



2024 Orca Running/Evergreen Trails Ambassador Team

Thank you for your interest in becoming a part of the Orca Running/Evergreen Trails Ambassador Team! This is our second year combining Evergreen (trail) and Orca (road) into one Ambassador program and we are stoked to see the crossover continue! To be clear—this doesn't mean that you have to be both a trail and road runner to apply. 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!

What is an Ambassador?

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.

While a lot of promotion happens on social media, this is not a requirement! Do not be deterred if you aren't a social-media butterfly. There are lots of opportunities to engage with the Orca/Evergreen community, including volunteering at races and helping out/attending our community events. What we

care about most is being a positive member of the team and sharing your love of running and our brands!

Key Dates

- Monday, November 13: Applications open
- Sunday, December 3: Applications due
- Monday, December 18: 2023 Ambassador Team announced
- Monday, January 1, 2023: New Ambassador Team 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 two races
- Attend at least one community event
- 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/group runs and be a part of the Ambassador community, including The Pod (Orca/Evergreen's Facebook group)

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 and we work hard to put on quality races that we can be proud of.

www.orcarunning.com/races

www.evergreentrailruns.com/races