

CRWND AMBASSADOR PROGRAM

- 1. Eligibility:** CRWND Ambassador Program October 2020 is open to all active CRWND App users who are at least 18 years or older at the time of entry.
- 2. Administrator:** CRWND APP
- 3. Application & Decision Timeline :** Entry Phase 10/5/2020 - 1/5/2020 Application Open Date September 21, 2020. Application End Date October 3, 2020. Applicant Review Phase 9/21/2020 - 10/3/2020 . Final CRWND Ambassador Notification Date 10/9/2020
- 4. Agreement to Official Rules:** Participation in this Selection constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions, which are final and binding in all matters related to the Selection.
- 5. How to Enter:** Visit crwndapp.com/ambassadorprogram (the official CRWND website). Fill out the form in its entirety. Tell us all about your curl story (e.g. how long have you been natural? What made you go natural? What's something you love and/or hate about the natural hair journey? AND Let us know why you should be selected as a CRWND Ambassador. (see form below)
- 6. Ambassador Finalists Requirements**
 - Applicants must have an active, registered profile on the CRWND App.
 - All profiles must be set up and notifications turned on.

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- Applicants must have a minimum of 500 followers. Ambassadors must have public social media profiles (Instagram, Facebook, Twitter).
- Ambassadors must be willing to promote CRWND app on their social media pages. Ambassadors must use specific hashtags on their posts and in their stories (and all other natural hair hashtags) to drive traffic to the app. Hashtags include : #crwnd #crwndapp #crwndnaturalhairapp #curltype #curltypes #curltypespecific #naturalhairapp .
- Ambassadors must use their posts to encourage their followers to download the CRWND App (must mention the app is available for iOS and Android)
- Ambassadors must engage on the official CRWND App Instagram page ([instagram.com/crwndapp](https://www.instagram.com/crwndapp)) to drive engagement. This includes liking posts and commenting on posts made on the page.
- Ambassadors must post on CRWND App (curl chat, forums, etc) and respond to posts made on the app to show engagement on the platform at least once a week. You are the expert. The Curlfriends will want your advice.

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7. Ambassador Perks

- Free CRWND T-Shirt
- Highlighted in the official CRWND App Ambassador Lounge where you will have a section dedicated to you and your fellow ambassadors. We will showcase your best photo, a personalized bio and link to your social media platform!
- Constant promotion by the CRWND platform! Our community is growing rapidly, this is a great opportunity to showcase yourself and gain / increase your following!