



## **Liv Ambassador Program**

### **Objective**

The Liv Ambassador Program aims to connect women across the country with the Liv brand through avid female cyclists in designated regions. These women act as a liaison of the Liv brand in their region and will lead rides, give informational clinics and act as a go-to resource for Liv and general cycling related information. These women may or may not be affiliated with an existing Giant and Liv retailer. Through these activities Liv US hopes to grow more committed, inclusive and inviting communities of female cyclists, and as a result become the brand women most often associate with women's cycling.

### **Liv Ambassador Program Structure**

Potential ambassadors must be identified by the local Giant and Liv Account Executive (AE). Once a potential ambassador is identified they are given a link to apply online. NO OTHER APPLICATION FORMATS WILL BE ACCEPTED. The program year runs from October 2016 to October 2017.

Each ambassador will work closely with the area AE to reach out to key markets and groups designated by the Liv US Marketing Department, local AE and Regional Sales Manager. The No. 1 requirement of a Liv ambassador is that they are passionate about cycling. Additionally, we ask that ambassadors be naturally inclusive, approachable, inviting and a positive influence in their cycling community. Never is it required that an ambassador race or have a background in racing. The Liv Ambassador Program is NOT an athlete sponsorship program and is NOT intended to sprout race teams.

### **Requirements of a Liv Ambassador**

- Each ambassador must hold a total of **8 clinics** between the months of February and October; no more than 1 event per month is required. Liv is very loose regarding the requirements of what these events are provide a list of options and outlines for clinics. \*(see the clinic option list below)
- Provide **8 event reports** by the 1st of every month to the Liv Ambassador Program Contractor. (i.e. February event report will be submitted by March 1st, March event report on April 1st)
- View and complete the Giant Retail Academy (GRA) videos and quizzes for the following modules. Additional videos may be added throughout the program year. The ambassador will be asked to complete the module in one month's time.

- Liv: All-new Avail On-Road Endurance
  - Bikes: 2014 Liv/giant 27.5 Bikes
  - RS: Liv Envie Advanced
  - Liv: The Liv Brand
  - Liv: Liv Geometry
  - Selling and Merchandising: Selling to Women – Part 1
  - Selling and Merchandising: Selling to Women – Part 2
  - Gear: Introducing Liv Performance Saddles
  - Gear: 2016 Performance Helmets
- If active on social media (Facebook, Twitter, Pinterest, Tumblr or personal blog), post and tag Liv at least once a month on Facebook, Twitter or Pinterest and once per quarter on Tumblr and/or in personal blogs.
  - Be a positive representative for the Liv brand when wearing Liv branded clothing and while leading Liv sponsored events. Ambassadors are required to ride Liv branded bikes when acting as “Liv Ambassador” at events.
  - Keep consistent communication with retailer and AE regarding all event details.

### **Requirements of Retailer**

- Provide AE and Regional Sales Manager assistance in Liv ambassador candidate selection.
- Assist Liv Ambassador in event planning, bike purchase, ordering, bike build and maintenance.

### **Requirements of Account Executive**

- Work with Regional Sales Manager and retailer to nominate and select Liv Ambassador candidates. Provide selected candidates with the application link.
- When requested by Liv Ambassador and retailer, attend events and provide necessary support to promote and ensure success of event.

### **What Liv Provides**

- One bike at discounted price (Road, Mountain or Cross) – Available bikes are selected by the Liv US Marketing Manager and POS Manager based on available inventory for calendar year. The bikes are provided at Liv Ambassador Pricing. Terms are full payment due November 10th, 2017. The retailer and

ambassador are responsible for arranging a **purchase and/or demo agreement policy**. For instance, some policies might state that the retailer will pay in full for the bike and issue the bike as a demo to the ambassador. Therefore, the ambassador would be required to return the bike at the end of the 2017 Liv Ambassador Program. Or, the Liv ambassador is required to pay the retailer in full for the bike by November 10th, 2017, the bike becoming the possession of the ambassador, and therefore, they have full rights in reselling after November 2017. All bikes must be sold through a retailer to the ambassador. The retailer is responsible for collecting sales tax. No Bikes Belong donations will be made. Giant will not receive back any ambassador bikes. It is the responsibility of the retailer and ambassador to resell, if necessary.

- Liv apparel including:
  - One Liv jersey
  - One Liv short
  - One pair Liv socks
  - One pair Liv gloves
  - One Liv T-shirt
  - One Liv Lifestyle Apparel Piece
  - One Liv hat
  - Ambassadors can purchase more Liv branded apparel and gear at employee pricing with the Liv Ambassador Gear Purchase Form.
- Liv event tools to be kept at supporting retail store including:
  - One Liv table cloth
  - One Liv banner
- Liv giveaways including:
  - 50 water bottles
  - 100 tire levers
  - 50 Liv stickers
  - If you desire additional quantities of giveaway items work with your retailer and local AE.
  - Swag items are subject to change due to unknown circumstances and will change from year to year.

## **Application Process**

- AEs, Regional Sales Managers, the Liv Marketing Department and retailers work together to select potential Liv Ambassador candidates.
- Once a candidate has been nominated, they are given the online application link. Applications will only be accepted through this program. No handwritten or email applications are accepted.
- The application process for calendar year 2017 will be in July 2016. Current Liv ambassadors will be required to reapply each calendar year.

## **Selection Process**

- Ambassadors will be chosen based on the traits listed above and their ability to fulfill the above listed requirements. Ambassadors are also chosen based on the need for support of the women's market in their region as determined by the Liv Marketing Department, the local AE and Regional Sales Manager.
- Once an ambassador is selected for the 2017 Liv Ambassador Program they will be notified by email. A timeline is listed below for notification. At that time, instructions will be given on purchasing a bike from an established bike list provided by the Liv US Marketing Manager for the season.

## **Timeline**

**July 2016** – Online application opens for 2017 Liv Ambassador Program

**Sept 2016** – Ambassadors are notified that they have been selected for the 2017 Liv Ambassador Program

**October 2016** – Liv Ambassador Program officially starts, and webinars and training begins

**Feb 2017** – Ambassadors receive bikes, apparel and swag

**Feb 2017** – Liv Ambassador Camp

\*only select number can attend, more details provided in December 2016

**July 2017** – 2018 Liv Ambassadors Program online application opens (AEs send out application link)

**Sept 2017** – 2018 ambassadors are chosen

## **Clinic Options**

1. Basic Bike Maintenance
2. Advanced Mountain Bike Maintenance Clinic

3. Advanced Road Bike Maintenance Clinic
4. Fit, Form and Function
5. Liv Apparel Fashion Show
6. Stretching for Cyclist
7. Liv Ladies Night
8. Nutrition On and Off the Bike
9. Cyclocross Clinic
10. How to Prepare for Your First Triathlon
11. Commuting with Confidence
12. Scavenger Hunt Ride / Alley Cat
13. Apparel Clinic – Layering for the Seasons, Proper Fit, etc.
14. Training for your First Century
15. Book Club / Movie Night

### **Group Rides**

1. No-Drop Road Bike Ride and Skills Clinic
2. No-Drop Mountain Bike Ride and Skills Clinic
3. No-Drop Road Ride
4. No-Drop Mountain Bike Ride
5. Night ride featuring a light company