

2025 Queen of the Snows Candidate Handbook



The Coolest Celebration on Earth

Saint Paul Festival and Heritage Foundation

Proud Producer of the
2025 Saint Paul Winter Carnival
The Coolest Celebration on Earth!

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I. Definitions

Ambassadors of the Saint Paul Winter Carnival	A non-profit group that supports the activities of Winter Carnival specifically through events held to showcase candidates and fundraise for the Royal Ladies annual wardrobe needs. Membership in the Ambassadors is open to any member of the public regardless of character roles previously held. The Ambassadors is focused on building and strengthening the community surrounding the city of Saint Paul and the Saint Paul Winter Carnival.
Board	The Saint Paul Festival and Heritage Foundation Board of Directors.
Board Chair	The chairperson of the Saint Paul Festival & Heritage Foundation Board of Directors.
Boreas	Boreas Rex, King Boreas, refers to the person selected to serve in the role of Boreas Rex during a given year. Supported and mentored by the Star of Boreas Kings alumni organization.
Candidate	Any person who has applied for a role as a Legend Character is referred to as a Candidate until the time that the roles have been cast or selected for a given year. For the purposes of this handbook, a Candidate shall indicate a Queen of the Snows Candidate, unless otherwise indicated.
Candidate Appearance / Candidate Activity	Official Carnival Events or other community service events that are considered required for Queen of the Snows Candidates. These mainly include activities where the Selection Committee may be in attendance to observe the candidate(s) in order to make the selection decision.
Candidate Committee	The committee that will mentor, chaperone, assist and support the Queen of the Snows Candidates throughout the Candidate Program. The committee does not influence nor provide opinions regarding the selection of the candidates who fill the roles of the Royal Ladies. The committee may consist of: The Candidate Committee Chair The Selection Committee Liaison A representative from the Former Queens A representative from the Past Princess Association A representative from the Ambassadors of the St. Paul Winter Carnival A representative from the Saint Paul Festival & Heritage Foundation A community representative

Candidate Committee Chair	The person selected to design and execute the Queen of the Snows Candidate Program. The Candidate Committee Chair serves on the Festival Event Chairs committee which is under the leadership of the Festival Chair(s). The Committee Chair does not influence nor provide opinions regarding the selection of the candidates who fill the roles of the Royal Ladies. During the Candidate Program the Committee Chair, with assistance from the Candidate Committee: maintains candidate attendance and participation records, notes behavior or protocol infractions or concerns, handles communication with candidates, schedules events, wardrobe reports attendance information to the Selection Committee
Festival Chair(s)	The volunteer person or persons who lead the production of the ten day Saint Paul Winter Carnival. They work directly with the President/CEO and the Board to schedule events and coordinate activities.
Festival Event Chair(s)	The volunteer leads for specific aspects of the Winter Carnival including events and Candidate Programs. This may include, but is not limited to Parades, Puzzle Contest, Ambassador Weekend (Queens Weekend), Visiting Dignitaries, Family Day, Junior Royalty, Senior Royalty, Overthrow, Coronation, Light up the Park, etc. Festival Event Chairs work directly with the Festival Chair(s)
Fire and Brimstone	The Imperial Order of Fire and Brimstone is the organization behind the Vulcan Krewe.
Former Queens	The Former Queens is a Winter Carnival Alumnae group devoted to the women who have completed their year as Aurora, Queen of the Snows. The Former Queens provide mentoring to the current Queen, parade costume development and other support of the Queen and the carnival community. The Former Queens organization has representatives on both the Candidate and Selection committees.
Foundation	Refers to the Saint Paul Festival & Heritage Foundation, The Saint Paul Festival and Heritage Foundation is a non-profit membership organization that produces the <i>Saint Paul Winter Carnival</i> . We rely on sponsors, fundraisers, donations, charitable gaming and our members to support our activities. Led by the President/CEO and the Board of Directors.
Klondike Kate	The person selected to serve in the role of Klondike Kate during a given year. Supported and mentored by the Royal Order of Klondike Kates alumnae organization
Legend Characters	All members of the Royal Family, Vulcan Krewe, Junior Royalty Court, Senior Royalty Court and Klondike Kate.
Official Carnival Event	An event which has been scheduled and/or approved by the Foundation and at which any Legend Character or Candidate is in uniform for the purpose of representing the Foundation and the Saint Paul Winter Carnival.

Past Princess Association	The PPA is a Winter Carnival alumnae association devoted to the women who have completed their year as one of the four wind princesses. The Past Princess Association provides mentoring to the current Wind Princesses, parade costume development and other support of the Royal Ladies and the carnival community. The PPA has representatives on both the Candidate and Selection committees.
President/CEO	The President/CEO of the Saint Paul Festival and Heritage Foundation
Prime Minister	Prime; the person selected to serve in the role of Prime Minister during a given year. Supported and mentored by the Churchill alumni organization.
Royal Coordinators	Volunteer Royal Coordinator(s) works with the Foundation staff and the Prime Minister in arranging Royal Family appearances
Royal Family	Collectively, the persons selected to serve in the following roles for a given year: Prime Minister, Boreas, Aurora, Titan, Euros, Zephyrus, Notos, the four Wind Princesses, and the Royal Guard. May include the Royal Coordinators who assist in scheduling and planning appearances for the Royal Family.
Royal Guard	Order of the Royal Guard is the organization that supports and mentors the members of the Royal Family serving in the role of guards.
Selection Committee / Selection Panel	The panel that will select who will serve in the Legend Characters roles of Aurora, Queen of the Snows and the four Wind Princesses. The Selection panel typically consists of a representative from the Former Queens Organization (a former Aurora, Queen of the Snows), the Past Princess Association (a former Wind Princess) and at least one additional member will be selected based on an application process.
Selection Committee Liaison	The person selected to work in cooperation with the Candidate Committee Chair and the Selection Committee. The Selection Committee Liaison provides training and support to the selection committee, they will handle all communication with the Selection Committee, schedule selection committee attendance at candidate events (when all selection committee members are not required to attend). The Liaison does not influence nor provide opinions regarding the selection of the candidates who fill the roles of the Royal Ladies.
Vulcanus Rex	Vulcanus Rex, Vulc, or The Fire King; the person selected to serve in the role of Vulcanus Rex during a given year. Supported and mentored by the Imperial Order of Fire and Brimstone alumni organization.

Wardrobe Committee	The members of the Ambassadors of the Saint Paul Winter Carnival board that purchases, coordinates and assigns the wardrobe for the Royal Ladies. The Wardrobe Committee provides a packing list for candidates. The Packing List supplements wardrobe for the ladies for the 10 days of carnival directly post coronation. The list will include specific items that must be purchased, as well as items candidates may already have in their personal wardrobe that will be needed.
Winter Carnival	The Saint Paul Winter Carnival, the “coolest” celebration on earth. The festival and its associated events, held annually in late January, early February.

