

ACTIVITY, INDIVIDUALITY, MOTIVATION, RESILIENCE, TALENT, PASSION, CREATIVITY, INDIVIDUALITY, MOTIVATION, RESILIENCE, TALENT, PASSION, CREATIVITY



***DIVERT*** SESSIONS

# REP TEAM PROGRAM



ACTION SPORTS & CREATIVE PARK

WWW.DIVERTSESSIONS.COM | @DIVERTSESSIONS





*What's up!? Welcome to the **DIVERSessions Rep Team**.*

*We are stoked to have you on board our radical spaceship! Your assignment is simple:  
Spread awareness about DIVERSession's mission and action sport park.*

*Your efforts will be used to build the DIVER brands' community and bring awareness to  
our mission of making action sports and creative culture accessible to all. As an  
ambassador for our brand, we want you to show the world how DIVER can positively  
impact action sports and the cultures that surround them.*

*First, we think it's portant that you understand what DIVER is all about!*

**OUR BRAND**



# THE ACTION SPORTS LIFESTYLE

We believe that those who live by Action Sports Lifestyle are empowered with life lessons that enable them to overcome any challenge in their life. When there are no challenges holding you back, you become empowered to create the life you always dreamed of.



## VIBRANT COMMUNITY

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The Action Sports community is so much more than a group of adrenaline junkies. It is an interdependent, welcoming and vibrant cast of creatives like artists, entrepreneurs, musicians, philanthropists and yes, extreme athletes. It is a community, deeply-rooted in respect for the culture, that anyone can play a part in.



## LIFE LESSONS LEARNED

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When you join the Action Sports community and take part in the culture you become exposed to a lifestyle that inadvertently teaches you incredible life lessons like individual creativity, self-motivation, a thirst for progression, steadfast resilience, and an appetite for calculated risk.



## PHILANTHROPIC RESPONSIBILITY

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Those who live the Action Sports Lifestyle often find that it has a profound impact on their lives, giving them a new sense of belonging and meaning. As a result, there's a shared sense of stewardship and responsibility to "paying-it-forward" through philanthropy.



# DIVERT'S BRAND PILLARS

Playing off of values that are commonplace in the Action Sports Lifestyle, DIVERT's brand has six core brand themes or "pillars" that will extend beyond our marketing into our operation and experience.



## CREATIVITY

We believe that ideas should be set free and not bound by conventional wisdom.



## LOVE

We believe that love can overcome any obstacle and guide us to personal and communal fulfillment.



## INCLUSION

We believe everyone should have equal opportunity to pursue their dreams.



## INDIVIDUALISM

We believe that within each person is a unique energy and expression that can transform the world.



## INSPIRATION

We inspire people to grow by first looking inwards and improving on the person they were yesterday.



## RESILIENCE

We believe that when we fall we must pick ourselves back up... every time.



