

- **WHO ARE WE LOOKING FOR?** BEST OF CLASS PROFESSIONAL PEOPLE WHO SHARE OUR MISSION AND VALUES... AND SHARE THEM WELL ON-LINE AND IN PERSON
 - Social Media Influencers
 - Avid anglers, guides, hunters, outdoor-minded families, moms, dads, customers and friends of Reeds
 - Guides, outfitters, tournament anglers, competitive shooters, and product experts
 - Reeds needs to have people representing our family business and our key factory partners

JOIN Reeds PRO STAFF

DO YOU:

- Have a strong Social Media Profile and digital presence in the Hunting & Fishing Industry... and want to grow it?
- Enjoy and support the brands that you see at Reeds... and maybe already have relationships with some of Reeds' favorite brands?
- Love making memories with family and friends in the outdoors...and sharing those great moments on Social Media?

WE WANT YOU

Reeds is taking applications for Brand Ambassadors and Field Staff, for a limited time. [Click here, if you are interested in details.](#)

Details – How does it work?

- **APPLY AT AMBASSADOR LINK**

- Used to route interested individuals through our application
- The first step is to Apply at Ambassador Link and be reviewed with Reeds Marketing Partner, PMG. PMG reviews and judges all Pro Staff applications. So, start with the on-line application.

- **CONNECT TO ANGLER TRACK & SPORTSMEN TRACK**

- Once set up, it tracks what you do on social media and other activities to help meet goals. It is a seamless and easy interface that hooks onto your social pages.
- Used to manage, track and communicate with the Reeds pro staff
- AnglerTrack for the fishing team
- AmbassadorTrack for the hunting team

Pro Staff Levels – Where would I potentially fit on the Team?

- **Tier 5 – Ambassador...Entry Level for Individuals and Entrepreneurs**

- Avid anglers, guides, hunters, outdoor-minded families, moms, dads, customers and friends of Reeds who have a social media footprint, even if it is just growing
- Those who enjoy sharing their outdoor passion. Think “Gorilla Marketing” ... it’s fun ... the more, the better!
- Enjoy and support the brands carried at Reeds
- Active on 1 or more social media platform and looking to grow digital presence in the Hunting & Fishing Industry

- **Tier 6 – Field Staff**

- Individuals who have an increased social media footprint and existing industry visibility
- Guides, outfitters, tournament anglers, competitive shooters, or YouTube content creators
- Enjoy and support the brands carried at Reeds and preferably have a relationship with 1 or more.
- Strong social media profile on more than one platform and digital presence in the Hunting & Fishing Industry

- **Tier 7 – Pro Staff...Industry Icons with Large Reach**

- Set up on a case-by-case basis
- Work with key accounts and vendors
- Established Relationship with 1 or more Reeds preferred brands
- Strong social media profile with a notable presence in the Hunting & Fishing Industry

Pro Staff Levels – Deliverables – What's required?

- **Tier 5 – Ambassador...Entry Level for Individuals and Entrepreneurs**

- Basic social media sharing and requirements
- Promote Reeds events and sales
- Post reviews online of products and Reeds stores
- Help at Reeds events – able to answer questions, help sales staff and increase event exposure

- **Tier 6 – Field Staff**

- Advanced social media sharing and requirements
- Promote Reeds events and sales
- Post reviews online of products and Reeds stores
- Help at Reeds events – able to answer questions, help sales staff and increase event exposure

- **Tier 7 – Pro Staff...Industry Icons with Large Reach**

- Evaluated and determined on a case-by-case basis
- Will encompass many of the above components
- Work with key accounts on developing content for Reeds to use

Pro Staff Levels - Benefits

- **Tier 5 – Ambassador...Entry Level for Individuals and Entrepreneurs**
 - Deep Wholesale Discounts, depending on product category
 - Lodging at Trappers Landing Lodge for opportunities
 - Reeds swag and Factory relationship growth opportunities
- **Tier 6 – Field Staff**
 - Deepest Wholesale Discounts, depending on product category
 - Enhanced Lodging at Trappers Landing Lodge for opportunities
 - Reeds swag and Factory relationship growth opportunities
 - Project work from Reeds and Factories
- **Tier 7 – Pro Staff...Industry Icons with Large Reach**
 - Professional Career grade media packages are established on a case-by-case basis

1. Use one of the links below to apply for the appropriate team.

HUNTING TEAM

<https://ambassadorlink.com/index.php/home/signup/e56b06c51e1049195d7b26d043c478a0/Hunting>

FISHING TEAM

<https://ambassadorlink.com/index.php/home/signup/6217b2f7e4634fa665d31d3b4df81b56/Fishing>

Signup Form

First Name

Last Name

Email

Choose A Password

Cell Phone Number (You will receive texts with application
status updates)

Date of Birth

Physical Address

City

State

ZipCode

SUBMIT

2. Fill out your information.

3. Fill out the application form.

AMBASSADOR
LINK 3FISH

Hi Lauren Rust CHECKOUT \$ Logout

Application Form

Highest Education Completed

Please Select

SWAT size

Please Select

Your most targeted species?

Select One or More

Do you fish any tournament to all?

Please Select

Primary type of fishing

Please Select

Do you have access to a boat?

Please Select

Are you a Guide?

Please Select

Are you involved with TV/RDS shows?

Please Select

How many fans, friends or followers do you have on each site? (approximately)

Number of Facebook followers(Personal Page)

Number of Facebook followers(BN Page)

Number of Twitter followers.

Number of Instagram followers.

Do you ever video your fishing trips & post videos to Facebook, Instagram, Twitter, Youtube?

Please Select

Do you have other sponsors?

Please Select

If so, please list them below.

Is there any other information about your self you would like to share?

Click here to upload your resume

Choose File No file chosen

1 MB Max allowed

What do you usually use for photos and/or video?

Please Select

If you would like to share any videos, please input the link here

Top moments in your fishing career (tournaments, big fish, etc...)

If so, what is your current GPR?

What is your home lake or river?

Which categories you already have sponsors in?

How many tournaments do you fish every year?

What brand of boat do you own?

Select One or More

High school or College Angler?

Please Select

Which social media platforms do you interact with?

Select One or More

Link to your Facebook Personal page

Link to your Facebook Fan page

Link to your Twitter page

Link to your Instagram page

Found Guilty in Game Violation?

Please Select

Do you have experience with photo and video editing software?

