by Frontier Marketing, LLC which is a wholly owned subsidiary of Cheyenne Frontier Days, Inc. Use of the names and trademarks on products of any kind requires approval from Frontier Marketing, LLC.

For additional information, contact the Director of Retail Operations, 307-778-7292.

#### Sponsors

Cheyenne Frontier Days™ is very fortunate to have our sponsors. Not only do they help make Cheyenne Frontier Days™ possible due to their financial support but they also work hard to develop strong relationships with the CFD volunteers. Please support our sponsors when possible and extend a thank you when you visit their establishment or see them at Cheyenne Frontier Days™. See the Cheyenne Frontier Days™ website [www.cfdrodeo.com](http://www.cfdrodeo.com) for current sponsors.

For additional information, contact the Sponsor Coordinator at CFD Headquarters, 307-778-7201

#### Animal Care

Cheyenne Frontier Days™ does not tolerate animal abuse or neglect. We care about all our athletes equally, whether they are two-legged or four-legged. We take any accusations of animal abuse very seriously, and we are committed to protecting the welfare of our participants, our animals, and our fans.

The CFD Animal Care Facts are posted on the website [www.cfdrodeo.com](http://www.cfdrodeo.com).

For questions regarding Animal Care, contact one of the following:

- CEO
- General Chairman
- Public Relations Chairman

# Cheyenne Frontier Days™

## Volunteer Handbook

**AA Barn:** This is the first white barn located off Hynds Blvd at the west gate (V-12) to the park. Event horses are located here.

**ADA Accessible Decks:** Areas for visitors in wheelchairs to watch the rodeo and night show. There are several areas in Lower B stand and an area near the announcer's deck in the east side stands.

**Arm bands (carnival):** Arm bands can be bought in advance or during Frontier Days; they allow the recipient access to carnival rides.

**BB Barn:** The barn located directly north of AA barn. Event horses are located here also.

**B Stand:** Middle large stand on West Side of Arena.

**Barn 10:** The Parade barn is located across from the Grounds Building, with the wood front on the south end of the building. It is the home of the Parade's Committee.

**Behind the Chutes Tour:** A behind the scenes tour of the arena, stock pens, and bucking chutes on Frontier Park.

**Buckin' A Saloon:** Tent set up behind C Stand with live music. Must be 21 to enter.

**Bunny Ranch:** Little pink building north of Contestants building which belongs to Security.

**C Stand:** North stand located on west side of arena.

**Cattle Drive:** Event held usually the Sunday before Frontier Days to bring the roping and steer wrestling stock from pasture into Frontier Park.

**Chairman's Deck:** Hospitality tent for visiting rodeo committees and special guests located north of the east side stands.

**Challenge Rodeo:** Special needs children assisted by volunteers, rodeo clowns and cowboys participate in a small scale rodeo on Wednesday and Thursday.

**Chuck Wagon Cook-off:** Located south of Old Frontier Town, authentic chuck wagon crews demonstrate their traditions, starting on Wednesday and finishing on the last Saturday.

**Chute 9:** All timed events other than barrel racing begin at Chute 9. It is located at the south end of the arena.

**Chute 9 Timers:** Sit above Chute 9 timing, timed events, and assisted by judges on horseback.

**Chute 10:** Private bar located at the Headquarters Building operated by the General Committee.

**Clown Gate:** Pedestrian gate located immediately north of Bucking Chute 0. Allows access to the arena. Clowns roll the barrel out of this gate.

**Coronation Ball:** Celebration crowning the new Miss Frontier. Held the weekend before Frontier Days begins.

**Cowboy Medics:** Medical providers and assistants that tend to injuries obtained by cowboys, perform therapy, wrapping ankles to serious injuries. Located under the East Side Stands. They are part of the Military Committee.

**Denver Post Train:** Historic steam train from Denver to Cheyenne arriving on the first Saturday.

**Disability Services:** Golf carts that provide transportation all over the park for visitors unable to travel long distances. Also known as the Arrowhead Taxi.

**East Side Stands:** Large stands on the east side of the arena, directly above the bucking chutes.

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**Exhibit Hall:** Large concrete building located southwest of B Stand, just to the left after you enter the main gate.

**First Aid Station:** Located under C Stand, accessible from both sides of C stand staffed by Security Committee medical personnel.

**Fort D.A. Russell Days: An Open House hosted by** FE Warren Air Force Base remembering when the base was an Army Cavalry Base, also included are tours of historic base homes.

**Free Entertainment Amphitheater Stage:** Stage in the Volunteer Square for entertainment of our guests as they enter/leave our park.

