

# ambassador programme



# let's grow together

## 2022-2023 brand ambassador programme requirements

Are you great at producing content and promoting yourself on social media? Are you willing to be loyal to us as a brand? Do you compete regularly? And are you ready to potentially be promoted to thousands of people around the country? If you answer "YES!" to all of the above then we may have a programme for you...



### content requirements

With sport sponsorship such as basketball, this sport gives you the perfect platform to take photos before/ during and after the games.

You will be required to provide:

- 3x-4x images of the team playing and or celebrating their performance.
- These images will then be used to promote your team on social platforms.
- 1x photo featuring the Trade Assist sponsorship banner as provided by the printer



### player of the day

Trade Assist is proud to support stand-out performers for our teams. With this, we will provide a 'Player of the day' certificate, which we will promote via our social platforms.

You will be required to:

- Choose a player and fill out the name on the certificate
- Take a photo of the recipient. Trade Assist will be in attendance for some games, so we will also feature for some of these photo opportunities.

### promotion / referrals

We love supporting our team and we like to think our team love supporting us back!

As we work in the recruitment space, any referrals to help drive our name in the community is greatly appreciated.

Referrals/sign ups with Trade Assist may also help towards receiving sponsorship in the following sports year.

### on-going support

Does being on a 2022 program qualify me for 2023? Unfortunately not automatically. Throughout 2022 we keep track of content, interaction, engagement and referrals.

Although some of our best content providers will automatically transfer to 2023, in most cases (and like all sponsorships) the program is yearly and you'll need to re-apply. If you are offered a place please note the change of terms and criteria.

# terms/rules

If you agree to the following and meet the program criteria, we look forward to hearing from you.

## exclusivity:

All brand ambassador programmes require you to be exclusive to Trade Assist (within the field of recruitment and staffing). We expect anyone accepted to maximise photo opportunities, submitting them regularly via social media. If we see you post in gear sponsored by other businesses/companies within recruitment then you'll simply be removed from the programme and your place will go to someone on the waiting list.

## content (photos / videos):

This year we'll expect at least two pieces of content from each game. This content must be high quality and good enough for us to use on social media and our website.

## social media:

Your social media presence will be strong. Each of our programmes requires the associated team members and/or staff to share, like and post on behalf of Trade Assist.

## social posts and stories:

This content must be appropriate, well thought out and posted monthly. We'd also appreciate it if you liked and shared Trade Assist when you see our posts.

# application

FIRST NAME

LAST NAME

SPORT TYPE

LEAGUE/COMPETITION

TEAM NAME

EMAIL ADDRESS

PHONE NUMBER

FACEBOOK TEAM PAGE (URL)

SPONSORSHIP REQUEST

DO YOU HAVE ANY OTHER SPONSORS?

Please tick the following boxes if you agree to the terms/rules outlined on the previous page:

- I agree to provide 3x-4x images of the team playing and or celebrating their performances
- I agree to provide 1x photo featuring the Trade Assist sponsorship banner as provided by the printer (per event)
- I agree to select a player of the day at each game and provide a photo of the award being presented to the player
- As an employee of Trade Assist, I agree to make an active effort to refer Trade Assist to our players and/or supporters
- I understand that sponsorship for the following season is not guaranteed and will be reviewed at the end of the current season

YOUR SIGNATURE