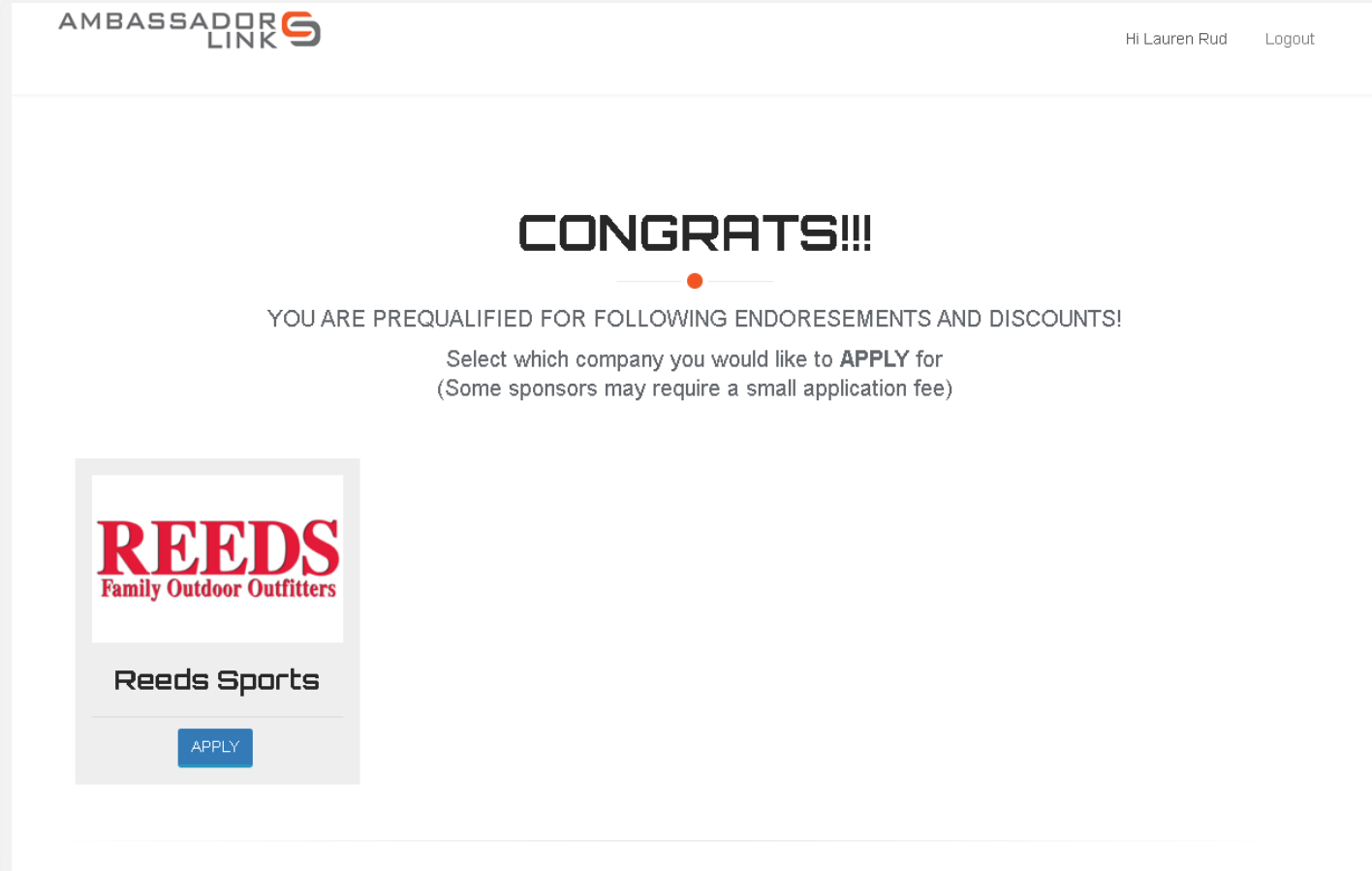
Please Select

APPLY

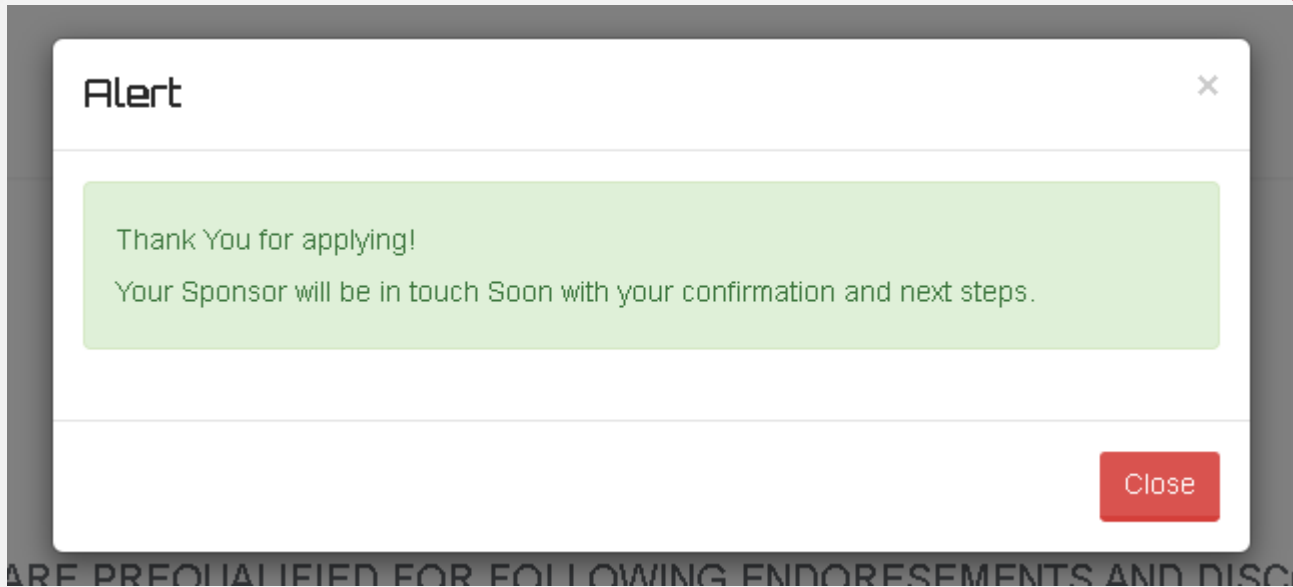
© 2017-2020 Ambassador Link.

If you meet the pre-qualification, you will see the Reeds Sports logo.

