

## VOICES OF M3S AMBASSADOR PROGRAM

### About the Voices of M3S Program:

The *Voices of M3S Ambassador Program* is M3S Sports' initiative to connect with the running and walking community in an authentic and meaningful way. Ambassadors are passionate advocates for healthy, active lifestyles and serve as the voices and promoters of our events.

Ambassadors are encouraged to be authentic, positive, engaged and supportive members of the community.

### Ambassador Program Overview:

Ambassadors engage in a mix of in-person and digital promotion:

- **Race Participation & Volunteering:** Ambassadors participate in races, attend training runs or meet-ups and volunteer at events to foster a visible, personal presence in the community.
- **Social Media Advocacy:** Ambassadors share posts, stories, tips and inspiration on social media, using their unique discount codes to encourage registrations and spread excitement about M3S events. Ambassadors must have an outwardly facing social media presence.
- **Community Representation:** Ambassadors represent M3S at local events, run clubs and other community gatherings, helping to extend the brand's reach and credibility.
- **Content Collaboration:** Ambassadors contribute to newsletters, participate in social media takeovers, and provide authentic content that highlights training, race day experiences, and healthy lifestyles.
- **Ambassador Takeovers:** Ambassadors Take Over Cap City's instagram each weekend leading up to Cap City (January-April). They share tips, advice, a day in the life, etc. The goal of these takeovers is to create community connection on social media, amplify the Ambassadors and create excitement and engagement for Cap City

### AMBASSADOR PERKS:

#### Standard Benefits:

- (1) Complimentary race entry to the 2027 OhioHealth Capital City Half & Quarter Marathon (distance of choice)
  - Run or volunteer
- (1) complimentary race entry to all 2026-2027 M3S Sports races
  - \*Excluding the Jingle Bell Run, as this is a charity race
- (1) complimentary 2027 OhioHealth Capital City Half Marathon race entry to be given away on social media or at a community event / Run Club
- 10% friends & family discount code
- Profile feature on M3S & Cap City websites – picture, short bio, social media links
- Access to private ambassador Facebook group
- Exclusive meet-ups

### Performance-Based Opportunities:

- VIP Upgrade to OSU 4 Miler
- VIP Upgrade to Cap City
- Featured content collaborations with M3S, Cap City and our partners

### Program Requirements:

Ambassadors are expected to:

- Participate in the 2027 OhioHealth Capital City Half Marathon (distance of choice) and at least (3) additional M3S Sports races in the 2026-2027 year
- Attend meet-ups, volunteer, and represent M3S at events
- Promote events positively both in-person and online
- Share M3S-related content consistently throughout the season (minimum one post per M3S event), including race promotion, training content, stories, community engagement posts and race recaps on outwardly facing social media accounts
- Complete ambassador takeovers or other program-approved promotional opportunities

### THE DETAILS:

- Season: July 15, 2026 – July 14, 2027
  - Ambassador codes are valid through this window
- Open to individuals 21+
- Annual re-application required
- Volunteer-based; no financial compensation provided
- Ambassadors are expected to uphold M3S Sports' code of conduct
- Ambassadors may not serve as ambassadors for competing race organizations during the program term

### Recruitment & Selection:

- Applications open **June 1** each year and are promoted through email campaigns and social media channels.
- The application window is **two weeks**, after which the selection process begins. Applications will not be accepted after Monday, June 15th, 2026, at 11:59 p.m.
- M3S uses a diverse selection committee to review applications to choose ambassadors. This committee consists of previous ambassadors and others to ensure a diverse group:
  - Run club affiliations
  - Representation of all segments of our running/walking community
  - Alignment with our core participant demographic
- Diversity and inclusion are key to ensuring ambassadors authentically represent the wide variety of people who participate in our events.

### What Makes a Great Ambassador?

We are looking for individuals who:

- Positive and community oriented

- Encourage others and create welcoming environments
- Active in the local run/walk or fitness communities
- Enjoy sharing their journey authentically online
- Represent the spirit of inclusion and encouragement
- Believe in helping others live healthy, active lifestyles

You do not need to be the fastest runner, have the largest social following or participate in every event to be a successful ambassador.

**Giddy Up!**