



CHL FAN AMBASSADORS 2017/18

Guidelines for Fan Ambassadors

The Champions Hockey League (CHL) together with Infront/partners are seeking Fan Ambassadors for the season 2017/18.

A Fan Ambassador is asked to – together with a friend – share its game day experiences with the CHL and fans throughout the whole CHL season 2017/18.

CHL and partners are looking for great pictures and videos which will then be shared on their various digital platforms.

Term

The Fan Ambassador is required and has to commit to attend the three (3) home games during the Group Stage phase of its team.

Should the Fan Ambassador's team reach the Playoffs, the Fan Ambassador is required to continue with the assignment as long as the club is part of the competition. The Playoff Draw will take place on 13 October 2017 and the playing schedule will be known shortly after.

Should the Fan Ambassador at short notice not be able to fulfil his/her assignment/attend the game, he/she shall inform the CHL (via email: office@championshockeyleague.com) beforehand. Preferably, the Fan Ambassador has a substitute that can take over on behalf of the Fan Ambassador.

Should the Fan Ambassador travel to any of its teams' away games, the CHL and its partners would be delighted to also receive pictures/videos.

The Fan Ambassador will automatically take part at the competition (see Competition).

Perks

The Fan Ambassador can be accompanied by a friend (both will receive a ticket – see Ticketing).

The Fan Ambassador will be given a specially designed Fan Ambassador jersey/shirt and is required to wear it to the games.

The Fan Ambassador (plus friend) will get the opportunity to meet the Top Scorer and be part of a behind the scene tour of/at his/her team/arena.

Competition

Amongst all Fan Ambassadors the CHL and Infront/partners will award the most committed and resourceful Fan Ambassador with a trip to the CHL Final for two (2). The trip will include two (2) VIP tickets as well as flights and accommodation. The CHL Final takes place on 6 February 2018 at the home arena of the team with the best accumulated record leading up to the Final.

All Fan Ambassadors will have the chance to win the trip regardless how far their team made it in the competition. The decision on the winner will be made by a jury.

The winner will be notified in writing shortly after the return legs of the Semi-Final games (16/17 January 2018).

Assignment

First of all the Fan Ambassador shall submit a photo of himself/herself (upper body shot) which will then be posted on CHL's and partners digital platforms. The name of the Fan Ambassador will also be displayed on the website.

The Fan Ambassador's assignment is as following:

- Taking pictures or making short videos with telling a "story" of its game day experience according to the below outlined topics
- The pictures/videos shall be of high/good quality (minimum quality is best quality of a smart phone camera)
- The pictures/videos shall be carefully selected before shared with CHL/partners as only two (2) pictures and/or videos (or mix) can be shared per game day
 - In order to tell a "story" it is suggested to share a/two collage(s) with multiple pictures
- The pictures/videos shall be shared with CHL/partners on game day as following:
 - **Facebook:** Post the pictures/videos on the personal Fan Ambassador's account and/or directly on the timeline of the "Champions Hockey League" Facebook page (will be assigned to the "post by others" section – publication is not guaranteed). Use a predefined hashtag (tba by CHL) with your post. The post setting must be "public".
 - **Instagram and Twitter:** Post the pictures/videos on the personal Fan Ambassador's account with a predefined hashtag (tba by CHL).
- Note: The Fan Ambassador can choose its preferred platform but should upload the same picture/video only on one platform. Post settings for all platforms must be "public".
- The posts should be written – whenever possible – in English or bilingual. CHL fans from other countries would appreciate to understand the Fan Ambassador's posts.

The following topics should give Fan Ambassadors ideas for their game day coverage on Social Media:

- Showcase a full CHL game day (getting ready at home, pre-celebrations at work, getting to the arena, etc.)
- Meet & Greet with the Top Scorer
- Arena behind the scene tour
- Fans (interaction with Fans, goal celebration etc.)
- Pre-Game Show
- Mascot* (interaction with mascot)
- Officials*

* if this topic is chosen, it can be arranged for a "meet & greet" with the mascot or officials – to be communicated before game day

CHL/partners will then in the background chose which post will be shown on their respective social media accounts. Due to the many games per game day, it will/might not be possible to show all posts of all Fan Ambassadors and in this case the best posts only will be shown.

The restrictions regarding photo/video content are:

- Only positive attributes regarding CHL and partners
- No fights
- No hooligans
- No swearing
- No obscenity

Ticketing

The Fan Ambassador will receive two (2) tickets for each of its teams' home games. The tickets can be picked-up at the ticket counter of the respective arena and are set aside under Infront/sponsor + name of Fan Ambassador.

Rights and Obligations

By taking on the role as CHL Fan Ambassador the Fan Ambassador agrees and commits to the overall assignment. In its role as Fan Ambassador the Fan Ambassador only advocates in a positive manner for CHL and its partners. The Fan Ambassador agrees that the CHL and involved partners can use their photos and videos in any way they wish without timing restrictions.

Should the Fan Ambassador not fulfil his/her role according to the above mentioned assignment or should the CHL/partners feel that the chosen Fan Ambassador is not fulfilling its role as wished, the CHL/partners may in their sole discretion suspend the Fan Ambassador and seek a replacement.