

IN PROUD PARTNERSHIP WITH NG HELDERBERG CONGREGATION

NG

Have  
Heart  
FEST '17

**AMBASSADOR**

**PROGRAM**

# ***HaveHeart Ambassador details***

HaveHeart is a brand that is in the process of establishing itself in the longboarding community.

We invite ambassadors on this journey with us.

HaveHeart envisions to add more value than just annual events to the longboarding industry.

HaveHeart envisions to:

Create a platform where talent can be enjoyed passionately in a **community** where we **see, love and respect one another in safe and accessible streets.**

This event wants to raise awareness and promote skateboarding and longboarding, in Somerset West and beyond.

This event aims to **equip** young and raw God-given talent & passion.

This event aims to create, and or, sustain a Godly **community that serves one another by involving, partnering and inviting the community, from all ages and backgrounds, to organize and/or participate and be recognized for the contribution and/or participation.**

As a HaveHeart Ambassador you agree that will you align yourself with the values of HaveHeart:

***See, love and respect one another for who we are.***

This is essence that HaveHeart strives for. Below will follow the details of this essence. We hope that this encourages you to understand and live by the core values of HaveHeart.

To apply for the Ambassador Program, read the information below. Application process will be explained at the end of this document.

**The HaveHeart Ambassador Program is only for South African Residents that are not already affiliated as a Brand Ambassador**

***HaveHeart expects you to:***

Share the story of HaveHeart. Take, and make time, to learn the story and the purpose of HaveHeart. Share this with friends, family and other riders asking about HaveHeart. Share why you are excited to be a part of HaveHeart.

Take advantage of your team's partnerships. HaveHeart have put together a family of sponsors for the team, and there are usually, explicit or implicit, expectations that you will at least try these products.

Participate in your team's social media channels by means of commenting, liking and or/sharing content. The more people who contribute, the more everyone gets out of being a part of the team.

Mention "[@haveheartfest](#)" and the collaborator in their posts on Instagram (not just tag in the photo)

- tag the HaveHeart and the collaborator page in their posts on Facebook
- like, share and comment on our posts on Facebook and Instagram
- include the HaveHeart and the collaborator's logo in their skating videos
- send us event or product reviews with pictures for the website
- tell other skaters about HaveHeart and the collaborator

Read the terms of this agreement below, and make sure you understand it.

Share important news of HaveHeart, such as the announcement of a new event or other news

Express your gratitude when you receive a freebie. Throw HaveHeart and other sponsor some love on social media if they have done something nice for you.

Communicate openly and honestly. HaveHeart will let you know what they expect from team members, and the athlete will feel comfortable raising any questions or concerns with HaveHeart. Keep the lines of communication open!

Meet with the mentors assigned to each ambassador. Each ambassador will have two mentors:

1. Longboard expert to teach and refine your skill as a longboarder
2. Founder of HaveHeart. This relationship will focus on getting to know the ambassador

Not act like a jerk while wearing team gear. Once you put on that kit, realize you are representing the entire team and organization while you train and race. A bright kit with logos all over it is also going to be more memorable to people, and you don't want to give people a reason to say, "wow, that guy in the HaveHeart kit was riding like a jerk in the race today."

On the hill/track/road: It's the person's responsibility in the back to not hit the person in front of him. At the same time, it's the person's responsibility in the front to signal if he/she is going to stop abruptly or do something sketchy/unnecessary.

Off the hill/track/road: Don't blow out spots by going to them at busy times in the day, leaving trash, or being rude to the inhabitants of the neighbourhood, blasting them all over the internet on forums etc.

Do not expect a lot for nothing. The company sponsoring your team is in the business of making money and likely cannot afford to give away a lot of product. Freebies are nice, but consider them the exception and not the rule. Freebies **could** include:

- 4 sets of wheels (throughout the year)

- 1 deck

- Branded Grip tape

- Uniquely branded attire as agreed upon - between HaveHeart and Sponsorship

Do not publicly disparage the team or brand. Even if you are unhappy with your kit, gear, or some aspect of the team, disputes and grievances should always be addressed privately.

Do not confuse everyone about your team affiliation by posting lots of pics of yourself in other brands' gear. Many of us own apparel from different companies or use a variety of products, but you don't have to go out of your way to advertise that fact. Stick to pics that promote your team's gear and sponsors.

Don't post on social media EVERY single day about how much you love your team and the gear. It will start to sound unauthentic and be annoying. Do keep it real.

***Terms of this agreement:***

1. This agreement is valid for year of 25 November 2017 - 24 November 2018 subject to revision every 3-4 months.
2. The revision of the agreement will keep the following in mind:
  - a. The conduct of the Ambassador
  - b. The willingness to learn of the Ambassador
  - c. Social media interaction
  - d. Representation of the HaveHeart brand and values
  - e. Showing up at meetings with mentors
3. Decision to terminate this agreement prematurely will be based on the results of revision. Premature termination will be effective immediately.

**To apply for the HaveHeart Ambassador Program please follow these steps:**

Make sure that you have everything ready before you begin application process.

You will need:

1. ID number/Birth Certificate number
2. Create a YouTube channel to upload your application video – required
3. An Instagram and Facebook account to share your application video to
4. Be sure to like HaveHeart's Facebook and Instagram accounts and subscribe to our Youtube Channel: <https://www.youtube.com/channel/UC8t7760EqGKFLHVqDffu6iQ>
5. **Compile a short video (3 min) to tell us why you would like to be chosen as our first HaveHeart Ambassador. This must include: a clip of you boarding, a few words of recommendation by a parent, friend or colleague, and personal motivation by you.**
6. Once you have your video clip ready, upload it to your Youtube channel, copy the link, and complete the form by following the steps. Please go to <http://bit.ly/ambassdor2017>
7. Please note that the HaveHeart Ambassador Applicant **must** enter the HaveHeart longboarding competition when registration opens. Keep an eye your email, Facebook and visit our website regularly.
8. The HaveHeart Amabassdor will be announced on 25 November 2017
9. Please go to <http://bit.ly/ambassdor2017> to submit your application video now

For any questions please send an email to [ambassador@haveheart.co.za](mailto:ambassador@haveheart.co.za)

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