

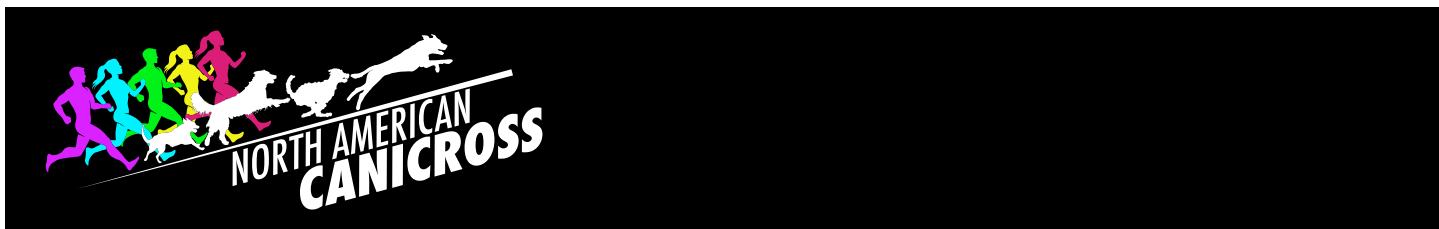


AMBASSADOR PROGRAM



VERSION 1
FIRST DRAFTED MAY 2024

www.northamericancanicross.com
Email Address: support@nacanicross.com
Mailing Address: 6065 Roswell Road Suite 450 Sandy Springs, GA 30328



WELCOME!

North American Canicross (NACC) was founded in June of 2019 for the purpose of promoting canicross as a competitive sport in the United States. Its rules and regulations were derived from rules in practice by the International Sled Dog Federation and have evolved into a framework that offers multiple title programs to meet the demands of a growing sport. NACC's titling program seeks to maintain and promote the highest standards of competition in canicross for dog and human running teams and canine sports enthusiasts at all levels. NACC's competition standards are in place to ensure a safe activity for dogs and humans who are properly conditioned for the demands of the sport.

North American Canicross defines canicross as the sport of cross country trail running with dogs. Canicross can be run with one or two dogs, always attached to the runner. The dog(s) wear a non-restrictive, free-motion harness that attaches near the base of the dog's tail to a bungee cord or elastic line. The line reduces shock to both human and dog(s) when the dog(s) pull. The line must be the minimum of five feet in length and not exceeding nine feet when fully extended. The human teammate is attached to the dog(s) by a hands-free hip belt.

In the summer of 2022, North American Canicross expanded the canicross community with the introduction of the NACC Ambassador Program. Ambassadors play a pivotal role in connecting fellow canicross enthusiasts in their respective regions, facilitating group runs, providing equipment education, fostering socialization, and promoting the growth and understanding of the sport.

North American Canicross Race Competitions Standards Board

Lizzie Hill

Co-Founder, Competitions and Training
lizzie@naccanycross.com

Jacqui Johnson

Co-Founder, Public Relations & Resourcing
jacqui@naccanycross.com

Alexis Karpf

Co-Founder, Marketing and Operations
alexis@naccanycross.com

CONTACT INFORMATION:

Web Address: www.northamericancanicross.com
Email Address: support@naccanycross.com

Mailing Address: 6065 Roswell Road
Suite 450
Sandy Springs, GA 30328



WHO IS A NACC AMBASSADOR?

North American Canicross Ambassadors are passionate canicross enthusiasts knowledgeable in the sport of canicross. Though formal training is not a requirement, they possess an understanding of canicross equipment and gear in order to identify equipment types suitable to safely enjoy the sport.

QUALIFICATIONS:

To be eligible for the North American Canicross Ambassador Program, individuals must be active participants in the North American Canicross Titling Program. Prospective Ambassadors will utilize their Titling Program Registration Number when submitting their Ambassador application.

Official Ambassadors are expected to organize a minimum of four local meetups each year. Upon acceptance into the program, Ambassadors will be provided with digital banners to promote and share their meetups on social media platforms. These banners serve as a means of representing the NACC brand and affirming their status as legitimate North American Canicross Ambassadors to our followers.

