



Brand Ambassador Guidelines | #TFSAmbassador

Brand Ambassador Program Goal: To generate brand awareness by creating a sense of excitement and loyalty around The Fire Station Cannabis Co. on social media.

Brand Ambassador Requirements

1. Must live within Michigan's Upper Peninsula (preferably in a town where we have a store)
2. Account must be public
3. Must be 21+
4. Must agree to a six month contract that will be reevaluated for potential renewal after its duration. Must post at least two (2) TFS related posts each month on specified platform(s). These posts should include:
 - a. The TFS hashtag (#TFSLife) and brand ambassador specific hashtag (#TFSambassador)
 - b. A tag to the official TFS account (@thefirestation906)
 - c. Prominently featuring the TFS brand, including things such as wearing TFS merch or featuring a TFS location
5. Must check email regularly for monthly event updates and announcements
6. Must agree not to post content promoting any other retail cannabis store during the length of your contract
7. Must agree to participate in at least one meeting with TFS marketing staff during the duration of your contract

Ambassador Perks

1. 15% discount (not stackable with other sales or discounts)
2. 3 free pieces of TFS Merchandise
3. Early access to TFS events and offers