

2023 Queen of the Snows

Candidate Information



The Coolest Celebration on Earth

Saint Paul Festival and Heritage Foundation

Proud Producer of the
2023 Saint Paul Winter Carnival
The Coolest Celebration on Earth!

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A Little 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 137th year in 2023. 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 brother Winds 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!

The Queen of the Snows program offers women 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 2023.

The Saint Paul Winter Carnival is produced annually by the Saint Paul Festival and Heritage Foundation (to be referred to as SPHFH in the remainder of this document).

The Legend of the Saint Paul Winter Carnival

A long, long time ago, Astraios, the god of Starlight, and Eos, the goddess of the Rosy Fingered moon, were wed. The union was blessed with five sons: Boreas, Titan, Euros, Zephyrus and Notos. As the eldest, Boreas was granted the title of "King of the Winds."

As the "King of the Winds," Boreas assigned to each of his brothers 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 but unstable 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 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 Rex, the god of Fire, and the implacable enemy of Boreas, crackled in defiant disdain. "By the great sword of Mars I will temper the blusterings 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 St. Paul -- feasting, dancing, fun and frolic reigned over by Boreas and Queen of the Snows, the fairest maiden of the realm, along with the four 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. On the 10th day of celebration, Vulcanus Rex and his Krewe stormed the magnificent ice castle and confronted the King's Guard. Upon the good counsel of the Queen, Boreas bade farewell to the people of his winter capitol in the interest of peace and goodwill and 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. Hail Boreas!

Candidate Eligibility and the Candidate Process

Who is Eligible to Participate as a Candidate?

The Queen of the Snows program is open to all women. There are no restrictions regarding marital status, dependents, place of residence or employment status. The minimum age requirement is 21 (and a high school graduate) by coronation day, January 27, 2023.

Candidates are encouraged to run based upon their desire to serve as ambassadors of goodwill for the Winter Carnival and the City of Saint Paul. Qualifications include good interpersonal skills, enthusiasm, and commitment to the time/energy/monetary requirements that are necessary to fulfill the one-year term as Queen or a Wind Princess.

What is the Time Commitment?

The candidate schedule is a busy one and will include some daytime, evening and weekend appearances from the date of the Welcome Brunch until coronation night on January 27. The time commitment as a candidate is an example of what it will actually be like to serve as a 2023 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 our candidate calendar, once you have committed to the candidacy 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 to include a few in December (4-6 appearances) and numerous in January (15+ appearances).

If you are crowned as Queen or Princess – members of the Royal Family make 200-300 appearances throughout their year of reign. Approximately 100 appearances take place during the 10 official days of the Winter Carnival. As 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 early November. Please stay tuned to the website or Facebook for the official time and location of the event.

What are the Costs Involved?

The Candidate Program has an initial fee of \$850, which is covered through sponsorship. Additional fees for those selected are outlined in "Sponsor Information," later in this packet. 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. Your additional financial responsibility as a candidate includes: a white coronation gown, various outfits for appearances, miscellaneous parking/driving costs and some additional meals/gratuities. Any additional or potential unexpected expenses will be covered during the Welcome Brunch.

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 SPFHF 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.

NOTE: King Boreas, the Wind Princes, or any other Royal Family member ARE NOT required or expected to contribute to the financial support of the Queen or Princesses and must not be considered a source of financial support.

Are There Prizes or Awards?

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.

Candidate Responsibilities

During candidacy, each candidate is personally responsible for the following:

- ◆ Securing your own sponsor. Please note that sponsors need to be secured at the time applications are due (November 4th, 2022).
- ◆ Keeping your sponsor fully informed of all events/appearances.
- ◆ Supplying all forms, fees, and information in a timely manner. Each candidate is responsible for collecting all sponsorship fees.
- ◆ One floor-length white coronation gown.
- ◆ Daytime, business attire, and semi-formal attire for appearances.
- ◆ Transportation to and from meetings and appearances, when not provided by the SPFHF.
- ◆ Attendance at all candidate appearances unless prior approval has been granted.
- ◆ Selling Winter Carnival buttons to help promote the festival with which you will be a part of.
- ◆ Following all rules and protocol guidelines as stated herein and in the Royal Protocol Manual for Legend Characters and agreeing to continue to do so if selected.

