



2019 Official Ambassador Program

Please review the program guidelines below, sign and return to Theresa Bedell with any questions.

Program Requirements:

1. Must be committed to participating in the 2019 Cleveland Marathon – May 18 or 19, 2019 (any event).
2. Must promote the Cleveland Marathon at runs and events in the community – must attend at least 2 runs/events by May 19, 2019.
3. Must promote upcoming key Cleveland Marathon updates on social media accounts.
4. Instagram story one day take over for training, tips, fun things in Cleveland etc.
5. Spread the word about the Cleveland Marathon event and answer questions.
6. Submit regular reports/blogs through the duration of your ambassadorship, including pictures, and testimonials
7. Write 1 blog post every two weeks beginning in January 2019 until race day, which discusses your training, products, race information, inspirational tips and your preparation for the Cleveland Marathon.
8. At least 1 tweet/FB post once a month (can be the sharing of your blog post).
9. Send us the link to each of your posts, so we can share it with our online connections.
10. Write a follow-up/race recap within 48 hours of the race.
11. Post our official badge on your blog/social media accounts.
12. Collateral distribution in hometown (running stores, local races, and fitness centers).
13. Assistance in Race Weekend Expo and/or other area expos

Official Ambassador Perks:

1. One Complimentary Race Entry for the event of your choice
2. One Complimentary Race Entry to be used for a social media giveaway for one of your readers (*week to be assigned*)
3. Official Ambassador T-Shirt
4. Profile with picture, paragraph, and links to blog and social media accounts hosted on the website.
5. New Official Ambassador spotlight – will include FB post, tweets, Instagram and posting (*week to be assigned*)
6. Access to our Official Ambassador private FB group for info and discussions with race staff and other members.
7. Invitation to Ambassador Meet Up's in the Cleveland area
8. VIP Reception/Brunch invites

