



BRAND AMBASSADOR PROGRAM

About the Bass Pro Shops Fitness Series AmBASSador Program

The Bass Pro Shops Fitness Series is a series of not-for-profit events presented by Bass Pro Shops and our dedicated community volunteers and sponsors. **Our mission is to celebrate health and wellness, outdoor adventures and wildlife conservation in the beauty of the Ozarks.** Our programs are designed to include activities for people of all ages, backgrounds, fitness levels and areas of interest. Proceeds from these events are given back to local charities.

Fitness Series Brand AmBASSadors promote our mission, keeping in mind that our overall purpose is to help individuals become who they are capable of being.

We don't ask that you are the "best" runner, cyclist, or athlete out there. We do ask that you are the BEST version of yourself and have a desire to motivate and encourage others on their own wellbeing journey.

Responsibilities of an AmBASSador

- Cultivate community & engagement around the Bass Pro Shops Fitness Series Events.
- Utilize your public social media presence to promote the Bass Pro Shops Fitness Series Events including, but not limited to, registration information, race weekend logistics, merchandise, charitable giving, runner stories, sustainability and conservation, volunteers, sponsors, etc.
- Distribute marketing collateral and attend expos, training runs, group runs, etc. on behalf of the Bass Pro Shops Fitness Series.
- Volunteer in at least one event throughout the Bass Pro Shops Fitness Series.
- **12 Social Media Posts.** You can post as much as you want about healthy living, outdoor activities in the Ozarks, training, family etc. (12 is just the minimum required). Social media posts can be an updated status/motivation post, photos or live videos.
- **1 blog post.** Blog posts will be requested throughout the season from all of our AmBASSadors. While 1 post is just the minimum, you can always do more. You can choose a topic important to you as long as it aligns with the mission and goals of the Bass Pro Shops Fitness Series.

Brand AmBASSador Program Perks

- Free entry into the 2023 Bass Pro Shops Fitness Series event of your choice
- Invitation to the summer kickoff reception
- Invitation to the Friday night VIP reception during Marathon Weekend
- Sponsor SWAG
- Social media exposure on the Bass Pro Shops Fitness Series Channels

Application Form

PERSONAL INFORMATION

Full Name :

Preferred Name: Email :

Date of Birth : / / Phone :

ADDRESS

Present Address :

City: State: Zip Code :

SOCIAL MEDIA

Facebook: Instagram:

Twitter: TikTok:

Blog: Other:

Have you ever participated in a Bass Pro Shops Fitness Series Event?

Yes/No Which event(s):

Tell us about yourself!

Application Form

What is your main sport?

How often do you currently participate in group runs, cycle events, etc.

Why are you interested in becoming a Bass Pro Shops Fitness Series AmBASSador?

How would you promote our brand and our Fitness Series events?

Application Form

How often do you talk to people about Bass Pro Fitness Series events?

How do you represent the **mission** of the Bass Pro Shops Fitness Series?

What makes you unique?

Anything else we should know about you?

THANK YOU FOR YOUR INTEREST!

Please fill out this application completely and submit to kscott2@basspro.com and we will be in contact with you if selected!