



## Ambassador Program

### 2015 Application

The purpose of the Aravaipa Ambassador Program is to promote the sport of trail and ultrarunning in Arizona and beyond, connect runners to the many opportunity Aravaipa Running offers, and contribute positively to the sport.

#### **Qualified applicants should:**

1. Be active in their local running club or community.
2. Be active in the running community through Aravaipa Running events, other races, running clubs, etc.
3. Embody the spirit of trail and ultrarunning.
4. Have a strong desire to give back to the running community through outreach.
5. Have an **Ambassador Focus**, explained later in the application.

#### **Ambassadors will receive:**

1. Entry into minimum three Aravaipa Running events a year (up to \$80 per race).
2. Aravaipa Ambassador shirt.
3. Aravaipa gear and apparel.
4. Special opportunities through Aravaipa Running and its network.
5. More perks and race entries for especially active Ambassadors!

#### **Ambassadors are expected to:**

1. Represent Aravaipa Running at races, training runs, and other active events.
2. Bring new runners to Aravaipa group runs and races.
3. Be a positive and visible part of the Arizona ultrarunning and trail running community.
4. Share Aravaipa Running events through social media.
5. Help with Aravaipa Running outreach Ambassador opportunities as they arise, including running clinics, running clubs, and other running events.
6. Fulfill your **Ambassador Focus** within the community.

## Ambassador Focus

We want a vibrant Ambassador team that everyone knows because they are everywhere! We take the unique strengths of each individual in our team to share excitement for running and trails with the greater community. Select an **Ambassador Focus** area that fits you and will excite you on a weekly or monthly basis!

### Social Media Ambassador (This application)

- **Requirements:** A social media presence with significant followings on a blog, Twitter, Instagram or YouTube, and will produce content related to Aravaipa Running, trail running, and ultrarunning.
- **Benefits:** A chance for ambassador content to reach a wider audience through Aravaipa social media channels and blog.
- Entry into three Aravaipa Running events plus gear, more for active Ambassadors!
- **Time commitment:** Expect to share content about Aravaipa a few times a week. Produce a blog or video content about a running topic or race to share on the Aravaipa blog an average of two times per month.

### Outreach Ambassador (See website for application)

- **Requirements:** Outgoing personality with experience in talking with people. Enjoys meeting others and sharing their love of trail running, endurance running and Aravaipa.
- Runner outreach at other group runs, meetups, running races, and RRS Adventure Runs.
- Participate on relay teams or in other trail running events to spread Aravaipa awareness.
- **Benefits:** Meet a lot of new people while representing something you are passionate about.
- Entry into three Aravaipa Running events plus gear, more for active Ambassadors!
- **Time commitment:** Attend an outreach event approximately twice per month throughout the year.

### Group Run Ambassador (See website for application)

- **Requirements:** Loves to organize and lead groups on weekly run adventures.
- Ability to be consistent each week and lead a group of between 10 and 80 people on a 1 hour trail run, and organize a social gathering after.
- Makes people feel welcome and part of the group.
- **Benefits:** Being in charge of a group, creativity to motivate other new runners.
- Partnering with another ambassador to share the weekly duties.
- Entry into three Aravaipa Running events plus gear, more for active Ambassadors!
- **Time Commitment:** Lead group run once per week, most weeks throughout the year.

## Aravaipa Running Ambassador Application

Please fill out this application fully. Deadline is 11/15/2014.

Mail completed application to Aravaipa Running, 7504 S. 28<sup>th</sup> Terrace, Phoenix, AZ 85042 or submit electronically to [nick@aravaiparunning.com](mailto:nick@aravaiparunning.com).

Team selection will be announced in December 2014. Team membership is for 2015.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ DOB \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Shirt Size \_\_\_\_\_ Short Size \_\_\_\_\_ Shoe Size \_\_\_\_\_

### Application Instructions

1. Please be brief but complete in your responses. We want to know who you are but appreciate brevity. Recommended length per question is three sentences or 60 words.
2. We want to know what is unique about you and what you will bring to the Ambassadors that no one else can. Think about your personal qualities that gets your friends, and strangers, excited about running with you.
3. Have fun with it! We want to see your personality shine through and get to know who you are.

## Application Questions

How did you get into running?

What does the “**spirit of running**” mean to you? How do you embody this spirit?

How do you get others **excited** about trail running and ultrarunning? How will being an Aravaipa Ambassador help you to bring others to running?

**How often** and with **whom** do you participate in running events? Include races, running club meetups, training with friends, etc.

Describe your **presence** and **influence** in the running community. Include your activities in local running clubs, on social media outlets, and anywhere else. How will this help you as an Aravaipa Ambassador?

## Social Media Ambassador Questions

Please provide links to your blog and social media pages with number of followers:

What kinds of content do you like to produce? Link to an example of your best content.

Describe how you use social media when participating in a race personally.

Describe how you would use social media to promote an Aravaipa Running event.

How often do you produce social media content, and what types?

End of Application