

2021 Cornhusker State Games High School Ambassador Application

Our organization is now accepting applications for High School students to serve as Ambassadors of the Cornhusker State Games. Ambassadors will promote the 37th annual Cornhusker State Games and the Torch Run to their school and community. We are looking to partner with High School students across the state of Nebraska to assist our organization in educating the public and creating awareness about our Olympic style amateur sports festival. The Ambassador Program will provide High School students with valuable experience in marketing, communications, and public relations. Our Ambassadors will be an extension of the Cornhusker State Games team in their own high school and community!

GENERAL INFORMATION

Student Name: _____ High School: _____

Grade: _____ Date of Birth: ____ / ____ / ____ Age: ____ Gender: M / F

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: ____ - ____ - ____ Email Address: _____

Parent/Guardian Name: _____

Principal or Athletic Director Name: _____

Principal or Athletic Director Phone: ____ - ____ - ____

Principal or Athletic Director Email: _____



Principal or Athletic Director Approval: I hereby authorize the above student to serve as a Cornhusker State Games Ambassador on behalf of our High School. The student will be allowed to conduct promotions and marketing campaigns as outlined on page #2 of the document.

Principal or Athletic Director Signature: _____

Qualifications / