

## **Now Accepting Road Warrior Ambassador Applications!**

Amway River Bank Run is seeking dedicated runners to engage community members who can help spread the word about our event and Charity Partners (in person and social media) at training runs, registration parties and more! The program is not super strict but we are seeking like-minded individuals that are excited about running fundraising, and eager to spread the word about the Race throughout Western Michigan and beyond.

### **QUALIFICATIONS:**

- Willingness to have fun, a healthy sense of humor and ability to maintain a positive attitude throughout the program.
- Commitment to running and a regular training/cross fitness program.
- Established public social media account on Facebook, Instagram, TikTok, Twitter, etc. and willingness to post about your goals, runs, other race events as well as encouragement to run the Amway River Bank Run.
- Partner and raise funds for on our official charities (Beer City Dog Biscuits, Equest Center for Therapeutic Riding or Brave the Shave)
- Availability to appear at the following training runs (November – May)
  - 1<sup>st</sup> Saturday of the Month
  - 2<sup>nd</sup> Tuesday Training runs at Perrin Brewing
  - 3<sup>rd</sup> Thursday Hills and Hops
- Run the Amway River Bank Run – Fifth Third Bank 25k on Saturday, May 9, 2026.

### **WHAT YOU'LL DO:**

1. The primary role of a Road Warrior is to promote the Amway River Bank Run (ARBR) brand. We are seeking individuals with positive attitudes, energy, and enthusiasm for the Race.
2. Secondary role is to promote and fundraise for your charity partner (\$500 minimum).
3. Other jobs include training as a team once or twice a week either running or cross-fit at the YMCA wearing branded gear and engaging others to become familiar with ARBR.
4. Utilize your public social media presence to promote content about the Amway River Bank Run (i.e., your Charity Partner/fundraising, running experience, training runs, registration parties, apparel, registration information, race weekend info, apparel, etc.)
5. Ambassadors are expected to be well-versed in aspects of the race, including the race course, course support (aid station locations), registration parties, Sports & Fitness Expo/Late Registration Packet Pickup, race morning event start time and location, pacers, Finish Line protocol and Finish Fest.
6. Interact with other Ambassadors via events and through an invite-only Facebook group.
7. Volunteer at the Sports & Fitness Expo on Friday, May 8, 2026.

### **PERKS YOU'LL RECEIVE IF YOU'RE SELECTED:**

1. Complimentary entry into the Amway River Bank Run – Fifth Third Bank 25k

2. Product samples and complimentary gear from our many fabulous sponsors and friends.
3. Exclusive Amway River Bank Run Branded Ambassador gear that is not available for sale.
4. Mentorship: Past Road Warriors will be there to help you with your training, working with the charity partners, and all-around support as you go through your journey.
5. A six-month membership to the YMCA.
6. A six-month membership to RunGR (*tentative*).
7. Two complimentary entries to the Amway River Bank Run to motivate new runners or someone who has not participated in a few years to run on May 9, 2026.
8. Five 50% discount entries to motivate and encourage new or returning participants.
9. Two team bonding dinners between January and April.
10. Registration for local races to be used as part of your training (TBD).
11. Two gatherings at Perrin Brewing Company – one to meet your charity partners in the beginning of the program and the second is a thank you wrap up after May 9, 2026.
12. Invitation to the Elite News Conference on Friday, May 8, 2026.
13. Photo, bio with links to your social media channels on the Ambassador page at [amwayriverbankrun.com](http://amwayriverbankrun.com)

#### **HOW WE'LL EVALUATE YOU:**

1. Ambassadors will receive comp and discount codes for promotional purposes of the Amway River Bank Run.
2. Ambassador performance will be evaluated based on visibility in their communities, both digital and physical.
3. Ambassador attendance at training events, registration parties and team bonding gatherings.
4. Ambassadors' interaction with their Charity Partner.
5. Ambassador perks will be distributed to all selected ambassadors on a pre-determined schedule. Perks will not be distributed based on performance.

#### **Agreement Terms:**

1. Ambassadors agree to be part of the program from November 1, 2025, to May 9, 2026.
2. Ambassador terms expire after the race on May 9, 2026. Ambassador terms do not automatically renew, and all Ambassadors will be required to re-apply each registration cycle.
3. Ambassadors are not financially compensated in any way.
4. We reserve the right to terminate any Ambassador from the program at any time during their term for any reason and your free entry into the race will be voided.