



### **Run Scared 5K/10K Brand Ambassadors:**

As a Run Scared 5K/10K brand ambassador you will be our eyes and ears in the community. Tap into social and running communities and engage in conversations with our audience. Whether you're a seasoned runner or a casual run/walker we want you to participate with us! Post fliers, talk to businesses, universities, athletic stores, and your friends & family! We have a fun event lineup planned and we want you to enjoy being a part of our team.

### **How Brand Ambassadors can be involved:**

- Be happy, creative, and fun!
- Participate in the 2017 Run Scared 5K/10K either by volunteering or running.
- Distribute collateral at running stores, local races, and events, etc.
- Spread the word about the Run Scared 5K through businesses, running clubs, social media, social events, blogging, etc.
- Post pictures and short blurbs to your personal social media page twice a month, as well as provide Run Scared 5K with social media material.
- Opportunity to have a double impact but creating a personal fundraising page.

### **Brand Ambassadors Benefits:**

- Comp entry to the 2017 Run Scared 5K?
- Brand Ambassador discount code for friends and family (A tiered incentive program is available. This program is based on how many discount codes are used. For example, sign up 10 runners and you will receive a sweatshirt!)
- Brand Ambassador running shirt
- Verbal recognition on event day
- Opportunity to be a guest blogger
- Ambassador profile hosted on the Run Scared 5K/10K website
- Recognition of your participation and achievements via social media

**How to apply:** Please write a short essay about why you would make an excellent Run Scared 5K/10K brand ambassador. Include who you are, any running accomplishments, personal story, and how you can help us recruit runners. Email this essay along with your contact information to [aisha@runforgoodracingcompany.com](mailto:aisha@runforgoodracingcompany.com). Thank you!