



## 2022 Orca Running Ambassador Program

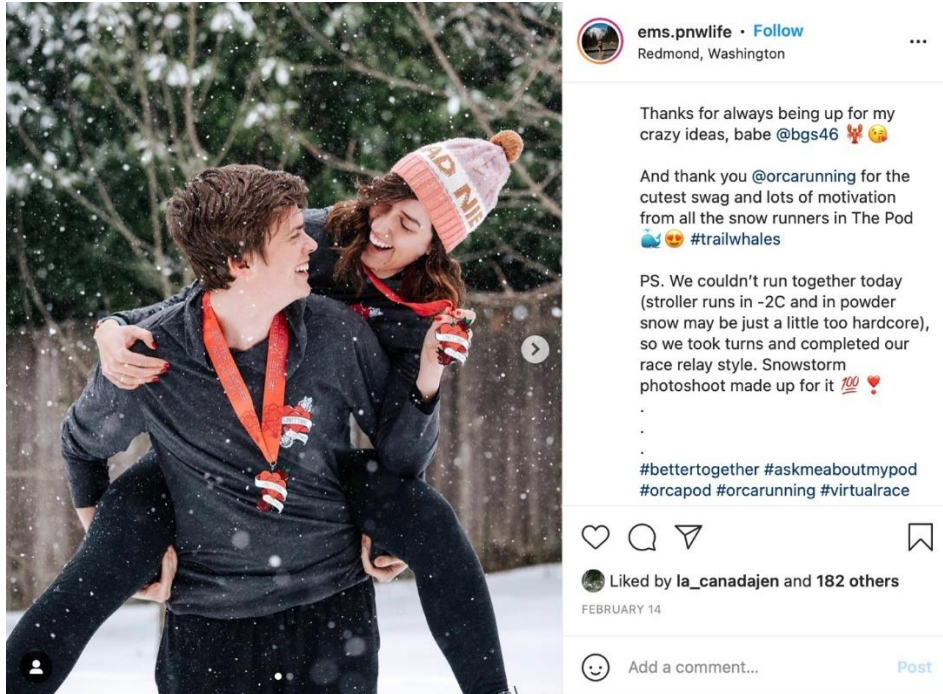
Thank you for your interest in becoming an Orca Running Ambassador! An Orca Running Ambassador is someone Orca Running has chosen to represent and promote our brand and races among the running community. This document is an overview of our program and covers expectations, rewards, and Orca Running races.

### Ambassador Expectations

- Promote at least two specific Orca Running races through social media or other networks
  - o Tag Orca Running on Instagram/Facebook
  - o Use the hashtags: #askmeaboutmypod #orcarunning
- Volunteer to help with at least two races
- Distribute your discount code to your friends/family/social channels as part of promotions
- Be a positive and inclusive force for good in your running community
- Write honestly and excitedly about Orca Running events
- Attend and participate in the Ambassador events and be a part of the Ambassador community, including The Pod
- Invite those on Facebook to join The Pod
- Be proactive with suggestions or ideas on how to cultivate a positive relationship between Orca Running and the running community
- Help promote specific Orca Running online sales, including:
  - o Registration openings in October (Orca Running), November (Evergreen Trail Runs), January (Evergreen Excursions and late-year Orca Running races)
  - o New Year's Eve sale
  - o Cyber Runday

## Sample Posts

Below are a few sample posts from previous Ambassadors that we think do a great job of capturing the brand and what we are looking for from our Ambassador postings.





**runner.girl.kern** · Follow  
Gig Harbor, Washington

**runner.girl.kern** I'm so freaking stoked! I'm running my first in person race in over a year.

There's still time to sign up and run with me but only 34 spots left! Link in bio - Use code AMBJULIETTE21 for a discount.

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#pickybarsambassador #pickybars #teamnuun2021 #teamnuun #medidyneambassador #2tomsambassador #mothersday5k #orcaambassador #askmeaboutmypod #orcaracing #runnersofinstagram #runnersgottarun

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♥   💬   📍   📌

Liked by **kmbeard10** and 34 others  
MAY 4

😊 Add a comment...   Post

## Rewards

- Two free race entries, one for you and one for a friend or to give away to your social media audience, when you are accepted into the program
- Highlight on the Orca Running website and via social channels
- Incentives for registrations achieved with your discount code
  - 5 registrations: A discount code for two free races
  - 10 registrations: Orca Running swag bag
  - 20 registrations: Free race entry
  - Every 20 registrations then one (40, 60, 80, etc.): Free race entry

## Races

Be sure to familiarize yourself with each of our races. We have a great portfolio of events and we work hard to put on quality races that we can be proud of.

[www.orcarunning.com/races](http://www.orcarunning.com/races)