

2018/19 Fan Ambassador Campaign

GUIDELINES FOR FAN AMBASSADORS

The Champions Hockey League (CHL), together with Infront/partners, are seeking Fan Ambassadors for the season 2018/19.

A Fan Ambassador is asked to – together with a friend – share their game day experiences with the CHL and fans throughout the whole 2018/19 CHL season.

CHL and its 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. Playoff games may be scheduled at short notice after a team has qualified for the next round.

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 must fulfil all Game Day tasks given by the CHL in order to take part in 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 and is required to wear it to the games.

The Fan Ambassador (plus friend) will get the opportunity to meet the Top Scorer of their team.

The Fan Ambassador will get the Fan Ambassador jersey signed by the players of their favourite team (if he/she has fulfilled all Game Day tasks given by the CHL).

Competition – Super-Fan-Challenge

All Fan Ambassadors will have the chance to win a trip for two (2) to the CHL Final. In order to qualify for the competition, the Fan Ambassador must fulfil all Game Day Tasks given by the CHL. The trip will include two (2) VIP tickets as well as flights and accommodation. The CHL Final takes place on 5 February 2019 at the home arena of the team with the best accumulated record leading up to the Final.

A jury will take the decision on the winner among those Fan Ambassadors who fulfilled all Game Day tasks, regardless of how far their team made it in the CHL competition. The winner will be notified in writing shortly after the second leg of the Semi-Final games.

Any Fan Ambassador who fulfilled all Game Day Tasks will further get the chance to have their jersey signed by the players on their favourite team.

Assignment

First of all, the Fan Ambassador shall submit a photo of themselves (upper body shot) which can be posted on CHL's and partners digital platforms. The name of the Fan Ambassador will also be displayed on the website together with the links to their Social Media profiles.

The Fan Ambassador's assignment is as follows:

- The CHL will set Game Day Tasks to be fulfilled by all Fan Ambassadors
- Taking pictures or making short videos with telling a "story" of their game day experience according to the outlined tasks
- 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
- The pictures/videos shall be shared with CHL/partners on game day as following:
 - **Instagram and Twitter:** Post the pictures/videos on the personal Fan Ambassador's account with the hashtag #FansGoBeyond
- 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.

CHL/partners will then in the background choose 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, he/she 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 and free of charge.

Should the Fan Ambassador not fulfil their 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, at their sole discretion, suspend the Fan Ambassador and seek a replacement.