

SAUBLE BEACH PARTY

2027 REGIONAL AMBASSADOR PROGRAM

12 Ambassadors | 8 Regions | One Festival

PROGRAM PURPOSE

Build a smaller, more committed ambassador team that gives Sauble Beach Party a genuine presence across key Ontario markets while creating stronger relationships, better accountability and meaningful regional ownership.

LABOUR DAY WEEKEND 2027 • SAUBLE BEACH, ONTARIO

1. Program Overview

The 2027 Sauble Beach Party Regional Ambassador Program will select 12 highly engaged people to help grow the festival across Ontario. Rather than operating a large volunteer-style ambassador list, SBP will build a smaller team with defined territories, clear expectations, direct communication and meaningful benefits from the beginning.

CORE IDEA

Regional Ambassadors are local connectors. They help SBP reach people, groups, businesses and communities that traditional advertising may not reach as effectively.

Program Goals

- Make the program feel exclusive, exciting and worth applying for.
- Build a stronger SBP presence outside of Sauble Beach.
- Create regional communities and group attendance around the festival.
- Turn ambassadors into genuine, reliable SBP advocates.
- Give each ambassador ownership of a defined geographic area.
- Generate ticket sales while also creating measurable local awareness.
- Identify local partnerships, group-sales opportunities and promotional ideas.
- Build a returning core team based on engagement, reliability and contribution.

Why a Smaller Regional Model

Benefit	What It Means for SBP
Smaller team	Easier communication, stronger relationships and more accountability.
Regional ownership	Each ambassador has a clear market and understands where to focus.
Better candidates	Upfront perks help attract people with stronger networks and genuine interest.
Better data	Unique codes and regional reporting show where sales and interest are coming from.
More meaningful role	Ambassadors contribute ideas, contacts and opportunities—not just social reposts.
Stronger culture	A 12-person team can actually know one another and feel part of the festival.

2. 2027 Ambassador Regions

The program will include four dedicated local/regional ambassadors close to Sauble Beach, plus eight ambassadors in key feeder markets across Southern Ontario.

Region	Spots	Primary Focus
Bruce Peninsula	1	Tobermory, Lion’s Head, Wiarton and surrounding communities.
Sauble Beach / South Bruce Peninsula	1	Sauble Beach and immediate South Bruce Peninsula community.
Saugeen Shores	1	Port Elgin, Southampton and surrounding area.
Owen Sound / Grey County	1	Owen Sound and surrounding Grey County communities.

Region	Spots	Primary Focus
London / Southwestern Ontario	2	London and broader Southwestern Ontario.
Kitchener-Waterloo / Guelph	2	KW, Cambridge, Guelph and surrounding area.
Hamilton / Burlington / Niagara	2	Hamilton, Burlington and Niagara corridor.
Toronto / GTA	2	Toronto and Greater Toronto Area.
TOTAL	12	Four local ambassadors + eight regional-market ambassadors.

LOCAL PRIORITY

The four local positions—Bruce Peninsula, Sauble Beach, Saugeen Shores and Owen Sound—should be highly visible community connectors who can help SBP stay plugged into local businesses, sports teams, community events and word-of-mouth opportunities throughout the year.

3. Role & Responsibilities

Regional Ambassadors are expected to be active participants in the growth of Sauble Beach Party. The role is broader than simply sharing social posts or selling tickets.

Core Responsibilities

- Participate in key promotional pushes throughout the year.
- Share and create appropriate SBP content on personal social channels.
- Actively promote a unique Regional Ambassador ticket code.
- Promote SBP through personal, professional and community networks.
- Encourage group attendance through friends, coworkers, teams, clubs and organizations.
- Connect SBP with relevant local businesses, groups and organizations where appropriate.
- Identify local promotional, partnership, giveaway and activation opportunities.
- Help distribute approved promotional materials when requested and practical.
- Provide feedback about what people in the ambassador's region are responding to.
- Attend the 2027 festival and participate in scheduled Ambassador activities.
- Be responsive to SBP communications and meet reasonable deadlines.
- Represent Sauble Beach Party positively and professionally.

Regional Ownership

Each Ambassador should act as the “eyes and ears” of Sauble Beach Party in their region. They should actively identify opportunities that can help SBP grow locally, including businesses, bars/restaurants, campuses, sports organizations, workplaces, community groups, events and potential group-ticket buyers.

4. Ambassador Campaign Calendar & Missions

Instead of constant unstructured posting requests, SBP will organize several coordinated Ambassador Missions throughout the campaign. Exact dates and creative assets will be provided by SBP.

Mission	Timing	Expected Activity
01 — Welcome / Launch	Upon selection	Introduce themselves as an official 2027 Regional Ambassador; share application/selection content and begin code promotion.

Mission	Timing	Expected Activity
02 — Headliner / Lineup Push	Major artist announcements	Post during the coordinated announcement window, share official creative and actively drive traffic/ticket sales.
03 — Marketing	Winter / Spring	Target workplaces, teams, clubs, friend groups and organizations for group attendance.
04 — SBP in Your Region	Spring / Summer	Identify and complete approved local promotion such as poster placement, business collaborations, giveaways or community outreach. (We will provide materials via mail)
05 — Summer Ticket Push	Summer	Create/share festival content, promote codes and help build urgency as ticket tiers move. (We will email info monthly)
06 — Labour Day Final Push	Final 3–4 weeks	High-frequency final awareness and ticket push; share travel/camping/weekend content and encourage last-minute groups. Create a weekend recap video.

5. Ambassador Perks & Incentives

The program is designed to attract stronger candidates by providing meaningful benefits from the beginning. Continued participation in future years will depend on overall engagement, reliability, contribution and ticket sales—not only follower count or one sales metric.

Included for Selected Ambassadors

- One complimentary full-weekend VIP festival pass.
- Complimentary camping for the festival weekend.
- Sauble Beach Party merchandise bundle.
- Exclusive 2027 Regional Ambassador T-shirt, not sold publicly.
- Official 2027 Regional Ambassador credential.
- Invitation to the Regional Ambassador Welcome / Appreciation gathering.
- Official group photo and Ambassador content opportunities.
- Feature opportunity on SBP social media (example: “Meet Our Saugeen Shores Regional Ambassador”).
- Opportunities for artist meet & greets, soundchecks or other behind-the-scenes experiences when available and permitted.
- Eligibility for additional rewards based on exceptional participation, content, sales or regional impact.

Recognition & Bonus Opportunities

Recognition	Reward
Top Ticket Seller	Cash bonus, ticket upgrades, additional passes or 2028 benefits.
Best Regional Activation	Bonus experience, additional passes or merchandise.
Best Content / Social Contribution	Featured content, upgrades or additional festival access.
Regional Ambassador of the Year	Premium recognition and priority consideration for the 2028 program.

Final bonus categories and prizes may be determined by SBP and do not need to be guaranteed in advance.

6. Performance & Accountability

Ambassadors will not be judged solely by ticket sales. SBP should evaluate the full contribution each person makes to the program.

Measure	What SBP Tracks
Ticket Sales	Sales attributed to the Ambassador’s unique code/link.
Campaign Participation	Participation in coordinated Ambassador Missions and key promotional pushes.
Content & Engagement	Quality, consistency and responsiveness of social/community promotion.
Regional Opportunities	Useful introductions, group leads, partnerships, poster placements, events and local ideas.
Reliability	Communication, deadlines, professionalism and follow-through.
Festival Participation	Attendance and participation in agreed Ambassador activities during festival weekend.

FUTURE PARTICIPATION

Selection for 2027 does not guarantee a future position. Invitations for 2028 should be based on overall engagement, reliability, regional contribution, professionalism and ticket sales throughout the 2027 campaign.

7. Ticket Codes & Sales Tracking

- Each Ambassador receives a unique trackable promo code or sales link.
- Codes should be simple and identifiable (for example, first name + region or a short personalized code).
- SBP tracks sales by Ambassador and by region throughout the campaign.
- Ambassadors receive periodic updates so they know how their efforts are performing.
- Sales data is used as one part of the overall performance evaluation.
- SBP may run short-term contests or bonus pushes during important sales periods.

8. Application & Selection Process

Public Recruitment Message

We’re looking for 12 people across Ontario to join the 2027 Sauble Beach Party team as Regional Ambassadors. You’ll become the connection between SBP and your region—helping us grow local awareness, build groups, identify opportunities and bring more people to Sauble Beach for Labour Day Weekend. This isn’t about having the most followers. We’re looking for outgoing, connected people who genuinely love the festival and want to help grow it.

Application Questions

- Full name, email, phone number and age confirmation.
- Where are you located?
- Which Regional Ambassador position are you applying for?
- Why do you want to represent Sauble Beach Party?
- What would you do to promote SBP in your region?

- Tell us one specific idea you would execute to grow Sauble Beach Party in your region.
- What organizations, teams, clubs, workplaces or community groups are you involved with?
- Which social media platforms do you actively use?
- Provide your Instagram, TikTok and other relevant social handles.
- Approximately how large is your personal/community network?
- Have you promoted, volunteered for or worked with an event before? If yes, tell us about it.
- Are you comfortable appearing in SBP social content and being publicly identified as a Regional Ambassador?
- Are you available to attend Sauble Beach Party for the full 2027 festival weekend?
- Anything else we should know about why you would be a strong Ambassador?

Selection Criteria

Area	What to Look For
Local Connection	Lives, works, studies or has a genuine network in the region.
Personality	Outgoing, positive, dependable and comfortable talking to people.
Network	Meaningful real-world and/or online connections; follower count is not the only factor.
Ideas	Can identify realistic ways to promote SBP locally.
Communication	Responsive, organized and able to follow instructions/deadlines.
Brand Fit	Genuinely enjoys SBP and can represent the festival appropriately.
Availability	Can participate throughout the campaign and attend festival weekend.