II. Introduction

The Winter Carnival Legend weaves a mythical vision of the old-world royalty for which Saint Paul has become world renowned since its 1886 festival origins. The Legend is fully portrayed with King Boreas, and Aurora, Queen of the Snows, ruling over the winter celebration. The Princesses and the brothers of Boreas -- Titan, Prince of the North Wind; Euros, Prince of the East Wind; Zephyrus, Prince of the West Wind; and Notos, Prince of the South Wind; complement the Royal Family by bringing a costumed representative from the far reaches of the realm of Boreas. The King's Prime Minister heralds the arrival of the Royal Family and acts as Master of Ceremonies introducing the members of the family and presiding over knighting ceremonies. The King's Guard, composed of a Captain, Sergeant and other guard members protect the Royal Family from Vulcanus Rex and his Vulcan Krewe. The Legend is not complete without both the frosty and the fiery sides of the Legend. Klondike Kate, the Junior Royalty and Senior Royalty complete the Legend Characters.

The primary purpose of the Legend Characters is to bring the fun and gaiety of the Winter Carnival to all subjects of the realm through the pageantry of the Legend. As a prospective Legend Character, or Candidate, you must always act with the dignity befitting the title and role you seek. It is essential that every Legend Character be constantly aware that they are goodwill ambassadors of the city. This is a festival for the community, not just for those closely involved with the Winter Carnival or the Foundation. Your commitment to maintain these standards begins when your role's candidacy process begins.

Every Legend Character must understand their own part in the Legend and the significance of that role. They honor their role by continuing to bring the Carnival and its Legend to life for generations of fans. Each member is an actor in the drama; each part of the drama fills a specific role, and each role is filled by a player who knows and respects their part. The Legend Characters must display personal standards which uphold those roles, and which are not viewed as offensive or negative by the public.

This Queen of the Snows Candidate Handbook applies directly to those participating in the Queen of the Snows Candidate Program. It is designed to outline policies specific to the responsibilities and expectations of all Candidates during the candidacy process. All candidates are required to read the entire manual and become familiar with the policies, rules, expectations, and responsibilities of all persons involved in the candidacy process. All candidates will be expected to abide by these expectations during the Candidate Program, which begins at the Candidate Welcome Brunch and ends at 11:59pm on the first Friday of Winter Carnival, also known as Coronation night. Beginning at midnight on the first Saturday of Winter Carnival, the full Protocol Manual applies to all Legend Characters. Note that a copy of the full Protocol Manual for Legend Characters will be provided to all candidates during the candidacy process.

This Handbook contains policies and guidelines designed to promote and ensure the highest level of respect for all Candidates, current and former Legend Characters, Foundation members, and volunteers, regardless of position, gender, or role in the Winter Carnival. This will promote a positive image to all people that Candidates encounter during the selection process. Always remember that you are in the public eye, and that you play a part in communicating a positive image to diverse audiences.

The Foundation thanks you for embarking on this candidacy journey and volunteering your time to present and portray the Legend.

The Queen of the Snows Candidate Program

The Queen of the Snows Candidate Program is a multi-month process in which those interested in the role of a Royal Lady demonstrate their interest in the role, participate in community events and interview processes. The Candidate Program requires a minimum of 10 applicants or candidates to run effectively. If fewer than 10 applications are received at the time of the application deadline (generally the November prior to the Festival), or fewer than 10 applications are accepted, the Festival Chair(s), President/CEO and Candidate Committee Chair will determine how to proceed. Possible actions may include extending the application deadline, accepting fewer than 10 candidates, or other actions deemed appropriate by the team.

The candidate schedule is a busy one and will include some daytime, evening, and weekend appearances from the date of the Welcome Brunch (November) until coronation night on January 24, 2025. The time commitment as a candidate is an example of what it will actually be like to serve as a 2025 Queen or Princess.

Your schedule of events will be given to you at the Welcome Brunch and will also be available to you online via the Candidate Calendar, once you have committed to the Candidate Program. The schedule will be busy, and you need to remain flexible and responsible for keeping up to date information from the online calendar, especially during the month of January. Your ability to plan your time wisely and deal with ambiguity will serve you well as you progress through the Candidate Program. Expect appearances and events to include a few in November and December (4-6 appearances each month) and numerous in January (15+ appearances).

If you are crowned as Queen or Princess, expect that the members of the Royal Family will make 200-300 appearances throughout their year of reign. Approximately 100 appearances take place during the 10 official days of the Winter Carnival. As a newly crowned Queen or Princess, you will participate in events throughout those 10 days. This means, you are required to commit yourself 24/7 to these 10 days. Accommodations are provided for the Queen and Princesses at the St. Paul Hotel. More detailed information on this will be provided to you at the Welcome Brunch.

Throughout the balance of the year, those selected as Queen or Princess will have a busy schedule. Some appearances will be out-of-state and there will be a heavy schedule of parades and festivals during the summer months.

PLEASE NOTE: Each Candidate is required to attend the Welcome Brunch in November. Please stay tuned to your email inbox (as indicated on your application) for the official time and location of the event.

III. Foundation Statements

The Saint Paul Festival and Heritage Foundation produces the Saint Paul Winter Carnival. Several events leading up to Carnival are produced or planned and hosted by alumni organizations or other organizations that support the festival.

Foundation Membership

The Foundation relies on its members to sustain the organization through volunteerism and monetary support. Membership is renewed annually, and members can participate in personal or corporate established membership levels. As a supporter of the Winter Carnival, we encourage you to become a member of the Foundation regardless of the outcome of your candidacy. During your candidacy, you will be allowed entrance to member events at no charge and your candidate sponsor fee provides for your entry into Foundation events where there are fees. Your sponsor, family, friends, and supporters will be allowed entry to Foundation events during your candidacy if they are members of the Foundation. If the event is a ticketed or fee-based event, your sponsor, family, friends, and supporters are responsible for purchasing tickets or paying any fees.

Mission Statement

To foster a sense of community, pride, belonging and connectedness by celebrating Saint Paul's unique history and emerging heritage through fun and educational experiences.

Equal Opportunity Policy

The Foundation affirms the right of every person to participate in all aspects of events produced or endorsed by the Foundation without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, and veteran status; provided, however, that certain character roles are by tradition not gender neutral.

IV History & The Legend of the Saint Paul Winter Carnival

Festival History

The Saint Paul Winter Carnival began in 1886 and is the largest and oldest winter festival in the nation. We will be celebrating our 139th year in 2025. The Festival's theme is based upon the Legend of King Boreas, who reigns over the icy festival with his Queen of the Snows "Aurora," his four Wind brothers and the Wind Princesses. The Legend continues with the Fire King, Vulcanus Rex, who annually overthrows King Boreas and his realm of ice and snow to herald the coming of warm spring weather for another year.