Click “APPLY” to move forward

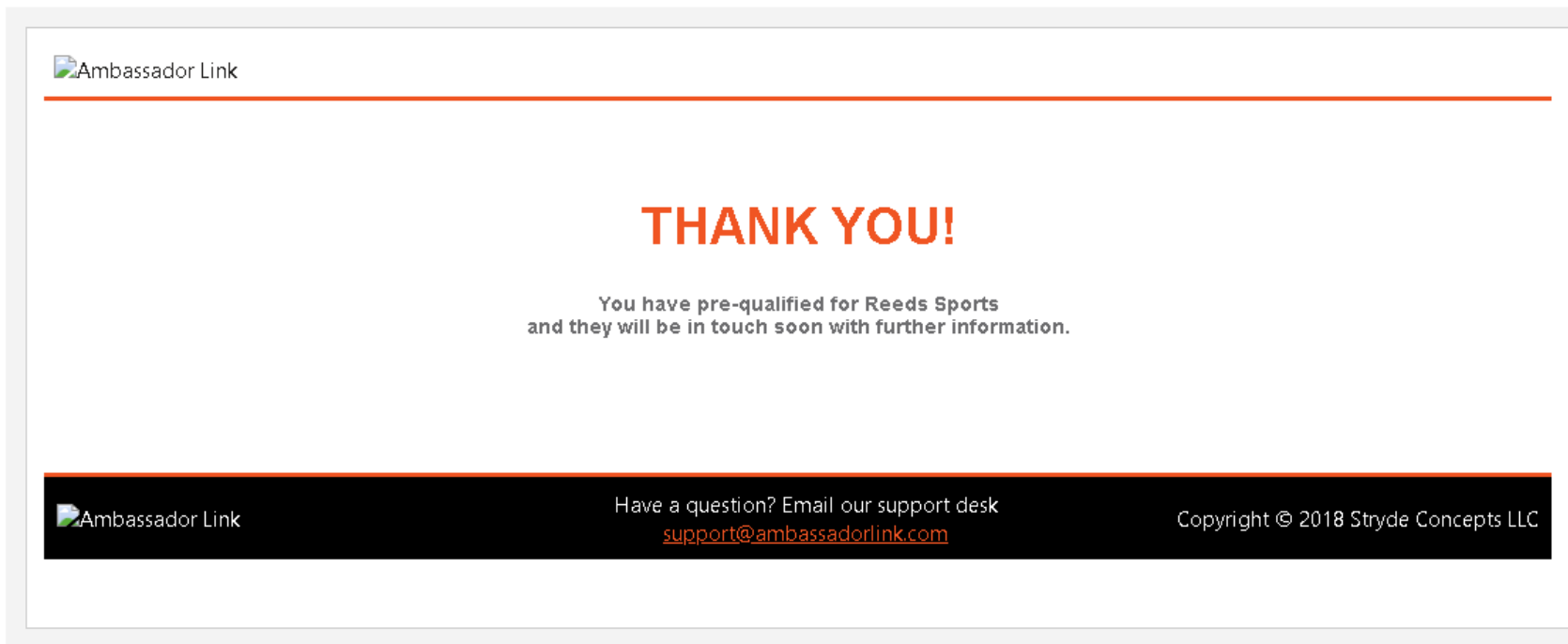


Click "ACCEPT" if you wish to move forward



Once you click “ACCEPT” you have applied to **become a Reeds Ambassador.**

Keep an eye on your emails for further instructions
(please check your spam folder too)



If accepted, you will receive an email **Welcoming you to the team.**

Please be sure to check your Junk Mail, as they often get sent there.

Welcome To The Reed's Team!



AmbassadorTrack <support@ambassadortrack.net>

Fri 5/15/2020 6:28 AM

To: Lauren Rud



Hey Lauren!

[Congratulations](#) on being accepted to the Reeds Sporting Goods pro staff. Please complete the steps below for AmbassadorTrack. This is the system that we use for managing our team.

Also, be on the look out for an email from Glenn Walker of Providence Marketing Group with further information about the program.

Your Log In Information

Log in to your Sportsmen Track account using the log in and password provided on your welcome email and set up your account

Account Setup Instructions

Step 1: Log into your account at www.ambassadortrack.net

SportsManTrack.net

name=

www.ambassadortrack.net

Step 2: Click "Authorize > Add Facebook" on the left side.

Step 3: Follow instructions given by Facebook and accept all permissions.

Step 4: Repeat steps 2 and 3 for Instagram, Twitter, and/or YouTube.

Step 5: After linking a Facebook account please select the fan pages you would like us to track by clicking "Authorize > Select Pages" then selecting "Enable" from the drop menu next to the page.

Thanks,

AMBASSADOR
TRACK 

Login

Enter Email:

Password:

[Lost your password?](#)

Formerly  **SPORTSMANTRACK**

©2015-2020 All Rights Reserved. SportsManTrack.net! by
StyrdeConcepts LLC. [Privacy and Terms](#)