9. Onboarding the 12 Ambassadors

- Send official acceptance email and Ambassador agreement.
- Collect contact information, shirt size, camping requirements and social handles.
- Have a connected online Zoom meeting to meet everyone and create a sense of community.
- Assign each person their official region and unique ticket code/link.
- Provide a digital Ambassador Welcome Kit with brand guidelines, key dates, ticket links, FAQs and approved assets.
- Create one private Ambassador group chat for fast communication.
- Hold a short virtual kickoff meeting to explain expectations and answer questions.
- Mail or distribute the initial merch package and exclusive Ambassador shirt.
- Introduce Ambassadors publicly by region through SBP social channels.

Recommended Welcome Kit Contents

- 2027 Ambassador overview and expectations
- Key campaign/announcement dates
- Unique ticket code and tracking instructions
- Current ticket and camping information
- Approved SBP logos, graphics and social assets
- Brand / posting guidelines
- Frequently asked festival questions
- Primary SBP contact for Ambassador questions
- Simple monthly check-in/reporting process

10. Communication & Management

The program should feel organized without becoming overly formal. One SBP team member should own Ambassador communication so the 12-person team receives consistent direction.

Cadence	Purpose
Kickoff Meeting	Introduce the program, expectations, campaign calendar and team.
Monthly Check-In	Short update with priorities, ticket news, upcoming missions and recognition.
Mission Briefs	Clear instructions for each major promotional push with dates, assets and desired actions.
Group Chat	Quick updates, reminders, wins and informal team communication.
Individual Follow-Up	Used when an Ambassador needs support, has an opportunity or is falling behind.

11. Festival Weekend Experience

- Ambassadors receive their official credential and any remaining merch before or upon arrival.
- Host a Thursday or early-weekend Regional Ambassador Welcome / Appreciation gathering.
- Take an official 2027 Regional Ambassador group photo.
- Provide a brief site orientation and identify any Ambassador-specific opportunities.
- Use Ambassadors for organic festival content and regional storytelling where appropriate.
- Offer behind-the-scenes or artist-related opportunities only when available and approved.
- Thank and recognize the group publicly during or immediately after festival weekend.

12. Brand Standards & Role Boundaries

“Regional Ambassador” is the preferred title. The program should make clear that Ambassadors are not SBP managers and do not have authority to make commitments on behalf of the festival.

- Do not negotiate contracts, sponsorships, artist arrangements or vendor agreements on behalf of SBP.
- Do not make promises about tickets, access, artist experiences, refunds or festival operations unless specifically authorized.
- Do not present themselves as an employee, manager or official spokesperson unless SBP has separately authorized that role.
- Use approved festival information and creative assets when communicating official details.
- Refer media, legal, partnership, sponsorship and sensitive customer issues to the designated SBP contact.
- Maintain professional, respectful conduct when publicly associated with SBP.

AGREEMENT REVIEW

Before launch, SBP should have the final Ambassador agreement reviewed for Ontario employment/worker-classification, tax, promotional and advertising considerations. The title “Regional Ambassador” alone does not determine legal status.

13. SBP Internal Launch Checklist

- ☐ Finalize 12 regions/spots
- ☐ Finalize perk package

- ☐ Create Ambassador agreement
- ☐ Create online application form
- ☐ Create recruitment graphic/video
- ☐ Set application open and close dates
- ☐ Choose selection committee
- ☐ Build applicant scoring sheet
- ☐ Select 12 Ambassadors + alternates
- ☐ Create unique codes/links
- ☐ Create private group chat
- ☐ Prepare Welcome Kit
- ☐ Order exclusive Ambassador shirts/credentials
- ☐ Schedule kickoff meeting
- ☐ Schedule first Ambassador Mission
- ☐ Track performance throughout campaign
- ☐ Plan festival-weekend appreciation event
- ☐ Complete post-event review and 2028 re-invitations

14. Applicant Review Scorecard

Use a consistent scorecard to compare applicants while still allowing judgment for exceptional local connections or ideas.

Category	Weight	Notes
Regional Connection	20%	Strength and relevance of their local network.
Promotion Ideas	20%	Quality and practicality of their proposed regional ideas.
Communication / Reliability	20%	Application quality, responsiveness and professionalism.
Community / Group Connections	15%	Teams, workplaces, businesses, schools, clubs or organizations.
Social / Content Ability	15%	Comfort creating and sharing useful festival content.
SBP Brand Fit	10%	Enthusiasm, personality and genuine connection to the event.
TOTAL	100%	Use as a guide—not a substitute for judgment.

2027 SAUBLE BEACH PARTY REGIONAL AMBASSADOR PROGRAM

Smaller team. Stronger regions. Bigger weekend.