The roles of each Legend "character" change with each year. The roles of Queen of the Snows and the four Wind Princesses are filled through the process of a Candidate Program. The first Queen was crowned in 1886. The roles of Queen and Princesses were changed to its current version in 1937. In 1916, the judges had such a difficult time choosing the Queen that the entire group of more than 100 candidates were all crowned. Winter Carnival is full of magical and unique memories, and we are excited to create memories with you during candidacy and your year as a Legend Character.

The Queen of the Snows program offers an exciting and unique opportunity to participate in the Saint Paul Winter Carnival. Candidates will make several appearances on behalf of their sponsor during their candidacy and the five chosen will represent their sponsor, the Saint Paul Winter Carnival, and the City of Saint Paul throughout 2025.

The Saint Paul Winter Carnival is produced annually by the Saint Paul Festival and Heritage Foundation.

The Legend of the Saint Paul Winter Carnival

A long, long time ago, Astraios, the god of Starlight, and Eos, the goddess of the Rosey-fingered Morn, were wed. The union was blessed with five sons: Boreas, Titan, Euros, Zephyrus, and Notos. As the eldest, Boreas was granted the title of the King of the Winds and he assigned to each brother a permanent grant of great force and power. To Titan was assigned the blustery North Wind. To Euros was granted control of the irresponsible East Wind. To Zephyrus was given custody of the bountiful West Wind. To Notos was presented the balmy South Wind. The brothers cavorted gaily over land and sea.

Boreas, while on his extensive travels, came upon a winter paradise known as Minnesota. He paused to behold the enchanting beauty of a magnificent group of seven gently sloping hills in whose embrace nestled a very beautiful city. Boreas whistled in sheer ecstasy, “Historic Saint Paul and her seven hills – an ideal place! I will make Saint Paul the capitol of all my domains. It will henceforth be emblazoned to the world as the winter playground of the realm of Boreas.”

Meanwhile, Vulcanus, the god of Fire, and the implacable enemy of Boreas, crackled in defiant disdain “By the great sword of Mars, I will temper the blustering of Boreas with the heat and roar of my forces.” He was tireless in his bitter resistance to all the festivities of Boreas.

Undaunted, Boreas proclaimed a celebration in the spirit of gay Carnival. “So be it!” shouted Boreas; “There will be a Carnival in Old Saint Paul!” Boreas selected a Prime Minister to coordinate preparations in all the Principalities, Provinces, and Royal Houses within the Realm of Saint Paul.

And so, for ten glorious days there was Carnival and joyous celebration in Saint Paul – feasting, dancing, fun, and frolic reigned over by Boreas and the Queen of the Snows, the fairest maiden of the realm, along with the Winds, who were each accompanied by a lovely Princess from the realm of Boreas. Klondike Kate, a lady of song and merriment, added her sassy but enchanting voice to the festivities by singing songs of desire and sentiment.

Senior King Winter and the Queen of the Northlands, with their court, contributed good will and wisdom while Junior King Frost and the Queen of the Snowflakes, with their court, added youthful exuberance to the festival.

On the 10th day of celebration, Vulcanus Rex, King of Fire, and his Krewe, stormed the Ice Palace and confronted the King’s Guard. Upon good counsel of the Queen, Boreas bade farewell to the people of his winter capital. In the interest of peace and goodwill he returned to dwell among the gods of Olympus. Boreas and his court looked forward to the time when summer’s warmth would once again relinquish its hold on the realm and the frosty atmosphere of winter would prevail.

V Policies and Guidelines

One of the most effective ways to bring the fun and pageantry of the Winter Carnival to all subjects of the realm is to re-enact, with dignity and charm, the roles of royalty. As part of the Candidate Program, you are a candidate for one of the five Royal Lady titles. As such, the following policies have been established and shall be followed by Candidates at all appearances and events. Common sense, the dignity of the role you hope to portray and the public perception of you, the Winter Carnival, and the Foundation must guide your actions.

The Candidate Program and selection process is similar to that of a job interview combined with a casting call. The Selection Committee is looking to create a team that will fit and fulfill the roles of Aurora, Queen of the Snows and the four Wind Princesses.

(In alphabetical order)

Age & Eligibility Requirements

All Queen of the Snows Candidates must be a high school graduate and must be at least 21 years of age by January 15th of the year that the festival begins: January 15, 2025. There is no age limit for the Queen of the Snows Candidate Program.

There is no waiting period or year(s) off requirement for pursuing candidacy in multiple or sequential years.

A Candidate may hold another title with a Royalty or Ambassador program during the candidacy process. Refer to Section IX, The Selection Process for additional details.

The Queen of the Snows program is open to all natural born women as well as any individual identifying as a woman. There are no restrictions regarding marital status, dependents, place of residence or employment status.

Alcohol, Tobacco, and Drugs

Use of controlled or illegal substances is prohibited at official events and activities. If a Candidate has a medical condition or illness that requires medication which may be mistaken for inappropriate influence, please ensure that information is disclosed to the Candidate Committee Chair.

Application Process

The 2025 Queen of the Snows application process will require all prospective candidates to submit the following documentation prior to the application deadline. All applications and documents must be submitted electronically.

- Completed application form
- Professional resume, no more than 2 pages in length

All applications for Queen of the Snows will be reviewed by the Candidate Committee Chair. The Candidate Committee Chair in cooperation and agreement with the Festival Chair and/or President/CEO, reserve the right to deny participation as a Candidate.

The rejection of a Queen of the Snows Candidate application is not done lightly and will be based upon:

- The applicant's completion of the required application form(s) and submission of a professional resume. Incomplete, hand-written, or late applications will be rejected.

- If an applicant completed candidacy activities in previous years and was removed, reprimanded, or presented behavior contrary to the Protocol Manual or Handbook expectations, the current application may be rejected.
- If an applicant served as a Legend Character in previous years and was removed, reprimanded, or presented behavior contrary to the Protocol Manual or Handbook expectations, the current application may be rejected.

If an application is rejected due to improper submission or is incomplete, and if the application deadline has not yet passed, the application may be resubmitted. Applications must be submitted electronically to receive a system generated timestamp. An application may be accepted after the posted deadline if the applicant is in contact with the Committee Chair, depending on the circumstances and at the discretion of the Committee Chair in cooperation and agreement with the Festival Chair and President/CEO.

Once a candidate application is approved, the slate is clean for the current year's Candidate Program. Past behavior, activities, answers to candidate interview or impromptu questions will not be considered during the candidacy process.

The Candidate information sheet and other documents requested during the Candidate Program such as medical disclosures, food or medical allergies, clothing sizes, and shoe sizes, etc., are strictly informational and will remain confidential. This information will not be shared with the Selection Committee unless a medical event or extenuating circumstance requires the disclosure or sharing of the information. The information is requested to provide a safe environment for all candidates and to prepare for the wardrobe provided to the Royal Ladies. Food allergy information may be shared with event organizers and the incoming Royal Coordinators so that appropriate accommodations can be made at events during candidacy and during the festival.

