

DirtCraft Ambassador Contract

The purpose of this contract is to clearly outline expectations for the DirtCraft ambassador. All items outlined in this contract are expected to be upheld in an age-appropriate manner. This contract is detailing expectations to provide more clarity for ambassadors. Acknowledgement and representation should occur in a natural way. The items outlined in this contract are encouraged to radiate to ambassadors' parents organically too.

Branding and representation

Ambassadors should be aiming to represent DirtCraft to the best of their ability, especially when wearing DirtCraft branding. This includes:

- Be upholding DirtCraft values.
- Showing enjoyment, teamwork, maturity and respect regularly.
- Not belittling or partaking in defamation of another brand or person.
- Not belittling or partaking in defamation of DirtCraft and its partners.
- Not belittling or partaking in defamation of DirtCraft staff and volunteers.
- Contributing value to the team environment and culture.
- Upholding the items outlined in the Development Squad Details document.

Please note that the better an ambassador represents our brand and purpose, then they may be eligible to further support or branding items (i.e.: credit, clothing, services, opportunities etc).

Acknowledgement

We highly encourage ambassadors to acknowledge DirtCraft, our vision and culture when in the following environments to continue to grow DirtCrafts reputation and community impact:

- Engaging with traditional media including but not limited to reporters, social media pages, YouTube channels etc.
- Informing others throughout word-of-mouth conversation of our vision and services.
- Promotion of DirtCraft when possible, at M.C & podium interviews.
- Informing other brands or your sponsors of what DirtCraft is doing.
- Acknowledging DirtCraft partners where appropriate.

Loyalty and communication

We are open to DirtCraft ambassadors obtaining sponsorship, support and coaching/development services from outside of DirtCraft. We do expect this to be communicated clearly and upfront with the Head Coach in a timely manner.

- Ambassadors should communicate change in coaching/training providers short or long term. (This may impact on services that DirtCraft provides).
- Ambassadors should communicate change in sponsorship and contract/expectation requirements of said sponsor that may clash with DirtCraft i.e riding uniform.
- Where possible, the ambassador should look to have DirtCraft branding printed on custom uniform.

Social Media

There is no pressure for an ambassador to create social media pages from DirtCraft. If this is the case, then the ambassador should aim to provide DirtCraft with photos to post and share through DirtCraft channels on request.

There is no pressure on the number of posts to complete for an ambassador. Whatever organically works for that individual. If an ambassador does create social media pages on Instagram or Facebook, then the ambassador should:

- Tag DirtCraft in all cycling or DirtCraft values related content.
- Provide content for DirtCraft to share.
- Where relevant, work with DirtCraft to generate content.
- Where possible, wear/expose DirtCraft branding.
- Have DirtCraft tagged into their bio.

Ongoing support of our cause

It takes a village to raise a child. Our village has done very well so far.

The village of DirtCraft helps shape some amazing athletes, mechanics, medics, engineers, architects, electricians, teachers, coaches and more. But most importantly, the village of DirtCraft assists developing great people. Ambassadors leaving our traditional services including Development Squad and heading out into the world are encouraged to represent DirtCraft in all walks of life so long as they are upholding our values. We are happy to negotiate two-way value if needed (especially in professional or semi-professional athlete circumstances), but we would love to see:

- Ongoing acknowledgement of DirtCraft and our vision.
- Engagement with DirtCraft, our services, events and trips/camps.
- Ongoing feedback related to services, skills, values and life preparation.
- Service provided back to our village to assist with continual improvement.
- DirtCraft ambassadors become lifelong DirtCraft ambassadors.
- DirtCraft branding present where possible (this can be negotiated if further value is required).
- Remain in social media bio
- Social media tagging and acknowledgement on posts and stories related to cycling and our values.

Signing Date:

Rider Sign:

Parent Sign:

DirtCraft Sign: