



# 2024 Ambassador Program

Are you passionate about mountain biking in Vermont? We're looking for people who strongly believe in VMBA's mission and values to be part of our 2024 Ambassador Program - a crucial part of our education and outreach.

The Program's primary purpose is twofold.

- First, we look to Ambassadors to promote gratitude for the trail access we enjoy and the respectful use of these trails. A central part of this messaging is to communicate our organization's work to support riders, Chapters, local businesses, and private landowners and how access would only be achieved if these efforts were made.
- Second, we rely on Ambassadors to help grow membership in VMBA so that Chapter operations continue to be well-supported - 90% of VMBA Membership revenue goes to support our local Chapters and the trails we love.

We rely on you as a VMBA Ambassador to help promote our mission, vision, and values through marketing content creation and representing VMBA at events. You are at a grassroots level in the community, helping educate and advocate as a good trail steward.

## **Riders interested in joining should be:**

- Comfortable with engaging members of their local mountain bike community and/or sharing on social media.
- Involved with and supportive of their local Chapter, Community Builder, and/or Trail Center
- Passionate about the sustainable growth of mountain biking in Vermont.
- Appreciative of the role advocacy plays in outdoor access in Vermont.
- Excited to share VMBA's mission, values, and initiatives with the community.

## **Requirements of a VMBA Ambassador:**

- Act as a VMBA Ambassador from May 1st - Oct 31st.
- Attend a brief monthly Ambassador check-in to touch base on what you are up to, share program feedback, and learn about marketing campaigns and upcoming events.
- Attend VMBA Ambassador Kickoff Event in May - Exact Location & Time TBD.
- Advocate Trail Stewardship and Ethics.
  - [Rider Responsibility Code](#)
  - [Ride with Gratitude](#)
- Be an active member of your mountain bike community. Examples include:
  - Attend local group rides.

- Volunteer with your local Chapter.
- Represent VMBA and our mission and vision out on the trails.
- Make connections with other riders out on the trails.
- Receive an annual review at the end of each year to measure performance and make suggestions on how to better improve the program.
- 75% of the options listed below (yes, you can double dip!):
  - Regular Social Media Content Posting:
    - There will be monthly content themes that align with the VMBA Marketing Plan.
    - Ambassadors will post on their social channels (Facebook, Instagram, or Twitter) 2 - 4 times a month during each riding season.
  - Help capture specific mountain bike content depending on the month's themes and campaigns.
  - Curate one blog post about your region with a 'local's guide post', sharing what is happening in your riding community or highlighting something exciting in the mountain bike community you are excited about
  - Complete at least 1 VMBA Instagram takeover highlighting your life in the mountain biking community.
  - Provide event support at one or more VMBA Day at a Downhill Resort:
    - 6/29/2024 - Stratton
    - 8/17/2024 - Bolton Valley
    - 8/25/2024 - Killington
    - 9/7/2024 - Burke
  - Provide event support at VMBA Member Party on Sept 22 in Woodstock, VT.
    - Optional Support of VTYC - Woodstock Race Sept 21

### **Incentives:**

- Exposure through inclusion in VMBA marketing - social, digital, catalog, etc.
- Inclusion in VMBA photographer-related photoshoots, benefiting from professional-level photography, including access to photo and video assets
- Industry Pro Deals, including:
  - Sram/Rockshock
  - E\*Thirteen
  - Five -Ten
  - Julbo eyewear
  - Mavic
  - Access to the ExpertVoice and Outdoor Prolink Platforms for pro discounts from 300+ rad brands!
- Resume builder with professional non-profit experience
- VMBA gear (Velocio Jersey, Thuja LS layer) and stickers
- Unlimited free high fives

We seek Ambassadors for social media content creation and/or to engage with our community at in-person events. If this sounds like something you'd be interested in, please apply!

Applications close on March 15th. For questions, please contact VMBA's Marketing and Communications Manager, Kenzie Brunner at [Kenzie@vmba.org](mailto:Kenzie@vmba.org)

[VMBA Ambassador Application](#)