Background checks, consisting of a criminal and driving record information, shall be required and conducted on all Candidates. All Candidates shall be required to sign and deliver an authorization to obtain such "background report" to the Foundation. Failure to authorize the Foundation to conduct a background check shall disqualify the candidate from participating or continuing in the Candidate Program. The results of any background report shall only be disclosed to the Foundation Candidate Review Panel. The Candidate Review Panel shall consist of the following persons: the President/CEO, Board Chair, Protocol and Exchange Chair and the Foundation's legal counsel. Further information regarding how to submit your personal information and authorization as well as the deadline for the authorization shall be provided by the Candidate Committee Chair.

Appropriate Behavior

All Queen of the Snows Candidates shall maintain decorum in public and shall be respectful of others. This includes behavior at all events and activities, as well as appropriate conduct online. This includes behavior on social media platforms and in any electronic communications. (see Social Media Policy).

Bullying and Hazing

The Candidate Committee will not *in any instance* tolerate bullying behavior. Candidates found in violation of this policy will be subject to discipline, detailed in Section VI, up to and including dismissal from the Candidate Program. Candidate sponsors, families or supporters that engage in bullying or hazing of another candidate may impact the Candidate's selection for a Legend Character role. This includes behavior that occurs during candidacy and through the end of the Coronation night / selection announcement event.

Bullying is defined as repeated mistreatment of one or more people by one or more perpetrators. It is abusive conduct that includes:

- Threatening, humiliating or intimidating behaviors.
- Interference/sabotage that attempts to prevent candidates from being viewed on their own individual merits.
- Verbal abuse.

The Candidate Committee considers the following types of behavior examples of bullying:

- **Verbal bullying.** Slandering, ridiculing, or maligning a person or their family; persistent name-calling that is hurtful, insulting, or humiliating; using a person as the butt of jokes; abusive and offensive remarks.
- **Physical bullying.** Pushing, shoving, kicking, poking, tripping, assault or threat of physical assault, damage to a person's property.
- **Gesture bullying.** Nonverbal gestures that can convey threatening messages.
- **Exclusion.** Socially or physically excluding or disregarding a person in candidacy-related activities.

In addition, the following examples may constitute or contribute to evidence of bullying:

- Persistent singling out of one person.
- Shouting or raising one's voice at an individual in public or in private.
- Using obscene or intimidating gestures.
- Not allowing the person to speak or express himself or herself (i.e., ignoring or interrupting).
- Personal insults and use of offensive nicknames.
- Public humiliation in any form.
- Constant criticism on matters unrelated or minimally related to the person's candidacy performance.
- Public reprimands.
- Repeatedly accusing someone of errors or actions that cannot be documented.
- Spreading rumors and gossip regarding individuals.
- Encouraging others to disregard instructions from the Candidate Committee Chair, Candidate Committee members, or Foundation leaders.
- Unwanted physical contact, physical abuse, or threats of abuse to an individual or an individual's property (defacing or marking up property).

Threats of physical violence will be reported to the Foundation and may be reported to law enforcement agencies.

Individuals who feel they have experienced bullying should report this to a Candidate Committee member or the Candidate Committee Chair before the conduct becomes severe or pervasive. All Candidates are strongly encouraged to report any bullying conduct they experience or witness as soon as possible to allow the Candidate Committee and, as needed, the Foundation to take appropriate action. Be assured that the identity of anyone reporting bullying will remain anonymous and will not be reported to the Selection Committee.

Button Sales

All candidates are expected to sell buttons in support of the 2025 Saint Paul Winter Carnival. Button sales are one of the largest fundraisers for the festival. Each candidate is responsible for sales and accounting with the Foundation office and/or the Button Sales Chair, to be determined. Button pick up

will occur at a specified date / time to be determined, and final monies or unsold buttons must be returned at the designated time and location, usually the Sunday before Coronation.

The amount or quantity of buttons you sell, nor the total dollar amount you sell does not impact whether you will be selected for a role as a Legend Character.

Candidate Feedback

Feedback or official updates on your candidacy will not be provided at any time during the Candidate Program. After coronation night, a feedback meeting will be offered to candidates that were not selected for a Royal Lady role. This meeting will be offered after a 45 to 60-day cooling off period as determined by the Selection Committee Liaison. This cooling off period allows for feelings to settle, whether they are disappointment or otherwise. The meeting will be between the Selection Committee Liaison and the Candidate only.

Candidate Withdrawal

Should a Queen of the Snows candidate determine, at any time during the candidacy program, that they would not like to be considered for one of the final five (5) Royal Family positions; the following procedure must be followed:

- In a sealed envelope, submit in writing your “letter of intent to withdraw” to the Candidate Committee Chair and Queen of the Snows Selection Committee, indicating your desire and intent not to be selected for any Royal Family position and reason(s) why you are withdrawing. Receipt of the intent to withdraw will be confirmed and discussed at the final interview.
- Submitting a “letter of intent to withdraw” does not affect your obligation to follow through with the remainder of the candidacy program to include interviews, bus day, fashion show, coronation, other activities, or appearances. Individual cases will be taken into consideration.
- All information submitted in the “letter of intent to withdraw” will be shared only with the Selection Committee Liaison, the Selection Committee and, if needed, the President/CEO.
- Sponsorship fees are not refundable after December 1 and will not be returned to the sponsor or candidate if the candidate withdraws from the program.
- Additional details will be discussed on an individual basis with a candidate that intends to withdraw from the selection process. A candidate is expected to comply with requests made by the Candidate Committee Chair and/or the Festival Chair or President/CEO regarding the return of any wardrobe, name tag/badge or other items.

Cell Phone Usage at Appearances or Events

Use of cell phones or other electronic devices for communication purposes is prohibited when attending a scheduled appearance or activity. These items should not be operated when at a scheduled appearance except for taking photographs and/or videos as appropriate or in the event of an emergency. Candidates must refrain from updating social media while at scheduled appearances or events. Appropriate updates to social media may be made before or after scheduled appearances.

Compliance with Policies

As a Candidate, you are required to comply with the policies and guidelines outlined in this Handbook. You are also required to follow the instructions from the Candidate Committee and/or Candidate Committee Chair given at or prior to events and appearances. Failure to do so may result in reporting to the Selection Committee, or to disciplinary action.

If selected, you are expected to follow the Protocol Manual for Legend Characters, which will be provided during the Candidate Program. This Handbook is not meant to supersede the Protocol Manual, but to provide specific guidelines and expectations for the candidate process.

Distribution of Items to the Public

Candidates may have the opportunity to distribute stickers or other items to the public. The placing of buttons, stickers, beads, or any other items by Candidates must be appropriate and consensual and shall not be permitted except when approved by the Candidate Committee Chair. Items should only be handed to individuals.

