

# 1855 BLACK ANGUS BEEF AMBASSADOR PROGRAM

## AMBASSADOR requirements

- Applicants must be highly connected to their social media network with genuine engagement, preferably part of an in-person network like a BBQ circuit.
  - There is a minimum following requirement of 1,000 followers with at least 5% of followers engaging with posts on average. Social accounts must have food and recipe photography which will be reviewed by 1855 Black Angus Beef.
- Familiar with how to prepare beef.
- Must be willing to make posts public on social media, share photos with 1855 Black Angus Beef, and work exclusively with our beef brand during their time as an ambassador.
- Must be 18 years or older located in the continental United States.

## How to become an AMBASSADOR

- Complete the application form located on [this page](#) and let us know why we should choose you!
- After the application is submitted, you will receive an email confirming your application was received.
- We will be in touch within 30 business days if your application is approved to let you know next steps.
- If your application is approved, you will receive an 1855 Black Angus Beef Ambassador Kit in the mail. The kit may include:
  - Grilling tools (tongs, spatula, or oven mitts)
  - Flag
  - Stickers
  - Product shipments with one month notice or vouchers to purchase as needed
  - Apron
  - Hats or t-shirts
  - Media kit/brochure that includes information and key product attributes
- Here are some of the other benefits you'll receive as an ambassador:
  - Potential reposting on the 1855 Black Angus Beef social channels
  - Be part of a network of grilling pros
  - Our top ambassadors could be invited to private industry events



## What happens when YOU RECEIVE PRODUCT

- You will host a backyard BBQ, make a recipe for your friends or family, or compete in a BBQ competition.
- You will post 2-3 times across your social media channels about how the beef was used within 90 days of receiving product. We will share a few suggestions of best practices for your posts.
  - Posting can be on Facebook, Instagram, or YouTube.
  - Your posts must include the brand name, brand account tag, and hashtags #1855Beef, #1855BlackAngusBeef and #1855BeefAmbassador.
- Your posts may be documented and reposted across 1855 Black Angus Beef's channels and website.
- Exclusivity with 1855 Beef is required until January 1, 2022. No ambassador would be allowed to partner with another beef brand or plant-based meat alternative during this time frame.

