



2022 PUBLIX GASPARILLA DISTANCE CLASSIC PIRATES & PARROTS AMBASSADOR PROGRAM

The Gasparilla Distance Classic Association (Association), established in 1978, is a 501(c)(3) not-for-profit organization dedicated to raising funds for not-for-profit youth charitable organizations and youth running related programs in the Tampa Bay area.

The Association invites you to join our Pirates & Parrots Ambassador Team of passionate individuals working together to grow and enhance the 2022 Publix Gasparilla Distance Classic (PGDC) Race Weekend Experience.

As a PGDC Pirates & Parrots Ambassador and a valued member of the Run Gasparilla family, you will engage with the running community and promote a healthy and active lifestyle.

We're looking for five individuals who:

- identify with the Association's not-for-profit mission of "building awareness and raising funds for youth charitable organizations and youth running related programs in the Tampa Bay Area,"
- are familiar with and excited about promoting the 2022 PGDC Race Weekend,
- understand their primary role is to assist with cultivating and growing the PGDC running community,
- have demonstrable solid skills in one or more of the following areas: social media/blogging, content creation (video/photo), community outreach, group recruitment, involvement in running clubs or other health-focused social groups,
- are willing to utilize their public social media presence to promote the 2022 PGDC Race Weekend, including, but not limited to, registration information, race weekend logistics, merchandise, travel, community, charitable giving, runner stories, facts and figures, volunteers, sponsors; and,
- are willing to interact with other Pirates & Parrots Ambassadors via regular video conference calls and an invite-only Facebook group.

Ambassadors will receive the following:

- a dedicated Ambassadors' Personalized Online Registration Code,
- a complimentary 2022 PGDC Race Entry,
- access to the 2022 VIP Finish Line Tent,
- exposure on PGDC social media channels,
- invitations to PGDC special events; and, the opportunity to earn Pirates & Parrots Points towards 2022 PGDC Official Runner Swag.
— When Ambassadors' Personalized Registration Code is utilized during an individual's online registration, one Pirate Point is earned.

2022 PGDC Official Runner Swag Examples:

- ASICS Running Footwear
- ASICS Running Apparel
- PGDC/ASICS Apparel

The 2022 PGDC Pirates & Parrots Ambassador who accumulates the most Pirate Points will host a 'By Invitation Only' 2022 PGDC Race Weekend VIP Experience. This experience will be exclusive to those runners and walkers who utilized the Pirates & Parrots Ambassadors' Personalized Registration Code during 2022 PGDC Online Registration.

Additional Pirates & Parrots Ambassador Information:

- Please note while we are looking for individuals with a substantial social media presence, we are also looking to build a diverse group of Ambassadors with complementary skill sets such as content creation (photography/videography), community outreach and promotional events planning.
- An Ambassador may not be affiliated with or own a for-profit running related business.
- An Ambassador may not work as an Ambassador with more than two (2) other races or brands.
- Ambassadors may not promote personal, political or religious viewpoints on their public social media pages.
- Ambassadors will not be financially compensated in any way. The Association will not subsidize travel or lodging, reimburse expenses, or issue payment of any kind.
- Should an Ambassador act in a manner that's contrary to the Association's values, the Association reserves the right to terminate their status as an Ambassador.

All 2022 PGDC Pirates & Parrots Ambassadors will receive a 2022 PGDC Race Weekend Media Kit containing all relevant event information, dates, graphics, etc.

For consideration, please complete and submit the [2022 PGDC Pirates & Parrots Ambassador Program Application](#). Deadline for submission: August 15, 2021

For questions or additional information, please contact:

PGDC Pirates & Parrots Ambassador Contact: [Keara McGraw](mailto:Keara.McGraw@RunGasparilla.com) [Keara@RunGasparilla.com](mailto:Keara.McGraw@RunGasparilla.com)

PGDC Registration Manager: [Kitty Lyons](mailto:Kitty.Lyons@RunGasparilla.com) [Kitty@RunGasparilla.com](mailto:Kitty.Lyons@RunGasparilla.com)

GDCA Executive Director & PGDC Race Director: [Susan Harmeling](mailto:Susan.Harmeling@RunGasparilla.com) Susan@RunGasparilla.com