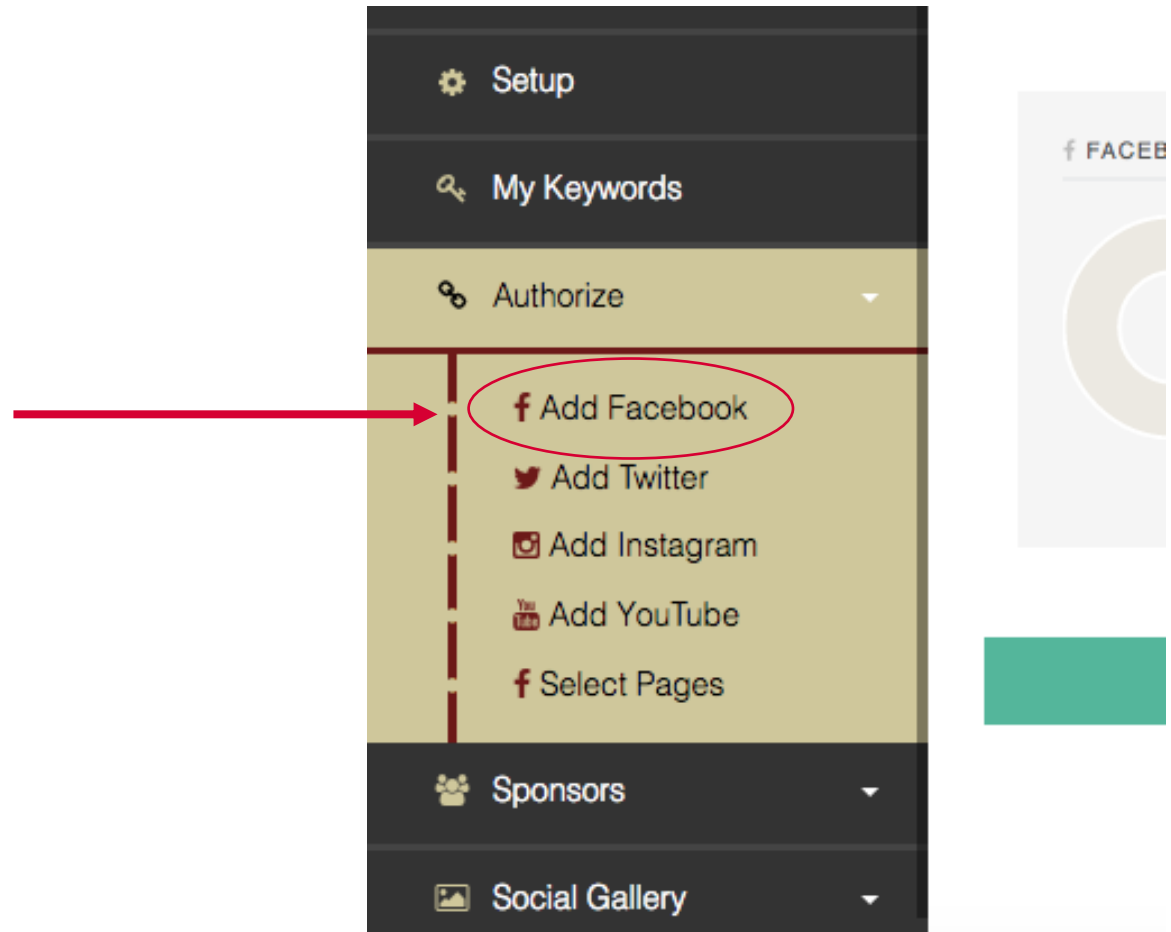
Once in your account, click “AUTHORIZE” on left panel. This is where you will link your social media accounts.

The screenshot shows the REEDS Ambassador Track dashboard. On the left is a dark sidebar with a user profile icon at the top. Below the icon are menu items: Dashboard, Setup, My Keywords, Authorize (circled in red with a red arrow pointing to it), Sponsors, Social Gallery, Pro Entries, Messages, Training Center, Social-Prompts, and Reports. The main content area has a header with the REEDS logo and 'Family Outdoor Outfitters'. Below this is a 'MY SPONSORS' section. The 'SOCIAL MEDIA STATISTICS' section for the 'LAST 7 DAYS' contains four panels for Facebook, Instagram, Twitter, and YouTube, each with a donut chart and statistics for Posts, Likes, Comments, Re-Tweets, Favourites, and Views, all showing zero. A green banner below the statistics reads 'MAKE SURE THAT ALL YOUR SOCIAL MEDIA POSTS ARE SET AS PUBLIC!'. At the bottom is a 'Recent Photos' section with a message: 'NO Recent Post!!!'.

Next click on the social media site you want to add.

This will then take you to that site and prompt you with what to do next.

Be sure to **accept ALL permissions.**



Once you start posting about Reeds, you will be able to track your posts on Ambassador Track.

Keep in mind it may take up to 24 hours for a post to show up.

Remember to mention “**Reeds Sporting Goods**” or “#reedssportinggoods” in any post related to Reeds