



Ambassador Program

Spectrum Sports is looking for riders of all levels who are actively engaged in their cycling and/or professional communities. Ideal ambassadors will be in the fitness, cycling, or health industries; however, we encourage all others outside of those areas to apply if you feel you can meet the expectations. If you love cycling and can continuously promote Spectrum Sports to your community throughout the year, and enjoy lots of free cycling related events and gear, then the Spectrum Sports Ambassador Program might be the right fit for you!

Guidelines

- Applicant must participate in at least 4 cycling related events/rides per year.
- Submit your completed application by the **September 1, 2017** deadline to katie@spectrumsports.net with “Ambassador Program” in the subject line.
- Our program runs until the 2018 Bike the Coast ride at which point we will seek applicants for the following year.

Benefits

- Complimentary ride entry into Bike the Coast and San Diego Century.
- Exclusive Spectrum Sports Ambassador gear
- Spectrum Sports sponsored related items
- Opportunities to earn free hotel nights in Oceanside.
- Positive media exposure via social media.

Eligible Rides for Participation

- Bike the Coast
- San Diego Century

Spectrum Sports Ambassador Registration Benefits

- Ride registrations 50 miles and above counts as 1 point, ride registrations below 50 miles are counted as .5 points.
- 1 Point – Free Entry
- 3 Points – Free Jersey
- 7 Points – Free one night stay at a hotel in Oceanside or Encinitas

** Once your application is approved you will be given a unique registration code, which will give potential registrants a discount to register for Spectrum Sports rides. Participants must use this code in order to receive points.

Requirements

- Ambassadors must have 2 of the following: Facebook, Instagram, or Twitter profiles
- Ambassadors must follow Bike the Coast on our Facebook, Twitter, and Instagram pages, and Bike the Coast on Facebook.
- Attend the Ambassador Welcome Acceptance Event/Photo Shoot at the Bike the Coast ride on November 4th, 2017.
- Promote Spectrum Sports positively to your local cycling crews, cycling store, community, family, etc.
- Promote Spectrum Sports actively via social media with at least one Spectrum Sports related post per week on 2 platforms and tag #bikethecoast #sandiegocentury
- Engage weekly via social media providing comments, sharing and/or “liking” Spectrum Sports posts/tweets
- Remain updated about Spectrum Sports and be prepared to answer FAQs for the public
- Wear 2017 Spectrum Sports Ambassador gear to sponsored events and rides

Note: If you are unable to satisfy requirements, you will be subject to removal of the Ambassador Program.

See application on next page.



Spectrum Sports Ambassador Program Application

First & Last Name: _____ Age: _____ DOB: _____

Address: _____ City/Zip: _____

Profession Title & Company: _____

Phone Number: _____ Email: _____

Jersey Size: _____

of ride completed: _____

Favorite rides:

*Note: Cyclists of all abilities and ages are welcomed to apply to be a part of the Spectrum Sports Ambassador program. We are looking for enthusiastic and actively engaged cyclists in their communities.

Facebook: _____ # of friends/fans: _____

Instagram: _____ # of followers: _____

Twitter: _____ # of followers: _____

Blog: _____ # of page views/month: _____

1. List 5 words that best describe you.

1. _____ 2. _____ 3. _____

4. _____ 5. _____

2. Which social media do you use most and how often?

a. _____

3. Briefly list 3 ways how you uniquely could help promote Spectrum Sports to your community.

1) _____

2) _____

3) _____

4. What accomplishment are you most proud of (one cycling related & one non-cycling related)?

a. _____

b. _____

5. What main goal do you want to accomplish by the end of 2017 (one cycling related and one non-cycling related)?

a. _____

b. _____

6. Tell us what you know about Spectrum Sports.

7. Include 2 photographs of yourself with a short caption for each – one running related and one non-running related.

8. Include your 2017/2018 Ride Schedule

Please email your completed application form and photographs to katie@spectrumsports.net. Spectrum Sports reserves the right to use photographs for promotional purposes.

If you have any questions regarding the Ambassador program, please refer to “Guidelines, Benefits, & Requirements” section of the application. Good luck and thank you for applying!

I have read and fully understand the expectations and benefits of being a Spectrum Sports Ambassador. I understand it is my responsibility to uphold the agreement to receive all the benefits of the program and will aim to continue to be a positive role model within my cycling community spreading the word about rides in the Spectrum Sports series.

Print Name

Signature

Date