**Go Round:** There are three rounds of competition at CFD; each participant is given a minimum of two opportunities (First Go Round, Second Go Round) to compete, those contestants with the highest scores in the first two rounds advance to the third round which is the Short Go or finals.

**Headquarters:** Brick building off Carey Avenue which houses the administrative staff of CFD and Chute 10. This brick building also houses the CFD Old West Museum and CFD Gift Store.

**Heel's Office:** Room under B Stand for CFD Heels to keep paperwork and supplies.

**Howdy Wagon; Howdy House; Howdy Folks:** Covered wagons occupied by Public Relations Volunteers who provide information to tourists regarding CFD & Cheyenne.

**Indian Village:** Located at the southeast corner of the park off of 8th Ave and Carey. Vendors are located in the village and there are free Native American Dance performances daily. There are teepees set up during the show.

**Justin Sports Medicine:** Maintains a comprehensively equipped mobile unit directly behind the East Side Stands during the rodeo for the contestants entered in the rodeo.

**Night of Champions:** An event after the finals rodeo where the General Committee presents the current year champions their saddles, and champion package, and winning check.

**M Stand:** Generally known as the stand for contestants families. However, some general admission tickets are sold for this stand located south of the large east side stands near timed events Chute 9.

**Media Center:** Temporary office located behind (north) the PR Building for visiting media to work in.

**Media Guide:** Information pamphlet provided to the media to help familiarize them with Cheyenne Frontier Days and its history.

**OK Corral:** In the PR building and acts as the information hub of the PR Committee.

**Old Frontier Town:** Vendor area on the east side of the Arena, North of the Indian Village, South of the PR Building.

**Pancake Breakfast:** Located at the Depot Plaza downtown on Monday, Wednesday and Friday from 7 to 9am. Free pancake breakfast for visitors, also serves as an emergency exercise for feeding large crowds for the Kiwanis organization.

**Parade Lot:** Lot located on the northeast corner of the park where the parade wagons are kept during CFD.

**Park & Ride:** Location #1 is located southwest of Happy Jack Road and I-80 is called the Bull Park and Ride, location #2 is located at Missile Drive and Westland Road is called the Bronc Park and Ride. Visitors and Volunteers can park and take a shuttle to Frontier Park. Admission to the park is included in the transportation fee.

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**Party Zone:** Standing area below B stand used for night show this is the closet area to the entertainer. Previously known as Standing Room Only.

**People Mover:** Wagons pulled by tractors that transport visitors through the parking areas to the main gate area.

**Photo Pit:** Area below ground level on west side of arena used by photographers to take pictures during the rodeo.

**Police Station:** Located next to the First Aid Station under C Stand.

**Post Rodeo Party:** Cocktail party in the Sponsor Tent following the rodeo for Sponsors, Special Guests and invited Contractors/Contestants.

**Rough Stock Events:** Bull Riding, Saddle Bronc Riding, Bareback Riding, Rookie Bronc Riding, all are scored events as opposed to timed events.

**Schedule of Events:** A brochure and map, distributed on the park and locally outlining events for the week, day by day, hour by hour.

**Schrader's Lot:** Parking area for committee chairmen during the parades, located across the street from Schrader's Funeral Home. This is also where the parade ends.

**Short Go:** Third and final round of rodeo competition, also known as the Finals.

**Slack:** Based on the large number of contestants in the timed events not all of them will fit in the afternoon performances. Therefore, some of the contestants compete in the morning prior to the afternoon performance to take up the "slack."

**Sponsor Boxes:** Boxes in the East Side Stands reserved for major sponsors and their guests.

**Sponsor Deck:** Sponsor Box located in the middle of the East Side Stands for Sponsors and Special Guests.

**Sponsor Hosts:** Public relations volunteers and past chairmen who assist sponsors and guide them around the park.

**Sponsor Tent:** Hospitality Tent for Sponsors and Special Guests of CFD, located at the south end of B Stands.

**Thunderbirds Air Show:** Free aerial demonstration by the US Air Force Thunderbirds on Wednesday morning currently at Laramie County Community College.

**Ticket\Box Office:** Located on the south side of the park immediately outside of the main gate. Rodeo and night show tickets and carnival armbands are purchased here.

