



# 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 EXPEREINCES TO BE HAD.

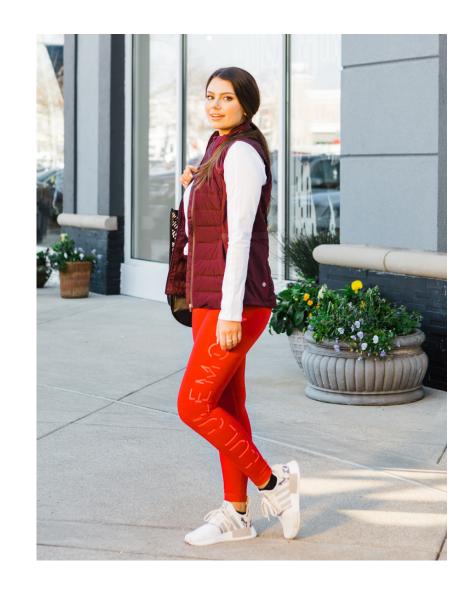
# WHAT YOU'LL SHARE

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 BIRMIMGHAM 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.