Ambassadors are strongly encouraged to actively promote the North American Canicross brand across their social media platforms, during group meetups, and at other canicross-related events. It's vital that your content remains relevant, authentic, and aligned with the North American Canicross brand identity. To further incentivize your efforts, we offer the following benefits:

AMBASSADOR INCENTIVES:

- Exclusive 10% discounts on North American Canicross merchandise, Virtual Events, and North American Canicross races and events.
- Priority access to new product releases and special offers.
- Recognition and feature on our official North American Canicross website and social media channels.
- Opportunities to participate in sponsored events and collaborations.
- Access to additional training resources and support for enhancing your canicross skills and knowledge.
- Promotional items gifted for North American Canicross representation



NORTH AMERICAN CANICROSS: MEET UP BYLAWS

The North American Canicross Ambassadors are open to any and all persons without discrimination who shall exhibit good sportsmanship

To protect the welfare of dogs participating in a meetup, dogs having the following conditions shall not be permitted to participate for as long as the condition exists:

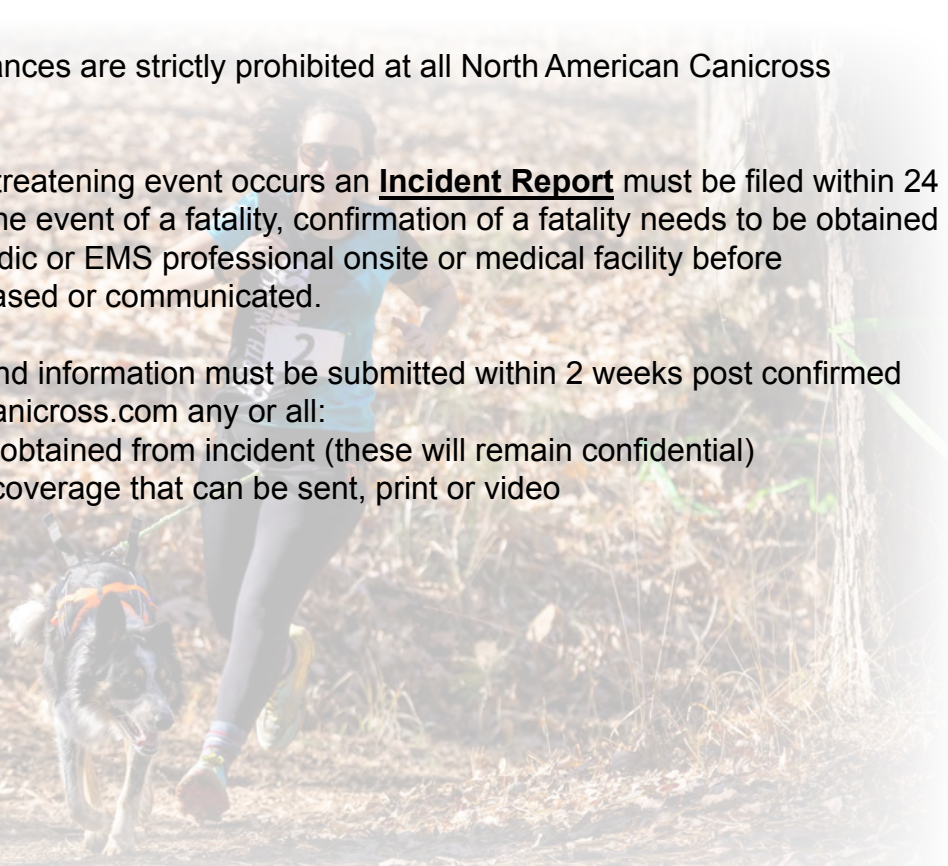
- Dogs under twelve (12) months of age participating in excessive or strenuous exercise
- Dogs suffering from any deformity, injury, or illness that may put the dog at risk of injury or further injury by participating in the meetup

Ambassadors are entrusted to exercise their own judgment in devising a Weather Contingency Plan and assessing whether the temperature and humidity levels are conducive to hosting the activity safely. Should there be an extreme weather event or conditions that impede the meetup's feasibility, Ambassadors are obligated to reschedule or cancel the event accordingly, prioritizing the safety and well-being of all participants.

Alcohol or any illegal substances are strictly prohibited at all North American Canicross Ambassador-hosted meetups.

In the event of injury or life-threatening event occurs an **Incident Report** must be filed within 24 hours of the incident occurring. In the event of a fatality, confirmation of a fatality needs to be obtained from a physician, licensed paramedic or EMS professional onsite or medical facility before confirmation of fatality can be released or communicated.