**Timed Events:** Tie Down Roping, Steer Wrestling, Steer Roping, and Barrel Racing are considered timed events.

**Toes:** Younger Volunteers usually between 8-17 years old, who help with sorting and loading cattle at Chute 9.

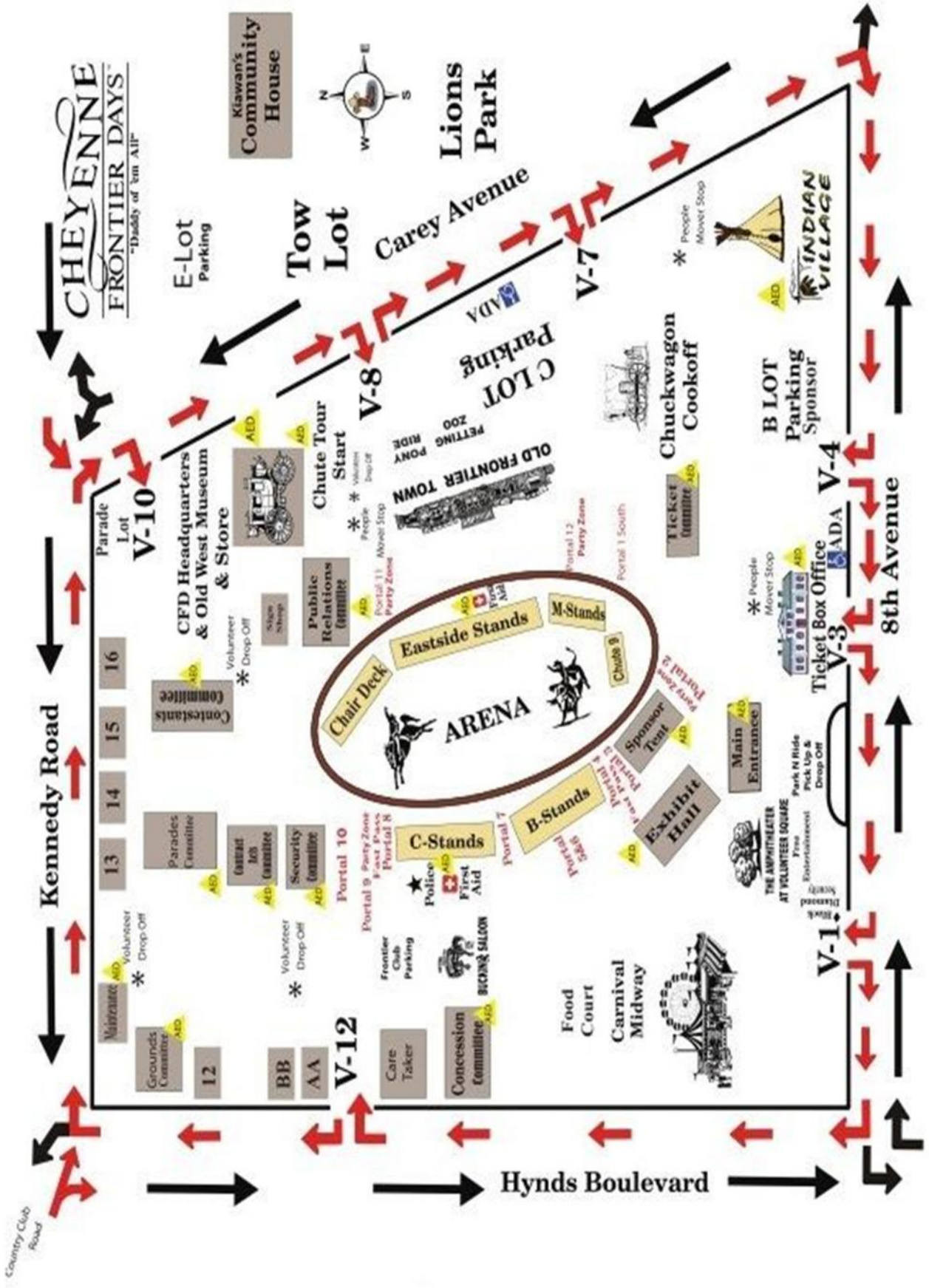
**Track:** Area outside of the arena but inside B Stand and travels behind East side stand. Used in the past for the chuck wagon and pari-mutuel racing, presently for the Wild Horse Race, Grand Entry and miscellaneous other performances during the rodeo.

**Village Vest:** (day leader): The Indian Village Volunteer in charge of operations in the Indian Village each day of the show.

**Volunteer Park & Ride:** Area for Volunteers to park and use volunteer badge or poker chip to ride a shuttle to the park.

**Volunteer Square:** Area just inside the main gate which encompasses the Free Entertainment Amphitheater and shade umbrellas.

**Wagon Doctors:** Group of volunteers who restore and maintain the horse drawn wagons seen in the CFD museum and in the parades.





# Cheyenne Frontier Days™

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