Forms, Requests for Information, etc.

Additional information, completion of forms, agreements, or other tasks will be requested of all candidates throughout the candidacy process. Each candidate is responsible for completing all requests in a timely manner, or by deadlines provided by the Candidate Committee. Failure to meet deadlines will be communicated to the Selection Committee.

Mentoring/Training

Candidates and incoming members of the Royal Family are required to actively participate in the Legend Character Development (LCD) sessions during the Candidate Program. The LCD Committee is composed of leadership from uniform group alumni, mentors representing each Royal Family uniformed group, and representatives from the Protocol and Exchange Committee. LCD has a reporting relationship to the Foundation Board of Directors.

The Candidate Committee may provide additional leadership, networking, public speaking, or professional development as part of the Candidate Program. This training is considered a candidate event and all candidates are expected to attend and participate.

If selected as a Legend Character, you are required to attend and participate in any training sessions established by the Foundation. This includes, but is not limited to, Legend Character Development, Protocol Manual Orientation, and other training as defined by the foundation.

Networking/Socializing

One of the benefits of the Candidate Program is the opportunity to meet and network with members of the Foundation as well as the greater Saint Paul community. Candidates may be paired or grouped during official events at the discretion of the Candidate Committee and the hosting organization. When a team is assigned by the Candidate Committee, Candidates are expected to work together at the assigned activity (such as selling raffle tickets) and socialize as a team. At events where teams are not assigned Candidates may socialize individually.

All Candidates shall take the opportunity to share the Legend, promote the festival, the Foundation, and their community by interacting with their hosts and guests at official appearances and events. The Candidate Committee shall endeavor to be aware of everyone's whereabouts during all official appearances and events. In the interest of safety, Candidates are expected to gather at the defined meeting time and will enter events and appearances as a group. Candidates must remain at the official event or appearance until dismissed by a member of the Candidate Committee unless arrangements have been made with the Candidate Committee Chair.

Official Candidate Wardrobe

All Candidates are required to have their names clearly visible on the approved name tag/badge while attending official appearances and events.

Official candidate wardrobe will consist of items provided by the Foundation and Candidate Committee, as well as items designated as provided by the candidate. The required wardrobe for all required events and activities will be indicated on the Candidate Calendar. It is expected that Candidates arrive at the event meeting time in the correct wardrobe.

Candidates are allowed to arrive at or leave an event in their Candidate Wardrobe and are allowed to wear their wardrobe to meals pre/post event gathering. Candidate name tag/badge must be removed once the candidates have been released from their official duties/appearance.

Candidates must not wear any official Candidate Wardrobe items to Winter Carnival events that they attend on their own, or that are not official appearances or events (see section VII). This includes the outerwear jacket/coat. This is to ensure the Candidate Wardrobe items are well maintained and can transition into the Royal Lady Wardrobe. After the Royal Coronation, Candidate Wardrobe items may be worn.

Post-Coronation Expectations

Candidates, their family, friends, sponsors, etc. are expected to accept the outcome of the selection process. Any inappropriate, threatening or in any way disrespectful behavior towards an individual, group, or the Foundation either in-person or online (via social media or otherwise) by the candidate or their friends, family, sponsor may result in ineligibility to participate in future Candidate Programs or attend future foundation or associated events.

Sexual Harassment Policy

Sexual harassment is a form of sex discrimination and is unlawful under federal and state law. Sexual harassment includes harassment based on sex, sexual orientation, self-identified or perceived sex, gender expression, gender identity and the status of being transgender.

Sexual harassment includes unwelcome sexual advances, requests, and other verbal or physical conduct that may create a hostile or offensive environment. This conduct is not tolerated and must cease once identified. Any Candidate who has been subjected to behavior that may constitute sexual harassment is encouraged to report such behavior to the Candidate Committee Chair or to the President/ CEO. Anyone who witnesses or becomes aware of potential instances of sexual harassment should report such behavior to the Candidate Committee Chair or to the President/ CEO. Reports of sexual harassment may be made verbally or in writing. Be assured that the identity of anyone reporting harassment will remain anonymous and will not be reported to the Selection Committee.

Social Media Policy

“Social media” is the broad term used to describe a range of online tools and activities, including but not limited to:

- Social/professional networking sites (e.g., Instagram, Snapchat, Facebook, LinkedIn);
- Texting
- Video sharing (e.g., YouTube, TikTok); and

As a Candidate, you must comply with the following with respect to the use of social media to communicate information regarding your association with the Saint Paul Winter Carnival:

- The use of social media is not at the direction of the Foundation and is not part of your duties and obligations as a Candidate.
- You may not use the Saint Paul Winter Carnival logo within your profile photo or page banner or other headings. It may be perceived that you are posting in an official capacity for the Festival or Foundation.
- You assume full personal responsibility and liability for any content that is disseminated by you or by anyone at your direction or with your consent.
- You must not communicate disparaging, disrespectful, obscene, threatening, inflammatory, harassing, or discriminatory statements, material or information that might reflect negatively on yourself, the Legend Characters, other groups or individuals associated with the St. Paul Winter Carnival, and/or the St Paul Festival and Heritage Foundation.
- You must not communicate content that shows or describes yourself engaging in any illegal activity or an act inconsistent with the standards set forth in the Queen of the Snows Candidate Handbook.
- If you come across negative or disparaging posts about the Foundation of any of the affiliated groups within the Saint Paul Winter Carnival, do not post a personal response. The official spokesperson for the respective organization is responsible to review and react appropriately.
- You must report to the Candidate Committee Chair any content posted by a fellow Candidate that is in violation of the Social Media policy.
- You must immediately remove any content or posts at the direction of the Candidate Committee Chair.

As a Candidate you may:

- Share and post official Winter Carnival Events
- Use your official Candidate photo as your profile photo
- Use, post, repost, or share images or posts from official Winter Carnival events.

Additional event photos may be made available to you during the candidacy process. You may choose to post those photos, though you should use your best judgment as to appropriateness of the photo. If at any time you are unsure if a photo or event is appropriate or inappropriate, contact a member of the Candidate Committee for guidance.

VI. Enforcement of Policies and Guidelines

In the event that any Candidate fails to conduct themselves in an appropriate manner, fails to follow these policies or guidelines, fails to follow the directions of the Candidate Committee or fails to comply with the requirements of the Foundation, or engages in conduct that adversely reflects upon the Foundation (whether or not in official attire or at an official appearance), the matter will be reviewed by Candidate Committee Chair. The Candidate Committee Chair will consult with the Selection Committee Liaison and Festival Chair(s) for appropriate action up to and including the termination from candidacy. Final action will be decided by the Candidate Committee Chair and Selection Committee Liaison, with the Festival Chair, President/CEO, and Board Chair as escalation points as necessary.

The Selection Committee shall be notified of the full details of any inappropriate incident.