# DIVERTSESSION ACTION SPORT & CREATIVE PARK



**FOOD & BEVERAGES**



**SNOWBOARD/SKI HILL**



**TRAMPOLINE**



**SKATE/SCOOTER PARK**



**ROCK WALL**



**CREATIVE STUDIO**



**BAR GAMES**



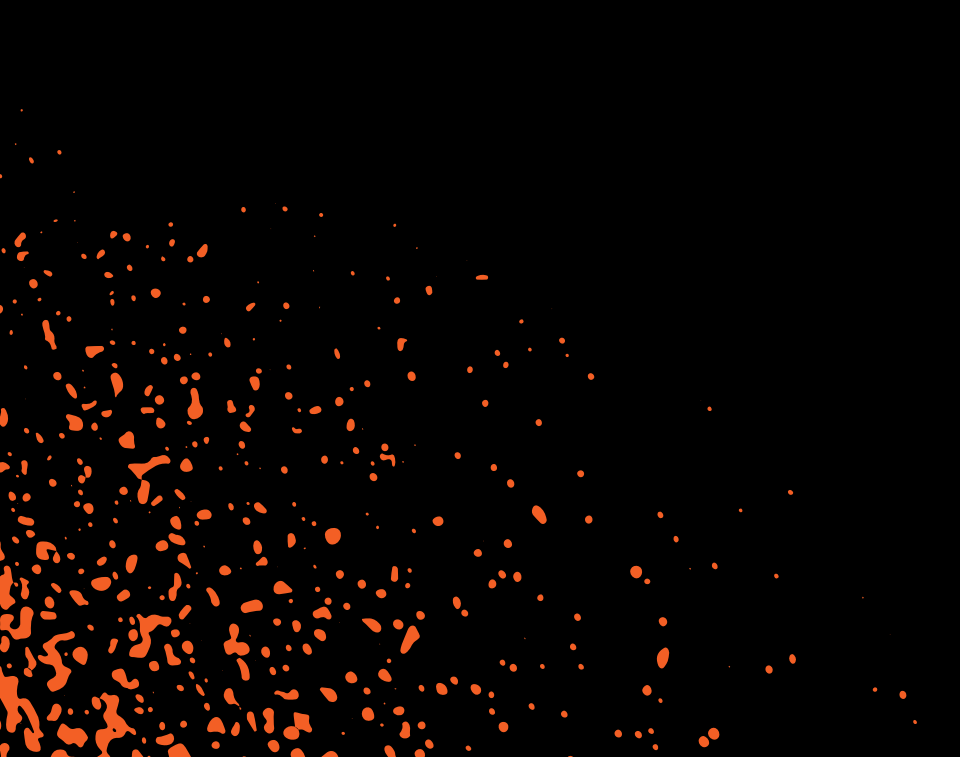
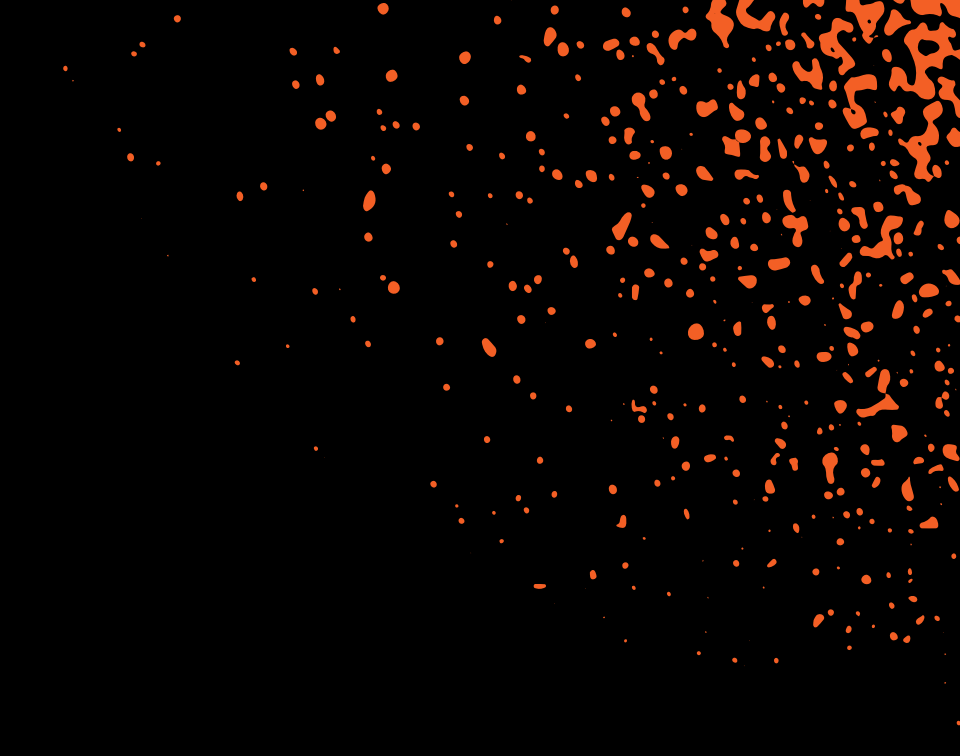
**MUSIC**



