

SUMMER CAMP AMBASSADOR TEAM 2019 RULES & GUIDELINES



WHAT IS THE SUMMER CAMP AMBASSADOR TEAM?

The Summer Camp Ambassador Team is a work exchange program that offers Summer Camp Music Festival perks in exchange for promoting Summer Camp leading up to the festival at concerts, special events, key areas in your market, and more. Ambassadors

This year, we are introducing a digital promotions platform called "SCampFam" which allows all digital promotions to be run through a page on our website! You will be able to do all of your digital promotions through this page, as well as seeing your latest up-to-date point totals, as well as selecting all your rewards!

While the SCampFam platform is open to the public, allowing anyone to contribute as much or as little work as they desire, **Summer Camp Ambassadors** have the unique opportunity to earn significantly more points (aka "tokens") and special "Ambassador-Only" rewards throughout the year and at the festival.

In this document, you will find all the necessary requirements to earn various rewards to the 2019 Summer Camp Music Festival.

SCAMPFAM WEBSITE

Be sure to sign up for SCampFam and bookmark this site!

<http://summercampfestival.com/SCampFam>

AMBASSADOR WEBSITE

Be sure to bookmark the Summer Camp Ambassador website:

<http://summercampfestival.com/AmbassadorTeam>

The website will be used for:

- Submitting reports of your promotional work
- Changing your mailing address
- Request more promotional material
- Additional promotional resources

AMBASSADOR FACEBOOK GROUP

Upon being accepted to the Summer Camp Ambassador Team, you will receive an invite to the Summer Camp Ambassador Team Facebook Group (via e-mail). **Bookmark this link!** This is where you can stay up to date about all things street team:

<https://www.facebook.com/groups/SummerCampStreetTeam/>

We will use the Summer Camp Ambassador Team Facebook Group as our home base of communication this year. This includes:

- Summer Camp Ambassador Team official announcements
- Get exclusive artist announcement info
- Participate in discussions and strategy with other street teamers
- Find out about special contests and opportunities such as free tickets to concerts, festival perks, festival and band merchandise, etc.

KEY LINKS

WEBSITE: www.summercampfestival.com

FACEBOOK: [facebook.com/summercampmusicfestival](https://www.facebook.com/summercampmusicfestival)

TWITTER: twitter.com/SummerCampFest

INSTAGRAM: [instagram.com/summercampfest](https://www.instagram.com/summercampfest)

YOUTUBE: [youtube.com/summercampfest](https://www.youtube.com/summercampfest)

SNAPCHAT: [@SummerCampFest](https://www.snapchat.com/add/SummerCampFest)

HASHTAG: **#SCamp19 (Capital S and C, lower case amp19)**

SUMMER CAMP FACEBOOK EVENT: [facebook.com/events/564508240656897/](https://www.facebook.com/events/564508240656897/)

SUMMER CAMP FACEBOOK GROUP: [facebook.com/groups/SummerCampMusicFestival/](https://www.facebook.com/groups/SummerCampMusicFestival/)

CONTACT STREET TEAM COORDINATORS: summercampstreetteam@gmail.com

CONCERT PROMOTION

You are expected to promote at concerts of Summer Camp type bands (largely jambands, bluegrass, EDM, nationally touring bands, etc). **You are responsible for all major concerts in your area, ESPECIALLY HEADLINERS OF THE FESTIVAL** (Umphrey's McGee, moe., etc.).

You are expected to be promoting at a minimum of one concert per month.

You will receive handbills via USPS for each major artist announcement and by request. If you run out and need more, be sure to contact the Ambassador coordinators via the summer camp Ambassador team website!

Changing your address / Requesting Flyers:

Please use the following form on the Ambassador Website to request more flyers, change your address, and more.

How to Promote:

Pass out handbills before and/or after each show you attend with a big smile on your face! You are expected to pass out handbills for AT LEAST ONE HOUR per show. In most cases, we expect you to promote from the time doors open through when the headliner starts.

Depending on the show, it will likely be upwards of 150-200 handbills minimum for any show, and more often that not, using upwards of 500. Be excited! This is a great opportunity and should be fun!

Note: You are not allowed to be promoting anything other than Summer Camp when you are promoting. This includes selling any pins/merch/tickets. If we learn that you are promoting or selling any non-festival content, you will be removed from the street team immediately.

