



American Royal Marketing Contest

Entry Deadline: 11:59 PM CST on September 14, 2026

About

The purpose of the American Royal Marketing Contest is to encourage Youth Exhibitors to learn social media management, business representation, and interpersonal communication skills. These skills can assist them with understanding social media campaigns, creating a brand for a company, and setting them up for careers in marketing and communications. This contest also provides participants the opportunity to promote the American Royal Livestock Show and educate the public.

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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. Content will be submitted online through the submission form link provided by the American Royal Association by 11:59 PM CST on September 14, 2026.
6. Participants are **not** required to have public social media accounts. The content submitted will be screenshots or uploads of the required contest material listed below. We understand not all participants have accounts on all social media platforms, so participants may use a parent/guardian's account to create content to enter this contest.
7. Contestants must use #ARLivestockMarketingContest in their posts to be considered.



8. Content required to enter this contest includes:
 - a. Instagram post promoting a product related to the livestock industry or the American Royal Livestock Show
 - i. *Product Example:* Sullivan Supply has sent you a Swag Bag with new promotional products to use on your animal. You want to show your appreciation by mentioning them on social media in a creative way while also reviewing/promoting the new products.
 - ii. *Event Example:* The American Royal is hosting a Spring Livestock Show and has tasked you with promoting it to increase the number of exhibitors in attendance. You want to thoroughly explain the details of the event while also encouraging others to attend.
 - b. A TikTok video educating viewers on either an aspect of the livestock industry or livestock welfare and care.
 - i. *Example:* Explain feed rations and why weight management is important in market animals.
 - c. A Facebook post showcasing either how showing livestock has impacted you and your family, why you love showing livestock, or how you became involved in the livestock industry.
 - i. *Example:* Sharing the story of your first livestock show and how you have become more involved in the industry.
 - d. Social media posts can be text posts, advertisements, reels, photos, videos, etc. It is up to the participant to decide which format to use.

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9. Failure to submit posts from all three platforms for entry will result in the participant not being considered by the judges.
10. All content submitted may be utilized by the American Royal Association for promotion and use throughout the year.
11. Judges selected by the American Royal Association will judge entries virtually. This is a completely virtual contest.
12. Entries will be critiqued based on the following.
 - a. Uniqueness of content created, creative use of social media platforms, overall communicative power of the content, strategies used to promote the livestock industry, and overall presence.
13. In the event of a tie, judges will determine the tiebreaker.



14. A 1st-3rd place will be selected for each age division.
15. Only the top three winners from each age division will be notified of their ranking.
16. Winners will be recognized on October 17, 2026, before the Royal Elite Drive.

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