



BRAND AMBASSADOR PROGRAM 2023

THE SUMMIT BIRMINGHAM

WHAT YOU'LL DO

THE SUMMIT BIRMINGHAM AMBASSADORS ARE A SELECT GROUP OF SUPER-FANS, CONTENT CURATORS, AND STORY TELLERS SHARING THEIR AUTHENTIC EXPERIENCE THROUGH SOCIAL MEDIA AND IN REAL LIFE.

▶ **TELL OUR STORY**

AUTHENTIC ENGAGEMENT IS THE BEST ENGAGEMENT. AS SOMEONE WHO ALREADY LOVES THE SUMMIT BIRMINGHAM WE WANT OUR CUSTOMERS TO SEE OUR CENTER THROUGH YOUR EYES.

▶ **ENCOURAGE VISITS**

AS A SUPER-FAN, YOUR LOVE FOR THE SUMMIT BIRMINGHAM WILL ENCOURAGE FOLLOWERS AND OUR COMMUNITY TO VISIT THE CENTER AND SHOP IN-STORE AS THAT IS WHERE THE REAL FUN AND EXPERIENCES ARE!

▶ **PROMOTE & ATTEND EVENTS**

FROM SIGNATURE EVENTS TO SNEAK PEEKS, GRAND OPENINGS AND SPECIAL MEETUPS, YOU'LL HAVE INSIDER ACCESS TO THE SUMMIT BIRMINGHAM YOU'LL BE A PARTNER TO US TO HELP SHARE ALL THE GREAT EXPERIENCES TO BE HAD.

WHAT YOU'LL SHARE

CAPTURE AND SHARE YOUR REAL, AUTHENTIC EXPERIENCES SHOPPING, DINING OR JUST ENJOYING THE SUMMIT BIRMINGHAM.

STRIKE A POSE, FEATURE YOUR FAVORITE RETAIL TRY ON SESH, SHARE YOUR MUST EAT SPOTS, ATTEND EVENTS, SHARE BTS GRAND OPENING EXPERIENCES, AND SO MUCH MORE.



WHAT YOU'LL EARN

AS THE SUMMIT BIRMINGHAM AMBASSADOR YOU'LL BE TREATED LIKE A VIP WITH COMPLIMENTARY ACCESS TO EVENTS, SNEAK-PREVIEW EVENTS AND GRAND OPENINGS, GIFT CARDS AND DISCOUNTS TO RETAILERS & RESTAURANTS, AND MORE!

EACH INFLUENCER WILL HAVE A CURATED YEAR-LONG PLAN, THAT WILL INCLUDE PARTNERSHIPS WITH CENTER RETAILERS AND/OR RESTAURANTS.



EXPECTATIONS:

- Minimum of (1) unique Instagram Feed Post or Reel and (1) Instagram Story per month.
- Promote and attend events that are in your curated plan.

