

NOW Ambassador Program

Why buy condoms at the corner drug or convenience store. Who needs to pay \$15 for a pack of condoms? Not you - and not your friends. TheNOW® Brand Ambassador Program allows you to spread the word about “The finest condoms, less money can buy” while enjoying the NOW® lifestyle, saving your friends some money, and making some for yourself. NOW® Ambassadors represent themselves, their school, their community and NOW® with respect, integrity, and a desire to help others. They are energetic and they are innovative, and they know why using condoms is better than not. Think you got what it takes?!

An NOW® Ambassador is...

1. Someone who already has a great understanding of our condoms, and safe sex.
2. Would talk and socialize than sit on their couch playing video games.
3. Is a self-starter (e.g. thinks on their feet and has an inner motivation to succeed)
4. Represents our core values and will uphold the integrity of the NOW® brand
5. Values health and keep their friends safe.
6. Is an active member in campus clubs and organizations, blogger, or just outspoken person.
7. Is active on social media, and ideally writes/hosts their own blog
8. Is not afraid to engage in conversation about sex.

We expect our NOW® Ambassadors to...

1. Communicate with our internal NOW® contacts on a regular basis about college events, social media material, queries, ideas, opportunities etc.
2. Listen to feedback, and provide feedback about products, events and ideas themselves
3. Events:
 - Organize, promote and host 2 (or more) major on-campus or community events per year.
 - Notify your internal NOW® rep (Event Request Form) at least 4 weeks prior to event to obtain approval, credit and any product needed.
 - Promote the event on campus using NOW® fliers (provided on request).
 - Tag NOW® on social media at least once per event.
 - Collect voluntary email addresses (using provided form) at events for the NOW® newsletter mailing list.

- Write an event recap (500 words/ 3 pictures minimum) for NOW® blog.

5. Social Media

- Follow NOW® on all social media platforms
 - Facebook, Twitter, Instagram, Pinterest, Google+, YouTube
- Tag NOW® on any relevant post, and at least once during each campus event
- Share NOW® posts regularly and encourage others to follow
- Write at least 2 blog posts for NOW's blog per semester (bonus points/gear for more!)

6. Representative

- Serve as THE NOW representative on your campus or community
- Help maintain, promote and drive traffic to dealers near your campus or your community.
- Be actively involved with programs and clubs that may benefit from a longterm relationship with NOW® (such as the retailers, websites, etc.)
- Give out stickers galore (provided).

What our NOW® Ambassadors get in return...

- Experience working and fueling a rapidly growing brand who values your input
- Resume builders and recommendation letters for the future (important!)
- Free NOW® gear
- Swag to share for events; sticker, brochures, NOW®samples, and other stuff
- Friends discount code for 20% OFF on orders through the NOW® website.
- MONEY - Each NOW®Ambassador receives an 8% commission for all NOW® products sold through the website using the Friends discount code.