Candidate Withdrawal Policy

Should a Queen of the Snows candidate determine, at any time during the candidacy program, that she 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 and coronation and 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 and SPFHF President/CEO.

The Saint Paul Festival and Heritage Foundation Provides Candidates

- ◆ Photograph, name, biography and name of sponsor in programs for the Queen of the Snows Fashion Show, Candidate Dinner, and Royal Coronation. Candidate name and sponsor will also be identified at all 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.

Sponsor Information

Each candidate is responsible for securing her own sponsor(s). The Candidate Program has an initial fee of \$850, 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.

Sponsor Fees and Due Dates

- ◆ Sponsorship fee of \$850*.
Sponsorship fees must be submitted by November 4, 2022, along with the candidate's application forms. Sponsorship fees are not refundable after December 1, 2022.
- ◆ If a sponsor's candidate is selected as Queen of the Snows, an additional \$1,500* in support is required by March 1, 2023. If a sponsor's candidate is selected as a Wind Princess, an additional \$1,000* in support will be due by March 1, 2023.
**All checks should be made payable to the "Saint Paul Festival and Heritage Foundation"*
- ◆ 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 option and are to discuss this with their candidate.

If a candidate has multiple sponsors, she must select one to be the "named" sponsor and the recipient of all sponsor benefits. Only one sponsor will receive the sponsor name recognition and any free/discounted tickets prices for Carnival events. If the deadlines for requested forms and other information are not met, the candidate may be eliminated from the program and will forfeit all fees paid.

The Saint Paul Festival and Heritage Foundation Provides 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 27, 2023 (\$160 value). Reservations must be submitted to the SPFHF office by January 3, 2023 to hold these tickets.

Pursuing a Sponsor

Each year candidates are faced with the challenge of finding a sponsor for the Queen of the Snows Candidate Program. Please note- it is not the responsibility of the candidate committee to find the candidate a sponsor, they are available to provide guidance in the search. It is the responsibility of the candidate to find their own sponsor and have one secured on the due date of the candidate applications. There are numerous ways in which you can find a sponsor. Here are some helpful hints:

- ◆ Contact your current employer, school, community group or volunteer organization.
- ◆ Make a list of all businesses where you shop, eat, exercise, get your hair cut, buy your car, get your oil changed, see the dentist, go tanning, get your taxes done (you get the idea). Introduce yourself as a frequent customer and tell them your plans to run for Queen of the Snows.
- ◆ Ask your family and friends for any leads they might have.
- ◆ Look for businesses in your area.
- ◆ A sponsor does not have to be a business or organization. It is acceptable to collect donations from family members and friends who wish to sponsor you.

It is highly recommended to create or bring along with you a piece of material when approaching potential sponsors. This can include but is not limited to:

- ◆ A shorter version of your “resume” or a cover letter asking businesses to consider sponsoring.
- ◆ Explain a little bit about the Winter Carnival – the event’s history and the Legend, maybe even how it pertains to their company or their history.
- ◆ Explain why you are running and what you would like to get out of the year.
- ◆ TELL THEM THE ADVANTAGES OF SPONSORING! Detail out what THEY will get out of the deal. (refer to the information provided on the previous pages)
- ◆ Be very specific and clear the exact amount of sponsoring for just a candidate and the commitment of sponsorship that will occur if you are chosen for the rest of the year.
- ◆ Don’t forget to request a personal interview, so a potential sponsor can meet you.
- ◆ You may have more than one sponsor, but only one can be your “named” sponsor and the recipient of the sponsor package.
- ◆ IMPORTANT NOTE: Who your sponsor is does not affect your chances as a candidate. The selection committee gives no regard to sponsorship when choosing the Queen and Princesses.

