



American Royal Ag Sales Contest

Entry Deadline: 11:59 PM CST on September 25, 2026

About

The purpose of the American Royal Ag Sales Contest is to develop knowledge about agricultural products and how to drive sales within the agriculture industry. This contest can assist participants with developing interactive communication skills to build rapport with others and discuss products in detail to highlight their benefits. This contest will allow participants to gain knowledge about agricultural businesses and their products while providing them with skills to pursue a career in marketing and sales.

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Rules

1. Participants must be a Youth Exhibitor of the American Royal Fall Livestock Show, i.e. participants must, or will, have competed in the American Royal Fall Livestock Show Event from October 15, 2026, to October 17, 2026, to be eligible. No outside entries will be accepted. Age divisions are listed below.
2. No participant will be eligible to compete in any contest at the American Royal if they have any sanctions or disciplinary action taken against them by the North American Livestock Show & Rodeo Managers Association, The International Association of Fairs and Expositions, 4-H, FFA, and/or breed association(s).
3. The contest coordinator and the management of the American Royal reserve the right to rule on any question of eligibility not covered in the preceding rules.
4. All work must be that of the entrant.
5. Participants will be divided into their respective age divisions and their sales pitch will be focused on the product information and sales prompts presented after the September 25th deadline.
6. All participants must give their live sales pitch at the American Royal Association on October 15, 2026, at a scheduled time with industry leaders and professionals to finalize the placings. No virtual presentations will be permitted.
 - a. If a participant has a conflict with their scheduled time for their sales pitch because of their showmanship class, they should notify the American Royal Education Department at education@americanroyal.com, as soon as possible.



7. Visual aids, such as posters, will be allowed. All visual aid materials, including easels, must be supplied by the contestant. No power points or digital visual aids will be permitted.
8. A panel of qualified judges selected by the American Royal Association will score entries and ask questions.
9. In the event of a tie, judges will determine the tiebreaker.
10. Contestants are encouraged to wear business casual clothing for their sales pitch. Show attire is also acceptable.
11. The top three contestants from each age division will be recognized on October 17, 2026, either before the Royal Elite Drive or JPLA.
12. All three divisions will be given product information and sales prompts after the September 25th deadline.
13. Sale pitches for each division should be approximately:
 - a. Junior: 2-5 minutes
 - b. Intermediate: 4-7 minutes
 - c. Senior: 6-8 minutes

Age Divisions

Based on the age of the individual on January 1, 2026

- Junior: 7-12 years old
- Intermediate: 13-16 years old
- Senior: 17-21 years old