

## Share Your Journey. Become a Magic City Half Marathon & 5K Ambassador.



Our Ambassador Program is an opportunity for both local and non-local runners to serve as the face of the 2018 Magic City Half Marathon & 5K!

Applications will be accepted January 17 – 31, 2018  
Selected ambassadors will serve from March 1 – November 18, 2018

Who we are looking for: From elite athletes to lifestyle runners, our ambassadors serve as the face of the Magic City Half Marathon & 5K. Our ambassadors will serve as both race representatives and a consulting team – we will look to them to promote our race, to inspire and support other runners, and to provide feedback, tips and new ideas. We are searching for those who are active in their respective local running communities, on social media and in person.

To become a race ambassador, you must have previously participated in either the Magic City Half Marathon or 5K. Only prior participants in the event will be considered.

### Ambassador Perks

- Free race registration
- Exclusive Magic City Half Marathon & 5K ambassador tech shirt
- Featured on our website ambassador page: name, bio, and photo, as well as links to blog and social media profiles
- Social media spotlight as an ambassador
- Discount on Magic City Half Marathon & 5K merchandise both online & event weekend
- First look at the finisher medal, event t-shirt, and more
- Access to designated VIP Area on race day (hot coffee, private gear check and more)
- Unique discount registration code to share
- Additional incentives based on involvement / event referrals
- Opportunity for pre-race interviews with the media
- Prizes and samples from race partners

## Expectations

- Promote the event, and serve as the face of the Magic City Half Marathon & 5K
- Post original social media content to promote the Magic City Half Marathon & 5K at least two times per month
- Like / share / comment / retweet Magic City Half Marathon & 5K's social media content to boost engagement
- Post link to the Magic City Half Marathon & 5K website in bios and / or other appropriate places online
- Follow the Magic City Half Marathon & 5K on all social media channels (Facebook, Instagram, Twitter)
- Share your unique discount registration code
- Provide guidance and support to new and inexperienced runners throughout their training on our behalf
- Motivate and inspire our runners! Share your story!
- Participate in surveys and regularly provide feedback to event staff
- Distribute promotional materials to surrounding points of interest in your area (running stores, gyms, local races, etc.)
- Represent the Magic City Half Marathon & 5K at select local expos by staffing a booth
- Be available in your ambassador role during, and leading up to, event weekend (duties may include group runs, meet-ups and more)
- Provide race weekend support, including at least a 4-hour volunteer shift



Please note: Ambassadors do not receive financial compensation of any kind. This is strictly and purely a volunteer role. The event does not subsidize travel or training expenses or issue payment of any kind. Ambassadors will serve from March 1, 2018 through November 18, 2018. We reserve the right to remove any ambassador from the team at any time due to poor conduct or failure to perform duties.

[CLICK HERE TO SUBMIT YOUR 2018 AMBASSADOR APPLICATION](#)