

## THE JUNIOR EQUESTRIAN

TheJuniorEquestrian@gmail.com  
Social: The Junior Equestrian  
(337) 247-2039

# Ambassador Information

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## PART 1: BRAND INFO

### About TJE

**The Junior Equestrian was started to share useful information with junior riders around the world.** The Instagram was launched on Monday, May 4, and the website was launched on the following Friday (5/8/2020). The ambassador form was planned to be open for the entire month of the Instagram launch, but after just 3 short days there was an amazing group of young riders on the team! Currently, The Junior Equestrian is an Instagram page and a website blog. Instagram is the “Sparknote” version of the website.

### Our Values

TJE is all about **positivity and helping others**. The blog and the Instagram page was started to be a place of positivity for junior riders. There is a lot of negativity and competition that goes on between other riders which can be both overwhelming and stressful. There are so many riders who lose interest in riding as a result of being put down by others. My goal is to provide a safe place where juniors can come to feel inspired and passionate about the sport. This sport is hard enough as it is, and having just one place to feel **listened to and inspired** can make the world of difference!

### Growth

The Junior Equestrian is expected to grow significantly over the summer and continue for many years to come. What is measured grows, our goal for the blog is to hit 1K followers on Instagram by July 26, 2020, and 10K by May 2021. I have ideas for a product line in place once we hit 5K followers, which I am hoping to be by October 2020. This product line will include saddle pads, water bottles, hats, etc with the brand logo. Once this line launches I will send each of you some products to promote. Depending on interest, there may also be a YouTube channel coming in the late summer/ fall.

## PART 2: AMBASSADOR INFO

### Your Role

Most brands have ambassadors to directly promote the brand, but not TJE. The ambassador program was started to be advocates for the junior community. I love it when posts are shared, but direct following for the blog isn't my biggest concern. **If there is a post that you think your followers will benefit from or find interesting, share it!** You are TJE's ambassadors because you represent and are leaders in the community that we are serving. I like to think of The Junior Equestrian as a family of junior riders, not as a platform geared solely for a massive following.

### Brand Involvement

Being a brand ambassador comes with a lot of perks! You can be the face of a wonderful brand that will benefit the juniors on social media as well as take part in decision making. You are TJE's eyes and ears to the junior community, so if there is **ANYTHING** you want to be covered in the blog, let me know and I will try to make it work! Below is the link to the official tentative calendar, but nothing is set in stone.

<https://calendar.google.com/calendar/b/1/r/month?pli=1>

### Story Takeovers

One of the many perks to being a brand ambassador is the Instagram story takeovers. Takeovers will last 24 hours and you will be able to share the inside scoop of you and your horse and put some smiles on some faces! Feel free to do questions/ answers on the story and document your super fun day! The only **boundaries** are that you do not open any Direct Messages and do not post on the page, but feel free to make the story all yours! Let me know when you would like to do one, the schedule is flexible and we can work together to find the perfect time for you!