



AMBASSADORS *TOOLKIT*

AMBASSADOR TOOLKIT:

Get started right away with your *ambassador program*

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1. AMBASSADOR BRIEFING TEMPLATE

Hi (Name),

Awesome that you want to become an ambassador for (Event Name)!

What does it involve?

- Sell tickets using your personal ticket link
- Post content about the event on your social media
- Reach out to friends and acquaintances personally

What's in it for you?

- For every X tickets sold, you earn 1 free ticket
- At Y tickets sold, you'll get VIP access
- Exclusive merchandise (hoodie/sweater)
- Access to pre-party or afterparty
- Car stickers for extra visibility

Practical info:

Your personal link: (LINK)

Event date: (DATE)

Location: (LOCATION)

We have a communication group where you'll receive weekly content and updates. If you have any questions, feel free to reach out!

Good luck!

Team (Event Name)



2. COMMUNICATION GROUP INTRO SCRIPT

Welcome Message:

Welcome ambassadors of (Event Name)!
In this group, we'll be sharing:

- Ready-to-share content
- Event updates and news
- Sales progress (optional)
- Answers to frequently asked questions

You've already received your personal link.

If you have any questions, don't hesitate to ask!

SAMPLE COMPETITION STRUCTURE

To distribute rewards fairly, we'll rank ambassadors based on the number of tickets sold per person.
(Adjust ticket numbers and rewards based on your event)

TICKETS SOLD

- (20)+ tickets
- (40)+ tickets
- (60)+ tickets
- (80)+ tickets
- (100)+ tickets

REWARD

- Free entry + merchandise item
- Free entry + merchandise + €10 cash
- Free entry + merchandise + €20 cash
- Free entry + merchandise + €30 cash + 1 extra ticket for a friend
- Free entry + merchandise + €50 cash + 2 extra tickets for friends

Tips:

- Personalize all templates with your event information
- Keep challenges simple and easy to communicate
- Respond quickly to questions in the group
- Celebrate both individual and group successes
- Keep up momentum by sharing new content weekly

Extras for top sellers:

- Top seller: VIP upgrade for you + 2 friends
- Second place: Extra €20 bonus
- Third place: Free drink card worth €10