

# CHEF'S EXCLUSIVE BLACK ANGUS BEEF AMBASSADOR PROGRAM

## AMBASSADOR REQUIREMENTS

- Applicants must be highly active on LinkedIn, engaging with their audience.
- There is a minimum requirement of 500 LinkedIn connections.
- LinkedIn account must be food-related and be compatible with the Chef's Exclusive brand. Accounts will be reviewed by the Chef's Exclusive team to verify.
- Must have an audience that falls within the food (beef) industry.
- Must be familiar with how to prepare beef, have extensive knowledge of the different types of beef cuts, and have a strong understanding of the benefits that beef and Chef's Exclusive provides.
- Must be willing to make posts public on LinkedIn, share photos and video with Chef's Exclusive, and work exclusively with our beef brand during your time as an ambassador.
- As video content is one of the top performing types of content on social, it is imperative that ambassadors have a familiarity and capability with producing vertical video.
- Must be 18 years or older and located in the United States.

## HOW TO BECOME AN AMBASSADOR

- Complete the application form located on [this page](#) and let us know why we should choose you!
- After the application is submitted, you will receive an email confirming your application was received.
- We will be in touch within 30 business days if your application is approved to let you know next steps.
- If your application is approved, you will receive a Chef's Exclusive Black Angus Beef Ambassador Kit in the mail. The kit may include:
  - Flag
  - Stickers
  - Apron
  - Hats or t-shirts
  - Grilling tools (tongs, spatula, or oven mits)
- You will receive quarterly product shipments (or vouchers to purchase as needed,) information about the cut(s) received, and inspirational content ideas.
- Here are some of the other benefits you'll receive as an ambassador:
  - Potential reposting on Chef's Exclusive Black Angus Beef social channels.
  - Be part of a network of grilling pros and culinary professionals.

## WHAT HAPPENS WHEN YOU RECEIVE PRODUCT

- With each beef shipment, you'll be responsible for developing informative, solution-driven content that is enticing to the Chef's Exclusive audience. This may include recipe content, showing audience how to cut a piece of beef, benefits of beef, etc.
- You will post a minimum of 2-3 times on LinkedIn and across your other social media channels if desired, within 90 days of receiving product.
- The posts must include the brand name, brand account tag, and hashtags #ChefsExclusive #ChefsBlackAngusBeef and #ChefsBeefAmbassador.
- Your posts may be documented and reposted across Chef's Exclusive Black Angus Beef's social channels and website as well as other marketing materials.
- Brand exclusivity with Chef's Exclusive while an active, approved ambassador. No ambassador would be allowed to partner with another beef brand or plant-based meat alternative during this time frame.