**LOCATION:**  
**GREAT PARKS OF IRVINE**

**HOURS OF OPERATION:**  
**MON-SUN | 1-8PM**





# ELIGIBILITY





## ***IN ORDER FOR AN AMBASSADOR TO BE ELIGIBLE FOR DRT, AN AMBASSADOR MUST MEET THE FOLLOWING CRITERIA:***

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- ***Clear and direct alignment with **DIVERT**'s mission and culture.***
- ***Audience size (email list, customer base, follower count, etc) of at least 1000.***
- ***At least 25% of their audience, or minimum audience of 500, must be based in Southern California.***
- ***List **DIVERT** sessions as a sponsor on social pages.***





# ONBOARDING





ONCE ACCEPTED TO THE DRT, DIVERT WILL ONBOARD THE AMBASSADOR, PROVIDING THEM WITH:

- (1) unique promo code to track affiliate sales
- (1) unique promo code for monthly allotment of free sessions and discounts according to their tiered package level.
- (1) Ambassador Welcome Package (T-Shirt + swag)



Once onboarded, DIVERT expects you to regularly promote DIVERT through posts, stories, email, features, in-store signage, etc each month at a cadence of their choosing but no less than (4) times per month. **You will be encouraged to take 3 major actions.**

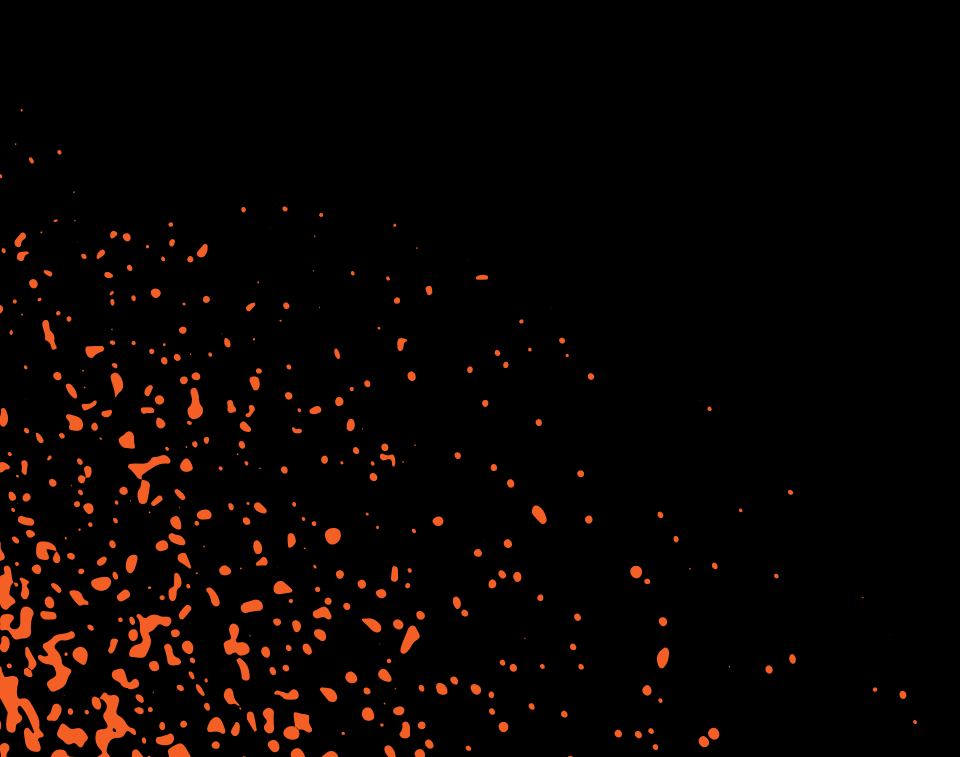
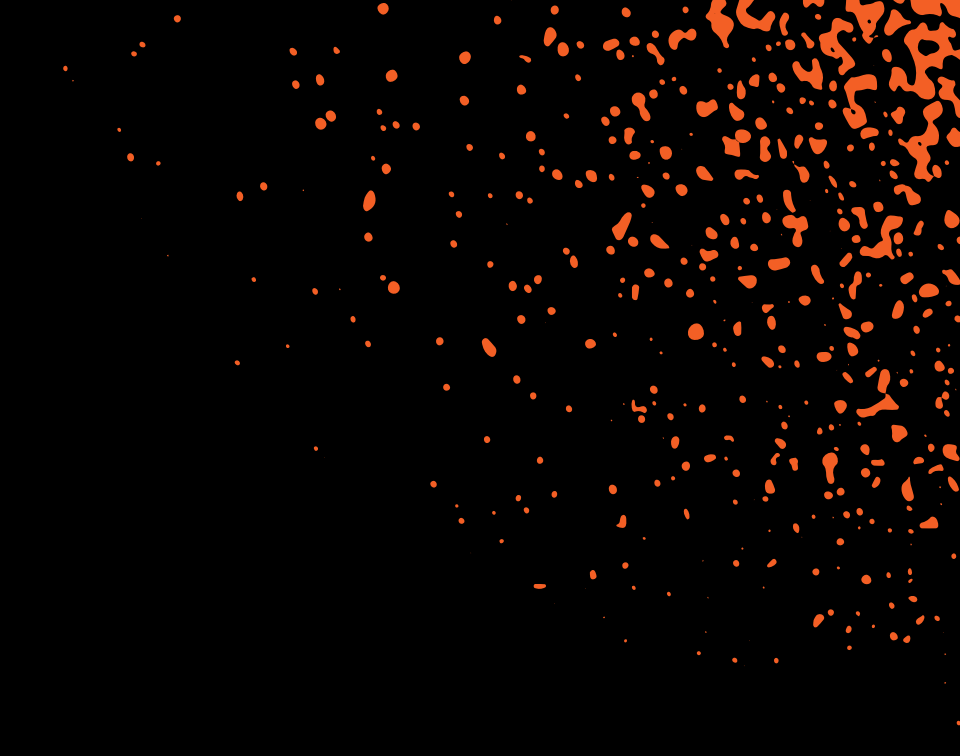
*DRIVE PEOPLE TO  
FOLLOW OUR  
SOCIAL PAGES AND  
GIVE US THEIR  
EMAIL.*

