



#LIFTUPLocal



Lift Up Local Ambassador Program

OVERVIEW & PURPOSE

Downtown Lansing Inc. and Michigan Premier Events are teaming up to Lift Up Local businesses once again this holiday season and into the winter! This time, we're seeking a minimum of 15 enthusiastic downtown dwellers (residents who live in a loft/apartment downtown) to participate in our 3 month Ambassador program, with a concentrated effort to Lift Up Local businesses during 1 week of each month December, January and February! Ambassadors are part of the Lift Up Local Team, with a focus of furthering Lift Up Local social media presence with their involvement in Lansing's art, entrepreneurial, food, non-profit, recreational, and retail scenes. Chosen candidates will receive a gift card to assist with highlighting their activities during the following weeks:

1. Week of December 14
2. Week of January 11
3. Week of February 8

Ideal Candidate

1. Engaged & Outgoing Individual
2. Downtown apartment or loft residents
3. Knowledgeable and active users (post at least 3 times per week) of at least 2 of the following platforms: Facebook, Twitter, and Instagram

Ambassador Agreement

As an Ambassador, and participant in Downtown Lansing Inc. and Michigan Premier Events 2020 Ambassadors Program, I _____, agree to all of the following components stated within this agreement:

Social Media Guidelines:

1. Mention Lift Up Local in every social media post in which allocated funds, or T Shirts were used, or featured.
2. Must post pictures wearing Lift Up Local T-Shirt!
3. Use only three (3) hashtags:
 - a. Minimum of one (1) hashtag must be respective to both a hashtag on T-Shirt and activity using #LiftUpLocal

- b. Other two (2) hashtags must be Lansing related, and or promotes local businesses or culture. e.g. #LiftUpLocal
 - c. Attend a social media virtual training with past Lift Up Local ambassador, Guillermo Flores
 - d. Attend a LUL monthly ambassador meeting December 14, January and February.
4. Check into the appropriate location showing your purchase or products that support a local business, gallery, museum, outdoor yoga class, kayaking on the river or other related activity.
 5. Share an insightful story, and promote the Lansing establishment
 6. Engage in comments
 7. Post a minimum of 3 times per week.
 8. Acknowledges and grants the unlimited and encumbered use of any and all work products developed with funds and materials given from DLI & MPE. Work products include but are not limited to social media posts, pictures, images, videos, recordings, hashtags, taglines, commentary, web content, and any engagement in which Michigan Premier Events, or Downtown Lansing Inc. is mentioned, tagged, or featured.
 9. Agree that I will not post content on any social media platform, as determined by Downtown Lansing Inc. and Michigan Premier Events in its sole discretion, that is pornographic, sexually explicit or suggestive, or contains profanity or nudity;
 - a. is unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group;
 - b. promotes intoxication, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing);
 - c. is obscene or offensive, or endorses any form of hate or hate group;
 - d. defames, misrepresents, or contains disparaging remarks about other people or entities;
 - e. communicates messages or images inconsistent with the positive images and/or good will with which wishes to associate;
 - f. violates any law. Monetary Guidelines:
 1. Use prepaid funds within the Lansing area
 2. Use prepaid funds solely on Downtown Lansing Inc. and Michigan Premier Events engagement and promotion of Lansing's blooming scenes.
 3. Use about \$ 10 per activity so funds last the duration of the program.
 4. Michigan Premier Events and Downtown Lansing Inc. do NOT, and will NOT reimburse any monetary values at any time.
 5. Prepaid funds are to be used to assist with cost, NOT to pay cost for every activity in Lansing Indemnification:

Agree to hold Michigan Premier Events, Downtown Lansing Inc., it's founder, owner, CEO, contractors, employees, and assignees harmless in any liability from injury or damage arising from the use, promotion, or intent to benefit Lift Up Local. Affirm that I am 21 years of age or older.

(Signature of Ambassador)

(Date)

T-shirt size (Unisex)

(Signature of Downtown Lansing Inc. / Michigan Premier Event Witness) (Date)