



## Pacers Events & Pacers Running Stores Pacers Ambassador Program

Pacers Running Stores is seeking enthusiastic and active individuals interested in joining our Pacers Ambassador Program. Pacers Ambassadors are local area runners who participate in area runs and races, volunteer their time at events, engage their community, and embody the Pacers lifestyle and culture.

### **How does the program work?**

Pacers will select local area runners using the criteria below who will serve as our ambassadors at local road races and in the running community.

Ambassadors may apply on own or be nominated.

### **Criteria:**

- \* Active participant in area races (both Pacers and non-Pacers). We consider an active participant to be an individual who runs in 8+ area races a year.
- \* Participates in area running activities, such as clubs, fun runs, training groups, or similar events.
- \* Individuals should be enthusiastic about fitness and promote their activities in their respective communities.
- \* Individual should be enthusiastic about Pacers Running Stores and Pacers Events (note: must be a customer of Pacers Running Stores).
- \* Must be willing to wear Pacers Running Stores gear at local area road races (e.g. race singlets or tees).
- \* Willing to distribute information regarding Pacers and Pacers Events to their communities on a frequent basis, including, but not limited to: gyms, worksites, friends, family, club members, teammates, training groups, social media.
- \* Individuals with large social media communities/following who actively blog, tweet, or otherwise communicate their training/race schedules are highly desirable.
- \* Remain up to date on Pacers happenings, events, and news.
- \* Must be available to participate in the Pacers Events 2010 Race Series, either through running or volunteering. Must volunteer at three or more Pacers Events throughout the year and plan to run in at least four Pacers Events a year.
- \* Pacers Ambassadors may be asked to attend seminars, expos, photo shoots, or other promotions/ events and provide biographical information. Pacers Ambassador information will be disseminated through our stores, websites, and other communication/collateral.
- \* Ambassadors will submit materials, such as race reports, news, blog postings, or other information to Pacers in a timely fashion, as requested.

**Benefits:**

\*Pacers Ambassadors will receive the following perks for participating in the program:

- \* Branded Pacers apparel such as singlets, short-sleeve/long-sleeve tees, etc. Additional items (e.g. tops, jackets, track suits, backpacks) will be distributed based on a Pacers Ambassador's contributions to the program.
- \* Complimentary registration to any Pacers Event once Ambassador has volunteered at three races.
- \* Race sold out? No problem. Pacers Ambassadors always have access to register for Pacers Events. We can sometimes get runners into non-Pacers sold out events as well. Just let us know- we might be able to help.
- \* Perks! We'll distribute goodies throughout the year based on availability and Pacers Ambassador contribution. Perks include: product testing and gear, race perks, vendor freebies, etc.
- \* Low bib numbers (when available)
- \* Access to Pacers store VIP events, such as sales and Marine Corps tent.
- \* Invitation to end of season Pacers Events party.
- \* Consideration for Pacers Ambassador of the Year award.

Ambassador program runs from February 1, 2010 through January 31, 2011. Ambassador applications are considered throughout the year but the bulk of Ambassadors will be selected on or before the year's program start date.

**Selection Process**

Pacers Ambassadors are selected by Pacers Events and Pacers Running Stores. Please fill out the attached and submit to Sheena Dahlke, Pacers Running Stores, at [sheena@runpacers.com](mailto:sheena@runpacers.com) or fill out form on our website. Ambassadors will be notified via e-mail by February 7, 2010 (or on a rolling basis if applying after January 31).



# Pacers Events & Pacers Running Stores

## Pacers Ambassador Program

### Application

Requested due date: January 31, 2010

*(exceptional applications accepted after due date)*

Submit applications to [sheena@runpacers.com](mailto:sheena@runpacers.com)

#### Applicant Information

Name (first) \_\_\_\_\_ (last) \_\_\_\_\_

Address \_\_\_\_\_ Apt #/ Suite \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip or Postal code \_\_\_\_\_

E-Mail Address \_\_\_\_\_ Phone (day) \_\_\_\_\_

Male Female Birth date Current Age

\_\_\_\_\_

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#### Pacers Running Store Experience

1. Which Pacers Running Store do you frequent most often? \_\_\_\_\_
2. When was the last time you were at a Pacers Running Store? \_\_\_\_\_
3. What do you like about Pacers Running Stores?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. What Pacers non-race events have you attended and/or participated in (e.g. training groups, seminars, sales)?

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5. Do you receive our newsletter? Do you read it? \_\_\_\_\_

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### **Pacers Events Experience**

6. Which Pacers Races have you participated in over the last 12 months?

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7. What is your favorite Pacers race? Why?

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8. Why do you like Pacers races? \_\_\_\_\_

9. Are you available to participate in more than seven Pacers races in 2010 (see [www.runpacers.com](http://www.runpacers.com) for dates; this includes volunteering)? \_\_\_\_\_ Yes \_\_\_\_\_ No; comments \_\_\_\_\_

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### **About Me**

10. In 2009, I participated in the following endurance events (please list month, race name, distance, location):

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11. My 2010 race calendar (tentative OK):

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12. Run/Tri Club memberships, fun run affiliations, formal/informal training groups, gym memberships, etc. (please include frequency of attendance plus any leadership positions you may hold)

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13. What type of runner do you consider yourself (e.g. competitive, weekend warrior, speed walker, gym nut, jogger, slow & steady, social runner)? What does running mean to you? Note: we are looking for all types of runners!

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14. I am a member/engage in the following:

**Facebook** \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, do you update/post daily, weekly, or rarely? \_\_\_\_\_

Number of contacts (friends) on Facebook: \_\_\_\_\_

Will you friend Pacers Running Stores? \_\_\_\_\_ Yes \_\_\_\_\_ No

**Twitter** \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, do you tweet daily, weekly, or rarely? \_\_\_\_\_

Number of followers: \_\_\_\_\_

**Blog** \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, do you blog daily, weekly, monthly, or rarely? \_\_\_\_\_

Blog address: \_\_\_\_\_

Number of followers: \_\_\_\_\_

**Listserv /E-Mails**

Do you follow or engage in a running related listserv or e-mail list targeted to the greater DC area?

\_\_\_\_\_ Yes \_\_\_\_\_ No

Do you post comments on the listserv and/or participate in e-mail chatter: frequently, sometimes, rarely, never?

\_\_\_\_\_

Listsers/e-mail lists you participate in/follow: \_\_\_\_\_

**Other Communication**

Other means of communicating fitness information in the greater DC metro area (e.g. posting flyers at gym, work-based fitness program):

\_\_\_\_\_

15. My fitness/running goals for 2010 are:

\_\_\_\_\_

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16. Any additional information:

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