*PROMOTE OUR  
EVENTS AND GROUP  
OFFERINGS.*

*PURCHASE A  
DISCOUNTED  
MONTHLY  
MEMBERSHIP TO  
DIVERT WITH YOUR  
PROMO CODE.*







# **EARNING OPPORTUNITIES**



***TIER 1: AUDIENCE  
SIZE = 1,000-9,999***

- 15% Sales Commission (estimated earning value of \$280-470/month)
- 2 Free Sessions per month
- 15% off all purchases
- Co-Promotion on Website
- Discount on Park Activations
- 5 Invites to "Rep Events"

***TIER 2: AUDIENCE  
SIZE = 10,000-  
49,999***

- 15% Sales Commission (estimated earning value of \$1125/month)
- Free monthly membership
- 2 Special Event Guest List Spots
- 15% off all purchases
- Co-Promotion on Website
- 8 Invites to "Rep Events"





### ***TIER 3: AUDIENCE SIZE = 50,000-99,99***

- 15% Sales Commission (estimated earning value of \$4218/month)
- Free monthly membership
- 4 Special Event Guest List Spots
- 15% off all purchases
- Co-Promotion on Website
- Co-Promotion on Social (Monthly)
- Co-Promotion on Email (Quarterly)
- 10 Invites to "Rep Events"

### ***TIER 4: AUDIENCE SIZE = 100,000+***

- 15% Sales Commission (estimated earning value of \$5625/month)
- Free monthly membership
- 6 Special Event Guest List Spots
- 15% off all purchases
- Co-Promotion on Website
- Co-Promotion on Social (Monthly)
- Co-Promotion on Email (Quarterly)





# ADDITIONAL AMBASSADOR PERKS



- Day rate for requested appearances (8 hours)
- Rep Team Appreciation Event each month + 2 friends free entry
- Opportunity for appearances in network coverage and programming (i.e. News broadcasting, Fuel TV, etc)
- Event Hosting and Commentator Opportunities
- Spotlight Sessions - opportunity to come and teach youth a specific skill
- Social Impact Opportunities (SROIs)
- Physical Location for personal content creation, storytelling, sampling, promotion, etc.



