

2017-18 In the Game Sports Network Ambassador Program:

In the Game Sports Network is a positive, inspirational brand that focuses primarily on the community, tradition, and passion surrounding high school sports.

In the Game started 10 years ago in South Georgia and expanded to Northeast Florida in 2014. As a multimedia company, we promote *In the Game* through our magazines, website, newsletters, social media, and events.

We currently have a prestigious opportunity for local student leaders to be Ambassadors representing their high schools.

The ideal candidates will exhibit academic excellence, a passion for athletics, outstanding character, and a strong commitment to their schools and communities.

As role models, Ambassadors are encouraged to inspire their peers to explore and create new initiatives within their high schools and communities by being a part of *In the Game's* mission:

"Inspiring your inner athlete toward the passionate pursuit of excellence, on and off the field."

Ambassadors will interact with each other by participating in monthly meetings where they will represent their schools among other fellow high school ambassadors. In these meetings, they will be given the opportunity to contribute to the vision of *In the Game* and to play an important role in social media and digital content creation. They will also represent the *In the Game* brand within their respective campuses and communities.

Ambassadors are responsible for playing a vital role in communicating how to make the most of the relationship with *In the Game* through events, social media, and their school networks. Their jobs are to help spread the positive communication on what is going on in their schools, their local communities, and the global sports world.

Each Ambassador will:

- Meet with and learn from our *In the Game* staff regarding brand development, marketing, multimedia production, and business operations.
- Develop intangible skills such as leadership, teamwork, and creative problem solving.
- Be the face of the *In the Game* brand for their respective schools.
- Have direct input on our high school specific events.

- Be published in the magazine on the Ambassador page.
- Be given opportunities to have writing or photography professionally published.
- Receive complimentary *In The Game* apparel.
- Directly contribute to each digital media platform.

Ambassador duties will consist of:

- Attendance to monthly meetings with *In the Game*.
- Attendance to Ambassador initiatives, such as events that they plan.
- Direct representations of their schools on *In the Game* digital media platforms.
- Creative content generation.
- Serving as liaisons between schools and *In the Game*.
- Consistent internal and external communication between ambassadors and supervisors.

The ambassador program will also serve as a quality position of leadership and experience to add to college resumes. We will gladly be listed as references on applications and resumes for future academic and employment opportunities.

Please submit all nominations for ambassadors to info@itgsportsnetwork.com. This opportunity is limited to students in grades 10-12. **Include the name, school name, and relevant contact information for all nominees.** Interviews for ambassador selections will then take place based off the nominations. **Based on all the applications received by the deadline, the ambassador selections will be made, and the first monthly meeting will be held in December. The program will run from December 2017 to May 2018.**

Please reach out to us directly with any questions..