Promoting at festivals:

Promoting at other festivals is encouraged as well. Since every festival is different, we award points on a case-by-case basis. If you wish to receive points for a festival, please contact the street team coordinators BEFORE THE FESTIVAL at

summercampstreetteam@gmail.com

RECEIVING CONCERT PROMOTIONS CREDIT

After any concert you promote at, you have **TWO WEEKS** from the date of the show to submit all evidence! **You are expected to promote at a minimum of one show per month.** We want to have you promoting regularly throughout the year, not just right before the festival!

To receive credit for promoting a concert, you need to complete the following tasks:

1. TAKE PICTURES

You must have a minimum of **THREE** pictures for every concert you promoted at:

Picture 1:

You must have a picture of the **marquee that says either the venue name or the artist.** This is essential! If there is no marquee, then take a picture of your ticket, or better yet, the artist at the show.



Pictures 2 and 3:

Pictures must show concert attendees holding the summer camp flyers.



2. SUBMIT PROMO

Fill out the **Promo Submission form** on the **Summer Camp Ambassador Team**

Website: <http://summercampfestival.com/AmbassadorTeam>

Please allow 2-3 weeks for the street team coordinators to review your work. Your totals will be added to the SCampFam platform on a monthly basis.

You will receive 1,000 tokens for each concert or event.

NOTE: Everyone is responsible for taking pictures – there will be no excuses such as cameras being stolen or lost, or not being able to afford or get ahold of a camera. Almost everyone has a cell phone, and 99% of all phones nowadays have cameras.

POSTER PROMOTION

You will receive shipments of 11x17 posters for you to hang in your market. Depending on your location, you will either be expected to identify key poster locations or you will be assigned for specific areas. You are responsible for hanging ALL of the posters and taking a picture of each location. You will receive credit on a per-shipment basis.

Key locations may include coffeeshops, bulletin boards, headshops, key campus locations such as the quad, record stores, music venues (if allowed), and many more. If you are unsure of whether the location is an approved location, please contact your coordinators!

RECEIVING CREDIT FOR POSTER PROMOTION

You are expected to upload pictures and a description of each poster location within 2 weeks of putting up the posters. Fill out the **Promo Submission form** on the **Summer Camp Ambassador Team Website**: <http://summercampfestival.com/AmbassadorTeam>

Please allow 2-3 weeks for the street team coordinators to review your work. Your totals will be added to the SCampFam platform on a monthly basis.

You will receive 2,000 tokens for each round of postering (not individual posters).

AMBASSADOR REFERRALS

We encourage you to get your friends involved, especially in other markets! For each Ambassador that you refer that earns at least 20,000 tokens, you will receive an additional **2,500 tokens**. This will be evaluated and added within 2 weeks of the festival.

REWARDS

We are proud to introduce many new rewards this year! Be sure to check out the amazing rewards offered on the SCampFam platform! Here's a list of rewards that is mostly only attainable for Ambassadors:

3-Day GA Pass - 20,000 tokens

Thursday Pre-Party - 7,000 tokens

Sunday-Only Pass - 8,500 tokens

Half Priced 3-Day GA Ticket - 10,000 tokens

VIP Upgrade (No Late Nights Included) - 20,000 tokens

Red Barn Late Night - 10,000 tokens

Many more awards such as artist meet and greets, golf cart rides at the festival, reserving camping spots, carnival rides, shower tokens, and festival and artist merchandise will become available in the coming weeks within the SCampFam platform!

All tokens and rewards will be awarded within the SCampFam platform, allowing for an easy process for redemption!

GENERAL RULES AND NOTES

- You will receive confirmation of your festival rewards one week before the festival. You will receive regular point total updates every 3-4 weeks.
- There will be no hard tickets issued. All rewards will be made available at the "will call" booth at the festival upon entering.
- The tickets are **non-transferable** and are only eligible for Summer Camp Festival this year.
- When flyering at shows, you are not allowed to be selling, advertising, or promoting anything else but Summer Camp. You are expected to conduct yourself in a professional way.

VERY IMPORTANT NOTE

As a member of the Summer Camp Street Team, you are representing the Summer Camp Music Festival. We hope to never see you speak ill about the festival online but, instead, be a cheerleader for the event. While on the street team, you are a member of the Summer Camp team and need to conduct yourself accordingly.

Please be mindful of what you say regarding the festival online. While we know everyone may not agree with everything the festival does or every artist we announce, it is your role to support the festival positively. The street team coordinators reserve the right to remove you from the street team at any time.