



Kentucky Derby Festival® MARATHON/MINIMARATHON® RACE AMBASSADOR PROGRAM

THE MISSION

The Kentucky Derby Festival is seeking influential, runners and walkers of the Regional area to represent the 2016 Kentucky Derby Festival Marathon & miniMarathon.

The Festival is looking for runners and walkers who are ready to be a part of an amazing team that is proactive in pushing a healthy lifestyle message to all local and regional groups and organizations. These Ambassadors will help KDF keep our runners and walkers informed, inspired and motivated during the months leading up to the race.

The Details

Race Ambassadors will form a subcommittee that will serve as recruiting liaisons within the running and walking community of Kentucky and Southern Indiana.

- 15-18 Race Ambassadors will be selected for the program (for a one year term).
- Ambassador selection will be based on an application explaining why they would be an important asset to the committee.
- Race Ambassadors will report to a committee chair and be expected to attend Ambassador committee meetings and KDF Race events.

The Requirements

- Must participate in area running/fitness activities, such as clubs, training programs, gym activities or similar events.
- Must be outgoing, engaging and enthusiastic about fitness and healthy lifestyle choices.
- Must be willing to participate in the 2016 Norton Sports Health Training Program.
- Must promote the race via social media channels and be willing to communicate our messages appropriately, provided by the Kentucky Derby Festival.
- Individuals must be willing to wear KDF Race gear at local events and community activities to promote the race.
- Must be present and volunteer during at least one shift of the Race Expo & Packet Pick Up – April 28 - 29 at the Kentucky International Convention Center.
- Must be willing to distribute printed race materials in your community and at local gyms and other healthy lifestyle organizations.
- Must be well-versed in all aspects of the race course, including but not limited to: scream teams, water stops, first aid checkpoints, registration, race morning time line, packet pickup, runner's reunite and finish line protocol.

The Perks

- Complimentary registration into the 2016 Kentucky Derby Festival Marathon/miniMarathon based on referrals.
- Official Race Ambassador merchandise.
- Biography, photo and email link on DerbyFestivalMarathon.com.
- Personal discount code offerings throughout the recruiting period.
- Other perks will be rewarded based on the Referral Rewards Program Levels

If you are awarded Ambassador of the Year, you will receive:

- Guaranteed entry as an Ambassador for the 2017 Kentucky Derby Festival Marathon/miniMarathon.
- \$100 voucher for a pair of running shoes.

2016 RACE HIGHLIGHT SCHEDULE

Norton Sports Health Training Program Kick-off.....	Mid-January
Race Expo.....	April 28-29
Running Wild Pasta Party.....	April 29
Race Date.....	April 30

Kentucky Derby Festival® Marathon/miniMarathon® Race Ambassador Program Application

Name: _____ Gender: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email Address: _____

Links to Social Media Profiles: Facebook _____

Twitter _____ Instagram: _____

Other: _____

1. Have you participated as an ambassador in prior years? (Reward) _____

2. Why do you want to be an Ambassador? _____

3. Describe your history of involvement with the Kentucky Derby Festival Marathon and miniMarathon or running community. _____

4. How are you connected and involved with your local running and walking community? _____

5. What/who inspired you to live an active lifestyle? _____

6. What other healthy lifestyle activities do you and your family/friends participate in? _____

7. If you could receive your finisher's medal from any public figure, who would it be and why? _____

8. What other organizations do you regularly volunteer for? _____

9. What do you think would be your first steps as a Race Ambassador if you are selected to participate on this committee? _____

10. What do you consider to be important details that qualify you to serve as a KDF Marathon & miniMarathon Race Ambassador? _____

11. Any additional information: _____

ADULT SHIRT SIZE (Check one)	MALE	FEMALE		
	<input type="checkbox"/> Small	<input type="checkbox"/> X Large	<input type="checkbox"/> Small	<input type="checkbox"/> X Large
	<input type="checkbox"/> Medium	<input type="checkbox"/> XX Large	<input type="checkbox"/> Medium	<input type="checkbox"/> XX Large
	<input type="checkbox"/> Large		<input type="checkbox"/> Large	

   **#KDFMARATHON**
The stories you tell happen here.

NOTE: Race Ambassadors are NOT financially compensated. We do not subsidize travel or training expenses, or issue payment of any kind to our team. All Ambassadors will serve for one calendar year, and KDF reserves the right to remove any Ambassador from the team at any time, for any reason.