

# *The American Beekeeping Federation, Inc.*

ANNA KETTLEWELL — HONEY QUEEN PROGRAM CHAIRPERSON

10432 W. NORWICH AVENUE

GREENFIELD, WI 53228

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## **American Honey Queen/Princess Request Form and Instructions**

*Thank you for your interest in having the American Honey Queen/Princess attend your event. These instructions were created to guide you through the request process and to assist you in preparing a tentative event itinerary for the Queen/Princess. As you may know, the Queen/Princess is a public relations, marketing, and communications professional representing the American Beekeeping Federation for one year. She plays an important role in ensuring a bright future for the honey and beekeeping industry through media interviews, speeches, and educational presentations. Our goal is to involve the American Honey Queen/Princess in events and appearances that will allow her to be viewed as a professional and knowledgeable spokesperson for the American Beekeeping Federation. In an effort to achieve this goal, we need your cooperation in adhering to the following guidelines while the Queen/Princess is involved in your event:*

- The Queen/Princess must have at least one opportunity to give a speech at your event. The speech topic should allow the Queen/Princess to educate the public about some aspect of the honey and beekeeping industry, such as the impact of honeybee pollination on our food supply, the many uses of honey, the importance of buying local honey, etc. Promotional events where the Queen/Princess has multiple opportunities to speak and give presentations and interviews are preferred. Parades, in conjunction with speaking events, can garner more attention for a honey booth and the program, but parades should not be the sole/primary purpose for the Queen/Princess's visit.
- Limit the requested length of the Queen/Princess's general speeches to no longer than 20 minutes. Exceeding that length of time will tend to lose the attention of the audience. Classroom presentations can be as long as 20 minutes for elementary school students and 45 minutes for middle and high school students. Please limit the maximum number of classroom visits (20 minutes or longer) to 10 per day.
- Arrange for the Queen/Princess to have interviews with as many media representatives as possible. This allows her to share key messages with an even larger audience, making her time at the event of greater value. The more media you can confirm with us prior to the event, the better chance that the Queen/Princess will be able to attend. Media can include newspapers, magazines, trade publications, newsletters, radio, television, and internet venues. A photo and bio of the Queen/Princess can be provided for your use.
- Send ALL print media that is published in newspapers, magazines, newsletters, etc. before AND after the event promptly to Anna Kettlewell at the above address.
- We encourage you to have the Honey Queen/Princess give a cooking demonstration. This can be a good way to obtain stage time and/or media exposure.
- Please adhere to the flight schedules prearranged for the Queen/Princess's arrival and departure at the event. If changes can be made to the flight schedule to accommodate additional, unplanned events, the host/sponsor will have to absorb the cost of such schedule changes. Any changes must be approved by the Queen Chair.
- Due to scheduling conflicts, the Queen/Princess may not be available for your event even though she has attended previously.

Please return electronically by saving first and then sending as an attachment or in the body of the e-mail ([honeyqueen99@hotmail.com](mailto:honeyqueen99@hotmail.com)) or mail it to American Honey Queen Program, Attn: Anna Kettlewell, 10432 W. Norwich Avenue, Greenfield, WI 53228

## **REQUEST FOR AMERICAN HONEY QUEEN/PRINCESS**

- 1) Event's name and sponsor(s):
  
- 2) Event's date(s) and time(s):
  
- 3) Event's/sponsor's address:
  
- 4) To obtain the maximum benefit from the Queen/Princess's attendance, when would you prefer for her to arrive/depart?
  
- 5) Which airport do you prefer she travel to/from? What alternate airports are available?
  
- 6) Itinerary of Queen/Princess's schedule during Event:
  
  
  
  
  
  
  
  
  
  
- 7) Purpose of Event. What do you hope to achieve?



- 14) Time, length, and venue of speech(es):
  
  
  
  
  
  
  
  
  
  
- 15) How many people do you expect to attend this Event?
  
  
  
  
  
  
  
  
  
  
- 16) How would you describe the audience?
  
  
  
  
  
  
  
  
  
  
- 17) For school visits, approximately how many students will attend the presentations?
  
  
  
  
  
  
  
  
  
  
- 18) Please name specific media you plan to invite and indicate which media has confirmed their attendance:
  
  
  
  
  
  
  
  
  
  
- 19) With whom will the Queen/Princess have a planned media interview?
  
  
  
  
  
  
  
  
  
  
- 20) What on-site media opportunities exist at the Event?
  
  
  
  
  
  
  
  
  
  
- 21) What is suggested attire for the Event?

- 22) Hosts/sponsors of the event are required to provide lodging, meals, and transportation (to and from event/airport) for the Queen/Princess. Are you prepared to cover these expenses?
- 23) Any other relevant information?