Discipline procedure is as follows:

The Candidate Committee Chair will meet with the Candidate whose conduct is in question. If the actions of the Candidate Committee Chair are concerned, the meeting will include the Festival Chair. The Candidate Committee Chair will notify the Selection Committee Liaison and the Festival Chair of the meeting, infraction, and outcome. If a problem persists, the Candidate will meet with the President/CEO, Festival Chair, and the Board Chair.

If any current Legend Characters are involved, the procedures defined in Section V of the current year's Protocol Manual will be followed.

The President/CEO and the Protocol and Exchange Committee may enter into the disciplinary process at any time at the request of the Candidate Committee Chair or the Festival Chair or depending on the seriousness of the offense and the prior record of the individual involved. If the President/CEO, Board Chair, and Protocol and Exchange Committee Chair cannot decide how to proceed, the President/CEO's decision shall be final, subject only to review by the Board if warranted.

Any reported incident made by a member of the public to the Candidate Committee or Chair, or to the Foundation will be reviewed by the Candidate Committee Chair and Festival Chair for appropriate disciplinary action. Based upon the parties involved and the specific issue, will follow discipline procedure as previously defined. The disciplinary measures may include, without limitation, no action, reprimand, warning, and/or removal as a Candidate.

If a Candidate is removed from the Candidate Program, their candidate sponsorship fee is forfeited. The Candidate is responsible for returning items that have been provided to them as part of candidacy or entrusted to them as part of candidate activities. This may include but is not limited to:

- All unsold Winter Carnival buttons
- All monies due for button sales
- Candidate name tag/badge
- Candidate apparel provided by the Foundation, by request.

VII. Candidate Appearances & Events

Candidates perform a community service through a prearranged schedule of public appearances and events. These activities have been selected to provide all Candidates the opportunity to network with the community at large, Legend Uniform Group alumni, as well as with the Selection Committee. Day and evening appearances are included, with some lasting into the late evening hours. The number of events scheduled for candidates varies each year.

Activity Types

Preparation activities and celebrations for the Winter Carnival begin in the November prior to the ten days of carnival. These events are hosted by the Foundation, Legend Uniform Group alumni organizations, other supporting organizations, as well as by the Candidate Committee. All events on the Candidate Calendar will be classified as follows:

- **Selection Committee / Judged Events:** The Selection Committee will attend these events. It is expected that impressions and interactions between candidates and any event attendees, including the general public, will be taken into consideration during the Selection Committee deliberation process. For example, Interviews with the Selection Committee will be judged events.
- **Required Events:** These events either support the candidacy process, your potential role as a Royal Lady, support events or fundraisers that include the candidates, or support the Winter Carnival. For example, Legend Character Development meetings, Leadership Summit, Button Blitz, and the Crowns & Gowns Fashion show will be required events.
- **Other Events:** These events may be hosted by alumni groups or supporting organizations and do not require all candidates to attend. These include “published public events” posted via social media, on the Winter Carnival Calendar or via the Stack Team app. Candidates may consider these optional events and may individually choose to attend or not. For example, additional Ambassador Socials, the button assembly gathering, and community volunteering activities will be classified in this way
- **Private and/or “unofficial” events** will not be included on the candidate calendar. These include past Royal family reunions or holiday events, or invitation only events such as PPA or Ambassador board meetings. Candidates may attend these events by invitation or in support of family members as appropriate.

Attendance

Attendance will be taken at all Selection Committee/Judged Events and at all Required Candidate events. Late arrival will be reported to the Selection Committee.

If a conflict exists, contact the Candidate Committee Chair as soon as the conflict is known. Should a Candidate miss an event, a formal letter explaining the absence must be submitted to the Candidate Committee Chair (via email is acceptable) to be forwarded to the Selection Committee Liaison and ultimately shared with the Selection Committee.

Any Winter Carnival, Festival, or uniform group event that is held during the official Candidate Program timeframe, between Candidate Welcome Brunch and Royal Coronation, may be attended by individual Candidates. This includes all event types listed in the previous subsection.

If there is ever a question regarding event attendance, Candidates should contact the Committee Chair for guidance.

Appearance / Event / Activity

The Candidate Committee Chair will communicate scheduled events in which all Candidates are expected to participate.

It is the responsibility of the Candidate Committee Chair to review all requests for Candidate appearances as well as events scheduled by Uniform Groups or other supporting organizations that occur during the Candidate Program timeframe. When a scheduling conflict arises, the Candidate Committee Chair will determine which event the Candidates will attend. As a general guideline, the prioritization of events will consider the following:

1. Selection Committee events, or Judged events such as the Candidate interviews, are considered the highest priority.
2. Events hosted by alumni organizations, Uniform Groups or other organizations that serve as judged events for the Candidate Program, such as the Candidate Dinner, are the next highest priority. Followed by:
3. Events which support the mission of the Foundation, such as Legend Character Development, or pre-Carnival events which reflect the interest of the community.
4. Legend Character events or Uniform Group events.
5. Other Candidate events such as community service projects, personal or professional development, and Candidate team building events.

Scheduled activities, events, or appearances the Candidates attend, and their location(s) are likely to change every year. To avoid any possibility or perception of favoritism, the Candidate Committee may adjust locations for events such as Bus Day or Button Blitz to exclude stops and locations that sponsor a Candidate.

Inclusion of Family Members/Guests at Appearances

We understand that your friends, family members, spouse, partner, significant other, etc. are your support system throughout the Candidate Program. Most Candidate events are open events, and your supporters are welcome to attend these events. If an event is closed to the public, such as Candidate Interviews, this will be indicated on the Candidate Calendar and your supporters are not allowed to attend these events. In addition, there may be “backstage” type areas or other locations where entry is limited. Please ask your supporters to respect any requests made by event hosts, the Candidate Committee, or event locations during your candidacy.

Your entry fee or admission to events is paid by your Candidate Sponsorship and applies to you alone. Your sponsor, family, friends, and supporters will be allowed entry to Foundation events and ambassador events during your candidacy only if they are members of the Foundation or Ambassadors, respectively. For public events, if any event is a ticketed or fee-based event, your sponsor, family, friends, and supporters are responsible for purchasing tickets or paying any fees to the group hosting or producing the event.

Tips/Gratuities & Acknowledgements

It is the responsibility of each Candidate to understand why they are at each appearance or event, to appropriately greet hosts and that dignitaries are acknowledged and thanked.

During many Candidate events the Candidate Committee or the Candidates may circulate Thank You cards. These cards acknowledge the support of local businesses, volunteers and organizations that host Candidate events.

When specific services are rendered, tips or gratuities are customary and are the responsibility of individual Candidates. This may include, but is not limited to:

- Tour of St. Paul Tour Guide(s)
- Tour of St. Paul Bus/Van driver
- Bus Day Bus/Van driver
- Button Blitz Vehicle Driver(s)
- Fashion Show hair stylist
- Fashion Show make-up artist

All Candidates should anticipate tipping in cash. In some situations (Bus Day, Tour of St. Paul), tips will be pooled and included in a Thank You card. In other situations, it may be left up to Candidates to tip directly (fashion show service providers). If you are ever in doubt whether a tip will be collected or individual, please ask a Committee Member before the event.

