



AMBASSADOR PROGRAM GUIDE

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Program Outline

This program is designed for artisans who use FAT Paint in at least 50% of the products they bring to local markets. With this experience and passion for FAT Paint, they feel comfortable providing education around FAT Paint and are passionate about craft, DIY and FAT Paint. Because of their passion, they are proud to promote FAT Paint at every show or market they participate in, eager to talk to visitors about the company and the product. The ultimate goal of the program is to increase brand awareness where our retailers are, thereby bringing more customers in their doors.

This program is a partnership between The FAT Paint Company and the retailers who choose to opt-in.

The program is intended to compliment the work ambassadors are already doing. We understand you attend shows to sell your product and promote your business. The intention is for conversations about FAT Paint Products to occur organically.

The FAT Paint Ambassador

FAT Paint Ambassadors use FAT Paint in at least 50% of the products they sell and show at markets. They are highly knowledgeable of FAT Paint products and how to use them. They have a passion for craft, DIY and FAT Paint. They live and work near FAT Paint retailers and are frequent customers in our retail locations.

Ambassadors are artisans who attend a **minimum** of two craft fairs, home décor markets, shows, etc. each year. They are skilled in their respective craft and have a reputation for quality products. Ambassadors engage in social media in order to showcase their products and build community. Their social channels show a desire to educate and inspire their followers. If asked a question, an ambassador responds with a clear, well informed answer. If the ambassador's local retailer offers workshops, they are expected to share this knowledge with the market attendees in an organic way.

Ambassadors must be able to engage market attendees in conversation. They are approachable, warm and fun. They are not afraid to offer tips and tricks. In fact, they are happy to. They look to educate attendees on what FAT Paint is and why they should use it. Their role also includes displaying FAT Paint promotional materials (the ambassador sign provided must be showcased, some FAT Paint cans at their discretion), distributing FAT Paint promotional materials (the FAT Paint brochures provided) and wearing the FAT Paint Ambassador pin in order to entice conversation.

There are several possibilities outside of markets for ambassadors to work with their retailers. Any potential agreements to host workshops, lead in-store product demos, deliver presentations, etc. are to be discussed between the ambassador and their retailer. These opportunities are developed through an open dialogue with the retailer and the ambassador. Retailers have the freedom to think outside of the box with this program and continually engage in discussion with their ambassadors on creative marketing ideas.

In return, Ambassadors receive 20% off the retail value of FAT Paint products.

In order to increase awareness and provide The FAT Paint Company with a way to measure program success, FAT Paint Ambassadors must promote the shows and markets they attend via their social media channels. While doing so, they must tag FAT Paint in each post. This not only informs us of their participation, but it allows Ambassadors' following to then connect directly with FAT Paint's social channels. If the Ambassador's retailer has a social media channel, they must be tagged as well. Furthermore, they are required to check-in with their local retailer after the show or market, providing an overview of how they feel the show went and a prediction of what results we may see. (Appendix B)

The length of the FAT Paint Ambassador contract is one-year. At the end of each year, The FAT Paint Company, the retailer and the ambassador have the opportunity to review the relationship and renew the contract if desired.

The Role of Our Retailers

The intention of The FAT Paint Ambassador Program is to support retailers in driving traffic to their door. While at shows and markets, ambassadors are there to promote the product and to share our retailers' location. They are also there to support in product education. If the retailer offers FAT Paint workshops, the ambassador is responsible for sharing this information with their community.

The secondary benefit of The FAT Paint Ambassador Program is to drive traffic to retailers' social media channels. When discussing FAT Paint on their Instagram, Twitter and/or Facebook pages, the ambassador is expected to tag their retailer's corresponding handle. This will result in higher traffic on retailer social sites, increasing their following and brand awareness. Again, this is ultimately intended to increase the traffic to retailer's doors.

Ambassadors are dedicated to one core retail location, their 'partner location'. This means they only receive their discount from their partner location and focus their promotions for their partner location. Therefore, it is the discretion of the retailer as to how many ambassadors they accept. Retailers are a part of the decision making process when onboarding new ambassadors. As retailers know their customer's best, they are encouraged to recommend the program to known, trusted and reliable customers.

The FAT Paint Ambassador program will be most successful when retailers build strong relations with the ambassadors who serve them. Developing a strong sense of community strengthens your customer's support of your business, encouraging them to spend their dollars with you.

The FAT Paint Company is responsible for providing the required marketing materials to each ambassador. Included in the marketing package are The FAT Paint Company brochures, which have a space for retailer business cards to be attached. It is the discretion of both the retailer and ambassador if they wish to include any further marketing supplies. Please note, the ambassador discount is applied only to FAT Paint products and The FAT Paint Company will not be reimbursing any discounts applied to products outside of FAT Paint products.

The FAT Paint Company is also responsible in assisting retailers to select the ambassadors with the highest quality - those who will best represent The FAT Paint brand and the brand of the retailer. This process is outlined in Chapter Five, the Application Process.

The retailer is responsible for supporting their ambassadors to the best of their ability. They are also responsible for sharing information about the ambassador program to customers they believe would be a strong fit. Finally, it is also the role of the retailer to review ambassador feedback and evaluate the success of the program.

The possibilities of the ambassador program expand beyond marketing at shows. If

so desired, retailers and ambassadors may explore options such as workshop assistance, in-store live demos, presentations, etc. to increase their marketing reach. These benefits of the program are to be discussed between the ambassador and their retailer. Any compensation for these activities are to be supported solely by the retailer.

If they so desire, retailers can share projects completed by their ambassadors through social media, raising awareness of the ambassador community.

Application Process

- a. Potential ambassadors hear of the program through either their local retailer, The FAT Paint blog or social media.
- b. Potential ambassadors fill out the application form available on The FAT Paint Company website (located in the 'Blog' section).
- c. The application is reviewed by The FAT Paint Company. If the applicant is viewed to be a good fit, the local retailer will be contacted and sent the application for their approval.
- d. The local retailer reviews applications submitted via The FAT Paint Company and gives final approval to those who will best represent The FAT Paint Company brand as well as the retailer.
- e. Applicants are notified. Accepted Ambassadors are provided a welcome package containing guidelines and information about the program.