



The Western Thoroughbred



Ambassador Application Form

Applicant Information

Name:

First

Last

Instagram Account Username

Region:

Country

State/Province

Western Discipline(s):

Thoroughbred Information

To qualify to be an ambassador for The Western Thoroughbred, applicants must participate in western events with a registered Thoroughbred. Applicants must demonstrate good horsemanship as well as good conduct online.

Registered Thoroughbred(s) Currently Owned or Shown by Applicant:

Accomplishments in Western Discipline(s):

Applicants must provide at least one video of them riding a Thoroughbred in a western saddle. Applicants can upload video(s) to YouTube, Facebook, or Instagram and provide link(s).

Video Link(s):

Ambassador Roles

Applicants must sign up for at least three roles. Each role is outlined in detail on the following page. Assignments and full instructions will be given upon acceptance.

- CANTER Spotlight
- Collecting Ambassador Content
- Collecting Follower Content
- Collecting Racing Content
- Creating Facebook Content
- Creating Instagram Content
- Creating Website Content
- Creating YouTube Content
- Designing and Promoting Apparel
- Interacting on Facebook
- Interacting on Instagram
- Networking
- Soliciting Sponsors
- Updating the Website
- Other suggested role that would benefit OTTBwestern:

Biography

Applicants must provide a brief biography and an explanation as to why they would like to be an ambassador.

Ambassador Role Descriptions

Each ambassador role is described below. Multiple ambassadors may be assigned to the same role and share responsibilities. Ambassadors will have the opportunity to take on multiple roles or switch roles.

CANTER Spotlight: Every week we showcase a horse that is available through the Communication Alliance to Network Thoroughbred Ex-Racehorses (CANTER). This role involves searching the CANTER listings, selecting horses that would be suitable for western riding, and transferring the information to our spotlight format. *Time required ~30 minutes per week*

Collecting Ambassador Content: Every week we share high quality photos and videos from our ambassadors. This role requires searching the social media accounts of our ambassadors for original content to share each week. *Time required ~1 to 2 hours per week*

Collecting Follower Content: Every week we share high quality photos and videos from our followers. This role requires searching the #OTTBwestern hashtag for original content to share each week. *Time required ~1 to 2 hours per week*

Collecting Racing Content: Every Tuesday we share transformation photos or racing information. This role requires searching for content for our #OnTrackTuesday posts. *Time required ~30 minutes per week*

Creating Facebook Content: Every day we share original posts, photos, and videos on our Facebook page. This role requires writing and developing new content for Facebook. *~1 to 2 hours per week*

Creating Instagram Content: Every day we share original photos and videos on our Instagram page. This role requires creating new content for Instagram. *~1 to 2 hours per week*

Creating Website Content: Every week we share articles on our website. This role requires writing and developing new content for www.thewesternthoroughbred.com. *~2 to 3 hours per week*

Creating YouTube Content: Every week we would like to share new videos to our YouTube channel. This role requires filming and developing new content for YouTube. *~2 to 3 hours per week*

Designing and Promoting Apparel: Every season we would like to offer new apparel to our ambassadors and followers. This role requires designing apparel and promoting apparel on social media. *~1 hour per week*

Interacting on Facebook: Every day we 'like' and 'comment' on posts on Facebook. This role requires interacting with followers and potential followers on Facebook. *~2 hours per week*

Interacting on Instagram: Every day we 'like' and 'comment' on posts on Instagram. This role requires interacting with followers and potential followers on Instagram. *~2 hours per week*

Networking: Every year we would like to build new relationships with organizations and associations within the Thoroughbred industry. This role requires collaborating with the group and reaching out to other entities to increase our real-world presence. *~1 hour per week*

Soliciting Sponsors: Every year we would like to support more OTTB related events. This role requires creating partnerships with businesses that would help us reach that goal. *~1 hour per week*

Updating the Website: Every week new information is added to the website. This role required updating the website as we feature more horses and add new content. This role requires *~1 hour per week*

Other: If you suggested an additional role, please outline that role here: _____

Ambassador Rules

Ambassadors must follow these rules in order to remain ambassadors. Applicants that are already following some of these rules will stand out during the application process.

1. Ambassadors are required to be courteous to one another and to others online.
2. Ambassadors are expected to engage in our mission to promote the use of Thoroughbreds in western disciplines. This means actively participating in an assigned role each month.
3. Ambassadors are encouraged to 'like' and 'comment' on posts by The Western Thoroughbred on Facebook and Instagram.
4. Ambassadors are required to tag The Western Thoroughbred in photos of their western Thoroughbreds on social media.
5. Ambassadors are encouraged to share an original post by The Western Thoroughbred at least once a month.
6. Ambassadors are discouraged from sharing misinformation about the Thoroughbred industry on their personal accounts and within the group. Be certain that articles and posts about racing come from reputable sources.
7. Ambassadors are encouraged to contribute to a discussion or start a discussion in the OTTBwestern Ambassadors group on Facebook at least once a month.
8. Ambassadors that follow these rules can frequently take over the account, receive discounts on OTTBwestern apparel, and benefit from any sponsorships or partnerships we attain.

If you have read and understand the rules, sign here: _____

Please submit this application along with at least five photos of you and your Thoroughbred to thewesternthoroughbred@gmail.com by September 1st, 2019. Thank you!