VIII. Costs / Financial Obligations

Candidacy Costs

The Candidate Program has an initial fee of \$1,000, which is covered through sponsorship. This fee is non-refundable after December 1, 2024. Please refer to Section X. Candidate Sponsorship section of this Handbook and to supplemental sponsor information document(s) for additional information. This initial fee will cover the majority of the costs to run as a Candidate including official event meals, Candidate outfit(s), photographs and transportation on bus days, tours, and any Button Blitz events.

Your additional financial responsibility as a Candidate includes:

- A white coronation gown, white gloves, shoes for coronation
- Various outfits for appearances, including specific items that are needed as part of the Candidate wardrobe.
- Specific items that will be purchased by you as part of the Royal Ladies' Wardrobe, if you are selected, such as specific shoes, undergarments, boots, warm wear (ex. CuddlDuds). These purchases vary every year and are determined by the Wardrobe Committee.
- Miscellaneous parking/driving costs
- Some additional meals/gratuities

Any additional or potential “unexpected” expenses will be discussed during the Welcome meeting.

There are many Candidate events where you will select and provide your own clothing, such as interview attire or cocktail attire. It is not required that you wear different outfits to every event, nor that you purchase something new for each event. We encourage you to be practical about your attire selections and do what best fits your budget. More information and guidance will be provided at the Candidate Welcome meeting.

If you are selected to serve as Queen or Princess, you will be expected to contribute substantially to the cost of supporting your role. Additional information is included in later section(s).

Prizes, Awards or Scholarships

There are no financial prizes, awards or scholarships provided by the Foundation or Uniform Groups. The prizes and awards that you will receive as a member of the Royal Family will not come in the form of scholarships or gifts. The rewards that you will experience include a lifetime of friendships and contacts and the satisfaction of having continued a long tradition of good will and representation.

Provided to Candidates

The Foundation provides the following to all Queen of the Snows Candidates:

- Official Photograph, name, biography and name of sponsor in programs for events, such as the Crowns & Gowns Fashion Show, Candidate Dinner, and Royal Coronation. Candidate name and sponsor will also be identified at many public appearances.
- Coordinated Candidate attire.
- Invitations to many Carnival and pre-Carnival events.
- Participation in the Royal Coronation, a memorable evening of magic and legend!
- Opportunities to network with key community and business leaders from the greater Saint Paul area.

Provided to those Selected as Royal Ladies

If selected the Foundation, Candidate's Sponsor, and other supporting Uniform Groups will provide the following:

The Queen of the Snows is provided with the following:

- \$2,000 toward their Royal Family Account to cover travel expenses for out-of-state appearances.
- Official one-of-a-kind Queen of the Snows crown and sash.
- Official wardrobe provided by the Ambassadors of the St. Paul Winter Carnival Organization.
- Accommodations at the headquarters hotel during the 2025 Winter Carnival (January 23 – February 2, 2025).
- Opportunities to meet thousands of people and have a very memorable year!

The Wind Princesses are provided with the following:

- \$1,500 toward their Royal Family Account to cover travel expenses for out-of-state appearances.
- Official one-of-a-kind Princess crown and sash.
- Official wardrobe provided by the Ambassadors of the St. Paul Winter Carnival Organization.
- Shared accommodations (with another Wind Princess) at the headquarters hotel during the 2025 Winter Carnival (January 23 – February 2, 2025).
- Opportunities to meet thousands of people and have a very memorable year!

Potential Costs for Your Year in Crown

If you are selected to serve as Queen or Princess, you will be expected to contribute substantially to the cost of supporting your role. The Foundation is a non-profit organization that is sustained by memberships and contributions. Each Royal Family member pays his or her own expenses. The Queen and Princesses each receive clothing and a travel allowance, but no additional financial support should be expected. Please note that King Boreas, the Wind Prince(s), or other Royal Family members are not required or expected to contribute to the financial support of the Queen or Princesses.

Additional information regarding the estimated cost for your year in crown will be shared at the Candidate Welcome meeting as well as within the Protocol Manual. These are only estimates as costs fluctuate depending on decisions made for attendance, travel, signature items, etc.

Throughout your year in crown, you will contribute to your Royal Family Account, which will be managed by The Royal Coordinators and Prime Minister. At the Welcome meeting, or at another point during the Candidate Program, you will be informed of a check amount which will be your initial deposit into the Royal Family Account. This check must be ready to turn into Prime or the Royal Coordinators at the Family Meeting once the 2025 Family, including the Royal Ladies, are selected. This is generally during one of the initial days of the festival.

More information and details regarding potential costs will be discussed during the Candidate Welcome meeting. However, you should expect to be personally responsible for the following:

- All personal expenses incurred at the headquarters hotel during the Winter Carnival.
- All wardrobe maintenance and all wardrobe expenses beyond the contributions of the Ambassadors of the St. Paul Winter Carnival Organization, Past Princess Association, and the Former Queen's Organization.
- Parade Costume creation and maintenance expenses beyond the contributions of the Past Princess Association and the Former Queen's Organization.
- Cooperating fully with the Wardrobe Committee, which is responsible for selecting and/or approving the Queen and Princess' wardrobe throughout the year. Including additional clothing and shoe purchases as determined by the Wardrobe Committee.
- Travel expenses beyond the contribution of the Foundation or your sponsor.
- All meal, transportation, hotel and other expenses relating to appearances, when not provided or hosted. This may include festival packages, kick off dinners, etc.
- Certain mandatory appearances during the 10 days of Carnival will offer complimentary meals, however there may be some meals for which you will be billed.
- Meals, tickets or fees for your spouse, partner, significant other or other supporters during the 10 Days of Carnival.
- Buttons, Bling, stickers or other items that may be given or traded with other Royalty, Ambassadors, or festivals.

IX. The Selection Process

The selection method is similar to that of an employment process. Candidates are evaluated on the criteria listed in this section, as well as how they may fill a specific role. Just as with an employment process, any and all behavior and actions both in-person and online may be evaluated during the selection process.

The selection of Queen and Princesses is made prior to the night of coronation. Throughout the Candidate Program, Candidates have contact with the members of the selection committee, both in individual interviews and at public appearances.

Criteria for the Queen and Princesses Selection

Expanded criteria details will be provided during the Candidate Welcome Brunch. Selection criteria categories include:

- Ability to communicate effectively one-on-one as well as in a group.
- Ability to speak in public.
- Poise in various circumstances.
- Outgoing and friendly personality.
- Well-groomed appearance.
- Ability to work as a team.
- Ability to make the time commitment for the whole year.
- Commitment to diversity, equity and inclusion.
- Commitment to properly represent the Saint Paul Winter Carnival and the City of Saint Paul.

The Selection Committee's decisions are discretionary, as well as final and not subject to challenge. As a Candidate you must understand and accept that you may not be selected as Queen or Princess. Your agreement to participate in the Candidate Program gives you the opportunity to be considered for the position of Queen or Princess.

Your sponsor, your family, or previous roles with the Foundation or Festival will not impact your selection. In addition, if you have been a Candidate in previous years, once your Candidate application is approved, the slate is clean for this year's Candidate Program. Past behavior, activities, answers to Candidate interview or impromptu questions will not be considered during the current candidacy process.

Coronation / Selection Decision

The Selection Committee's final decisions will be announced when the Queen and four Princesses are crowned at the Royal Coronation on January 24, 2025.

The name of one Wind Princess is kept confidential and would be revealed if the Queen is not able to fulfill their role during the year. An alternate Candidate name is also kept confidential and would be revealed if a Wind Princess is unable to fulfill their role. The decision to replace a Queen or Princess if they are unable to fulfill their role follows the Protocol Manual for Legend Characters and is made by the President/CEO, Foundation Board Chair, selected members of the current Royal Family. Refer to the Protocol Manual for additional details, or direct questions to the Foundation Board Chair.

Other Titles or Roles

Individuals selected as Queen of the Snows or a Wind Princess must relinquish ALL OTHER TITLES and the right to pursue or acquire any new titles during the year of their reign.

If another pageant/community title is held at the time of coronation, the newly selected Queen or Princess must submit a letter of resignation to your prior title organizer by February 1st, 2025.

Post-Coronation Responsibilities, Policies, and Guidelines

The Candidate Program Handbook and these guidelines expire at 11:59pm on Coronation night.

Members of the 2025 Royal Family must abide by the rules of the current Protocol Manual and other printed rules and guidelines as distributed by the Foundation. In the event any member of the Royal

Family does not abide by these rules, such member will be asked to resign or may be removed from the Royal Family.

Protocol Manuals will be distributed to each Candidate during the Candidate Program. Candidates will be asked to sign an agreement/understanding statement that applies to the Protocol Manual for Legend Characters prior to Coronation night.

X. Candidate Sponsorship

Each Candidate is responsible for securing their own sponsor(s). The Candidate Program has an initial fee of \$1,000, which will cover the majority of the costs to run as a Candidate, as previously indicated. Should you be selected as Queen or Princess, your sponsor will be asked to provide additional support as defined below.

For hints, tips and ideas regarding securing a sponsor, refer to the Pursuing a Sponsor handout. The Candidate Committee can assist you in securing a sponsor in some ways, however we do not maintain a list of possible sponsors nor have a list that you can use or select from. If you do not have a sponsor by the application deadline, contact the Candidate Committee Chair. Please do not “skip” a year as a Candidate because you can’t find a sponsor - we are here to help.

Sponsor Fees and Due Dates

- Sponsorship fee for candidacy is \$1,000*.
- Sponsorship fees must be submitted by November 1, 2024, along with the Candidate’s application forms. Sponsorship fees are not refundable after December 1, 2024.
- If your sponsor cannot supply a check to you by November 1, 2024, please notify the Candidate Committee Chair. The check must then be turned in at the Candidate Welcome Brunch.
- If there is further delay, please contact the Candidate Committee Chair for further instructions and to coordinate the sponsorship payment.
- If a sponsor’s Candidate is selected, additional supporting fees are required:
 - If selected as Queen of the Snows an additional \$2,000* is required by March 1, 2025.
 - If selected as a Wind Princess, an additional \$1,500* is required by March 1, 2025.
- Sponsors are not required to provide financial support (i.e. wardrobe, travel, etc.) for their Candidate beyond the fees as stated above but may do so at their own discretion and are to discuss this with their Candidate.

**All checks should be made payable to the “Saint Paul Festival and Heritage Foundation.”*

If a Candidate has multiple sponsors, they must select one to be the “named” sponsor and the recipient of all sponsor benefits during the Candidate Program. Only one sponsor will receive the sponsor name recognition and any free/discounted tickets prices for Carnival events during the Candidate Program and the 2025 Winter Carnival.

If the deadlines for requested sponsor related forms, candidacy related forms or other information are not met, the Candidate may be eliminated from the program and will forfeit all fees paid.

Provided to Sponsors

The Saint Paul Festival and Heritage Foundation provides Candidate and Character Sponsors:

- Year-round exposure for sponsoring organizations
- Networking opportunities
- Invitation to many pre-Carnival and Carnival events
- Two tickets to the Royal Coronation and Dinner at the River Centre on Friday, January 24, 2025 (\$160+ value). Reservations must be submitted to the Foundation office by January 1, 2025 to hold these tickets. Further instructions will be provided closer to the date of coronation.

Sponsor Communication

You are responsible for communicating with your sponsor(s). This may include sponsorship fee due dates as well as Candidate appearances where your sponsor is expected to attend or will be specifically acknowledged, such as the Candidate Dinner and for when their ticket reservation for the Royal Coronation is due. You may choose to keep your sponsor informed of your activities and events throughout candidacy.

Queen of the Snows Candidate Program

Acknowledgement of Commitment, Rules, & Responsibilities

I have received, read, understand, and agree to comply with the Queen of the Snows Candidate Handbook (2025), and understand all information presented. I have been given an opportunity to ask any questions I may have and have received satisfactory answers to all of my questions.

I have read the policy on bullying and the policy on discrimination/harassment and understand that I have a duty to report all acts of bullying, discrimination/harassment that I either witness or am involved with.

I agree to abide by the rules defined in the Candidate Handbook while I am a Candidate for Queen of the Snows and the four Wind Princesses.

I understand that the roles of the Royal Ladies (Legend Characters), and therefore my participation in the candidacy process, is a public relations and volunteer role. My participation and attendance at events will be a factor in my potential selection for a Legend Character role.

I understand that outside of my initial Candidate sponsorship fee, I am expected to finance my participation in the Candidate Program. I understand my further financial obligation if I am selected.

I further release, waive, discharge and covenant not to sue the Saint Paul Festival and Heritage Foundation, the organizers and other participants of any Saint Paul Festival and Heritage Foundation event, and the directors, officers of, agents of, or employees of the Saint Paul Festival and Heritage Foundation, from all liability to myself, or any other party claiming an interest through myself, for all loss or damage or demand under any theory, claim or cause of action, including without limitation, a theory, claim or cause of action based on negligence.

If I have any questions about the content or interpretation of this handbook, I will contact the Candidate Committee Chair.

I agree to comply with all rules, policies, procedures, and expectations set forth in the Candidate Handbook.

Name (Print): _____

Signature: _____

Date Signed: _____

This signed acknowledgement is due at the 2025 Candidate Welcome Meeting.