



## **2023 Orca Running/Evergreen Trails Ambassador Program**

Thank you for your interest in becoming an Orca Running/Evergreen Trails Ambassador! This year we will “officially” be promoting our Ambassadors as affiliated with Evergreen and Orca (last year was pseudo combined, but we’re going all in this year!) What does this mean for you? Promote both brands as you see fit – if you’re more of a trail runner, focus there, if you’re a road warrior, stay true to the pavement. Don’t let an unfamiliarity with one of these platforms deter you; we are looking for a diverse group! Most importantly, we will be getting a new logo! Yahoo!!

An Orca/Evergreen Ambassador is someone we have chosen to represent and promote our brands and races among the running community. This document is an overview of our program and covers expectations, rewards, and Orca/Evergreen races.

### **Key Dates**

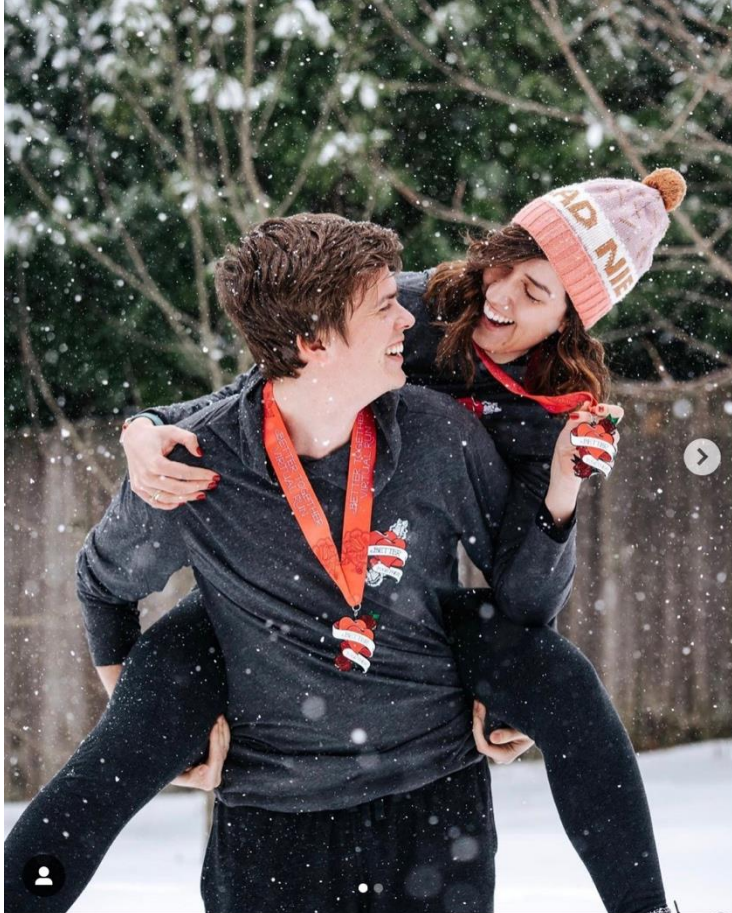
- Sunday, December 4: Ambassador applications due
- Monday, December 19: 2023 Ambassadors announced
- Sunday, January 1, 2023: New Ambassador duties begin!

### **Ambassador Expectations**

- Promote at least 3 Orca/Evergreen races through social media or other networks
  - o Tag Orca and Evergreen (@orcarunning // @evergreentrail)
  - o Use the hashtag #askmeaboutmypod // #TrailWhales
- Volunteer to help with at least 2 races
- Distribute your discount code to your friends/family/social channels as part of promotions
- Write honestly and excitedly about our events
- Attend and participate in the Ambassador events and be a part of the Ambassador community, including The Pod (Orca/Evergreen's Facebook group)
  - o **\*New for 2023\*** We will have an Ambassador tent at select Orca/Evergreen races, where two+ Ambassadors will play games (TBD) with runners and hand out prizes. This will count towards your volunteer requirement.

### **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.



ems.pnwlife • Follow  
Redmond, Washington



Thanks for always being up for my crazy ideas, babe @bgs46 🦋🥰

And thank you @orcarunning for the cutest swag and lots of motivation from all the snow runners in The Pod 🐋🥰 #trailwhales

PS. We couldn't run together today (stroller runs in -2C and in powder snow may be just a little too hardcore), so we took turns and completed our race relay style. Snowstorm photoshoot made up for it 🏃🏻‍♀️💗

#bettertogether #askmeaboutmypod #orcapod #orcarunning #virtualrace



Liked by la\_canadajen and 182 others

FEBRUARY 14



Add a comment...

Post



run.forester.run • Follow



run.forester.run 🦋 GIVEAWAY ALERT

Today is my 44th birthday 🎂 and to celebrate, I have 2 free race entries burning a hole in my pocket. Each entry is good for any Orca Running or Evergreen Trail Runs remaining 2021 events.

Orca Running & Evergreen Trail Runs put on the best runs and swag 🏆 in the PNW and have a number of events remaining in 2021. You can scope out your target event in the remaining 2021 lineup and virtual events at orcarunning.com and evergreentrailruns.com.

How to enter:



Liked by orcarunning and 257 others

JUNE 25



Add a comment...

Post



**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

25w

♥ 💬 📍 📌

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/Evergreen 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
  - 15 registrations: Free race entry
  - Every 10 registrations then on (25, 35, 45, etc.): Free race entry

## Races

Be sure to familiarize yourself with each of our races. We have a great portfolio of events—including a couple new ones for 2023!—and we work hard to put on quality races that we can be proud of.

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

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