



SMILE LIKE DRAKE FOUNDATION

"Creating a Sea of Safety"

Ambassador Criteria and Support Guidelines

Welcome to The Official Smile Like Drake Ambassador Program. We are so grateful for your sincere support, continuity to share our message and ensure the legacy of Chris lives on. Please find below some basic criteria for our official ambassadors. If you have any questions please do not hesitate to contact us on info@smilelikedrake.com.au

1. As a SLD Ambassador you agree to"

- a. Help promote SLD and represent Smile Like Drake Foundation as a part of the extended team.
- b. Provide a professional representation of our foundation at all times.
- c. Generate traffic and interest to our official website www.smilelikedrake.org
- d. Assist with sales of merchandise to as per our online store to help raise funds for the foundation and research
- e. Organise local events or activities that raise awareness, donations and support for SLDF * please note all activities must be emailed in advance for approval as part of our team processes
- f. Follow our code of conduct and agreed events outline to assist with fund raising and support
- g. Your information and Ambassador role will be in OUR AMBASSADORS section in our official website so you can direct people there. We will also include a testimonial on our Facebook page to announce you as a SMILE LIKE DRAKE Ambassador that links back to your team profile to help build a profile for what you do with us.
- h. Share and post on social media and SLDF community news
- i. Be included in our team updates, special news, media announcements and opportunities to connect and share information from media coverage and events
- j. Wear the logo/share the stickers and help promote the brand for a recognisable connection to the foundation

In support of your time we will also provide you with:

- 1 trucker hat
- 1 sport towel
- 1 set 100 large stickers
- 1 set 100 small stickers
- Email signature/logo you can use for your emails and website
- Access to order more merchandise at reduced rates to support donation sales

2. Marketing and Promotion Support

All our information is online and on our Facebook page and our official website www.smilelikedrake.org Additional questions should be directed to info@smilelikedrake.com.au

PLEASE INITIAL HERE :