The Selection Process

How are the Queen and Princesses Selected?

The selection method is similar to that of an employment 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 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 properly represent the Saint Paul Winter Carnival and the City of Saint Paul

The Selection Committee's final decisions will be announced when the Queen and four Princesses are crowned at coronation on January 27, 2023. The name of one Wind Princess is kept confidential and would be revealed if the Queen is not able to fulfill her role during the year; an alternate candidate name is also kept confidential and would be revealed if a Wind Princess is unable to fulfill her role. The decision to replace a Queen or Princess if she is unable to fulfill her role is made by the SPFHF President/CEO, Foundation Board Chair, and selected members of the current Royal Family.

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.

Additional Information for Those Selected

- ◆ 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 will be asked to submit a letter of resignation to your prior title organizer by February 1st, 2023.

Members of the Royal Family must abide by the rules of the Protocol Manual and other printed rules and guidelines as distributed by the SPFHF. 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 at the Welcome Brunch.

The Queen of the Snows is Provided with the Following

- ◆ \$1,500 toward travel expenses for out-of-state appearances.
- ◆ Official one-of-a-kind Queen of the Snows crown and sash.
- ◆ Official wardrobe provided on behalf of the Ambassador Organization.
- ◆ Accommodations at the headquarters hotel during the 2023 Winter Carnival (January 27 – February 5, 2023).
- ◆ Opportunities to meet thousands of people and have a very memorable year!

The Wind Princesses are Provided with the Following

- ◆ \$1,000 toward travel expenses for out-of-state appearances.
- ◆ Official one-of-a-kind Princess crown and sash.
- ◆ Official wardrobe provided on behalf of the Ambassadors Organization.
- ◆ Shared accommodations (with another Wind Princess) at the headquarters hotel during the 2023 Winter Carnival (January 27 – February 5, 2023).
- ◆ Opportunities to meet thousands of people and have a very memorable year!

Queen of the Snows and Wind Princesses are Personally Responsible For

- ◆ Telephone charges and all personal expenses incurred at the headquarters hotel during the 10 days of the 2023 Winter Carnival.
- ◆ All wardrobe maintenance and all wardrobe expenses beyond the contributions of the Ambassadors Organization, 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.
- ◆ Travel expenses beyond the contribution of the SPFHF.
- ◆ All meal, transportation, hotel and other expenses relating to appearances, when not provided or hosted.
- ◆ Complying with the Royal Protocol Manual for Legend Character Guidelines.
- ◆ 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.



Frequently Asked Questions

How do we invite family to the events?

Your family is invited to all events, outside of judging sessions. You will work with your Candidate Committee for details.

I don't have a sponsor. What do I do?

We will assist you with the proper tools to gain a sponsor. You may submit your application without a sponsor listed, but you are ultimately responsible for securing your sponsorship.

Who provides us our candidate clothing?

The Candidate Committee will provide most of your clothing during your candidacy. You will be responsible for certain outfits or select items, such as shoes.

What if I can't make an appearance?

Communicate with the Candidate Committee.

What if I can't afford the entire year?

Work with your Prime Minister and Royal Family.

Who is our contact with the festival office during candidacy?

The Candidate Committee is your first point of contact.

What are the Former Queens Organization and the Past Princess Organization?

These are alumni organizations that provide support and mentorship to the selected Royal Ladies.

What is the Ambassadors Organization?

A volunteer group within the community that supports the Saint Paul Winter Carnival.

Do you have to have former royalty experience to apply?

No

What are the age requirements?

Minimum of 21 by coronation night, January 27, 2023

What is the time commitment as a candidate?

Multiple events between November 2022 and January 2023. Events may be held on weekdays or weekends, and may be during business hours or evening hours. More information will be provided at the Welcome Brunch.

****IF YOU HAVE FURTHER QUESTIONS PLEASE EMAIL: QOScandidate@spfhf.org**