Additional documentation and information must be submitted within 2 weeks post confirmed incident date. Email support@nacanicross.com any or all:
Pictures or videos you might have obtained from incident (these will remain confidential)
Any local or regional news media coverage that can be sent, print or video





NORTH AMERICAN CANICROSS BRAND REPRESENTATION:

North American Canicross defines canicross as the sport of cross country trail running with dogs. Canicross can be run with one or two dogs, always attached to the runner. The dog(s) wear a non-restrictive, free-motion harness that attaches near the base of the dog's tail to a bungee cord or elastic line. The line reduces shock to both human and dog(s) when the dog(s) pull. The line must be the minimum of five feet in length and not exceeding nine feet when fully extended. The human teammate is attached to the dog(s) by a hands-free hip belt. Dog(s) must run either in front of or beside human, never behind.

The primary objective of Ambassador-led meetups is to educate and enlighten other dog sport enthusiasts, trail runners, and pet owners about the sport of canicross. Therefore, canicross equipment is not mandatory at Ambassador meetups to afford newcomers the opportunity to experience canicross firsthand. However, in the interest of safety for all participants, certain restrictions apply: face leads, flexi leashes, and no-pull harnesses are strictly prohibited. Ambassadors should kindly request participants not to partake if they arrive with such equipment.

MUZZLES are allowed and can be worn as long as the dog has ample room for panting.

North American Canicross has a "NO GREET" POLICY. Dogs must be kept on a leash and under owner/handler's control at all times both in the parking lot and on trail. Dogs should NOT interact with other dogs or humans while attending an Ambassador held meetup.



APPROVED GEAR FOR NORTH AMERICAN CANICROSS MEETUPS:

CANICROSS



- ✓ hand's free belt
- ✓ bungee line
- ✓ non- restrictive "Y" front harness



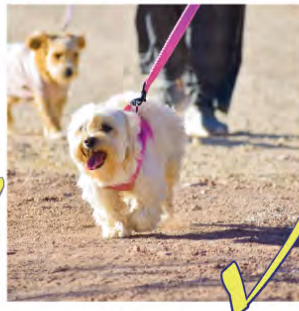
- ✗ harness restricts shoulder movement

DOG FRIENDLY TRAIL RUNNING



- ✓ flat collar & leash*
- ✓ harness & leash*
- ✓ prong & leash*

*NOTE: for safety these setups should NOT be connected to the runner hands- free



- ✓ canicross set up



- ✗ face collar
- ✗ flexi leashes



SOCIAL MEDIA & PROMOTIONAL TOOLS

North American Canicross is active across most social media platforms.

- Instagram Handle: @nacanicross
- TikTok Handle: @nacanicross

Appropriate Hashtags:

- #nacanicross
- #nacc
- #naccmeetup

Hook Up & Chase Tail! is a registered trademark of North American Canicross LLC

Reg. No. 7,036,352

Registered Apr. 25, 2023

AMBASSADOR FILE FOLDER:

Product file images, banners, videos, GIFs, and logos for our brand can be found in our **AMBASSADOR FILE FOLDER**, links below:

- Promotional Items Request
- Incident Report
- Waiver Meetup Form
- Ambassador Digital Banners
- North American Canicross Style Guide



THANK YOU!

As Canicross is an ever changing and developing sport, it is inevitable that new information, whether related to general regulations or health and safety, will come to light. North American Canicross will continue to evolve and adapt it's Ambassador Program as the sport of Canicross grows.

The North American Canicross Ambassador Program was established in July of the year 2022.

AMBASSADOR CONTRACT:

[Ambassador Contract](#)

Please click the link above to fill out and submit our Ambasssador Contract

FAQ:

What's the status of my submission?

The 1st week of each month, 5 NACC Titling Members will be eligible to become a NACC Ambassador on a first-come first-serve basis.

Didn't make the list this month? No Worries! You will automatically be in line for the next month*.

*ambassadors will be selected in order of registration, pending a particular location is available. Multiple ambassadors in one location will be allowed within reason.

Where do I find my Digital Ambassador Banner?

Digital Ambassador Banners are emailed in the Ambassdor Welcome email, located in Albums on the Ambassador Facebook Group, and can be found in the Ambassador FILE FOLDER.

Additional questions?

Please email: support@nacanicross.com