

## **Ikano Bank Robin Hood Marathon Events Community Ambassador Programme 2018**

Want to get involved in the biggest running event on your doorstep, by doing more than just volunteering on the day but can't make it your full-time job? We are looking for like-minded people to join the race team and become our very first Community Ambassadors. If you're a runner, an exercise enthusiast or someone who just loves everything there is about running and want to help your local community – we want YOU!

**Each Community Ambassador will receive a whole host of benefits including:**

**Entries**

- Free VIP entry to ALL Goldline race events each year; Sage Reading Half Marathon, goGIRL (Brighton & Hove) and of course the Ikano Bank Robin Hood Marathon Events. Opportunity to get involved in the event as much or as little as you'd like. Tell us what you'd like to do and we'll try and accommodate.
- As well as your entry, we will give you 5 standard Half Marathon entries to help you spread the word of Ikano Bank Robin Hood Marathon Events.

**Discounts and Kit**

- We will include you in any discounts or exclusive offers we receive from our partner sponsors, including apparel and physio.
- We will include in you any great kit we get from our apparel sponsor partner.

**Race Day**

- Free VIP Entry Package which includes VIP Race T-shirt, VIP Access, Race Photo, Massage, Post-Race Refreshment and Post-Race Food.
- Opportunity to get involved in the event and to choose where you would like to be involved.

**Exclusives**

- Pre-launch sneak previews of t-shirts, medals and any important updates. Please note however discretion of these previews is MUST.

**Expenses**

- Running club fees, memberships travel or costs due to your role which are agreed by the Race Director will be reimbursed.
- We don't want you to be out of pocket so we'll cover the costs you incur such as travel expenses, agreed in advance with the Race Director.

**Extras**

- Work closely with the Goldline Events team and go behind the scenes to find out how this amazing race happens. Whether you're interested in PR, marketing, production or finding out what a race director really does!
- Give feedback to help make the event even better for yourself and our runners.
- Gain valuable PR and Community Engagement experience.
- Opportunity to build own social media and/or blog through our channels and newsletters.
- Meet other runners, running clubs and sporting enthusiasts within the Nottingham community.
- Learn more about large scale sporting events.
- Have a say and give us your feedback to help make the events even bigger and better.
- Gain valuable PR and Community Engagement experience.



**All we ask for in return is some of your time and commitment:**

What we really want is for you to be our feed on the ground when we can't be in Nottingham, by representing the race and being the 'face of the Ikano Bank Robin Hood Marathon Events'. We'll give you all the tools you need and train/involve you so it will feel like you have been part of the team for years.

**Community Engagement**

- You will represent Ikano Bank Robin Hood Marathon Events within the Nottingham area and community by engaging with local runners, running clubs, gyms, sporting clubs, universities and any other areas that are appropriate.
- Join running communities and forums to help spread the word of the Ikano Bank Robin Hood Marathon Events.

**Recruit Runners**

- Encourage running clubs to utilise their x 2 free entries and exclusive AAA discounted entry.
- Sign up local runners and individuals to the Ikano Bank Robin Hood Marathon Events.
- Be part of a running club and speak to other runners about the events.
- Help us to identify other events in and around Nottingham that you feel may benefit from working with us or us with them, and between us we'll decide what that looks like depending on the event.

**PR**

- Seek stories and reasons why individuals are running or wanting to sign up.
- Share stories with the Marketing Team to explore and utilise from a PR perspective.

**Social Media**

- Join running communities and online forums to help promote the Ikano Bank Robin Hood Marathon Events.
- Share any promotions or competitions that the Ikano Bank Robin Hood Marathon Events share by working directly with marketing.
- Opportunity to promote 5 free entries, including and not limited to, creating own competition.

**To find out more and become one of our first Community Ambassadors please contact  
Emily Clements at [emily@goldlineevents.co.uk](mailto:emily@goldlineevents.co.uk)**