



STEAMBOAT MARATHON AMBASSADOR PROGRAM

Background:

Named as one of Runner's World Magazine's top destination marathons in North America, the Steamboat Marathon & Half Marathon takes runners on a tour of this gorgeous mountain community, from Hahn's Peak Village through the Elk River Valley. First run in 1981, this race has long been a favorite of runners in Colorado and across the country.

Ambassador Program:

We are excited to announce our new Steamboat Marathon Ambassador Program! New in 2022, we are looking to bring together a team of ambassadors that represent a broad range of runners. From competitive athletes to enthusiasts who run to stay fit, ambassadors will represent and generate brand awareness for the Steamboat Marathon in their local running communities. The ideal ambassador for the Steamboat Marathon will embody the active, friendly, community focused lifestyle that Steamboat Springs is known for.

Ambassador Expectations:

1. **Promote the Steamboat Marathon:** Engage your community both in person and online to share announcements, build excitement and awareness around the race.
2. **Invite people to register for the Steamboat Marathon:** Use your ambassador discount code to incentivize registration. Ambassador affiliate registrations will be tracked, and the ambassador with the most registrations will receive a special sponsor prize pack.
3. **Contribute content:** Share pictures and videos of your activities related to the Steamboat Marathon i.e., training posts, race Q&A, tips & tricks, etc., with #SteamboatMarathon, to create points of engagement with your fanbase. Ambassadors are required to post about the Steamboat Marathon twice a month minimum on their

personal social channels from March 10, 2022, to June 5, 2022, and a minimum of two posts on race weekend.

4. **Volunteer at the Steamboat Marathon Packet Pickup:** Volunteer to help with setup/teardown, host a game, lead a fun run, man a booth, etc. at the Steamboat Marathon Packet Pickup, based on needs, prior to the race.
5. **Recruit volunteers:** Use your social accounts and word of mouth to help relay the needs of the Marathon and recruit volunteers for race day.

What You Get:

1. **Free race entry:** Ambassadors will receive a free entry to the race of their choice.
2. **Ambassador discount code of 10% for your network:** Registrations per ambassador will be tracked. The runner with the most registrations will receive a special sponsor prize pack.
3. **Publicity & recognition:** Ambassadors will be featured on the Chamber and Steamboat Marathon website & social channels.

To become an ambassador simply complete the ambassador application form. If selected, you will be notified by March 10, 2022.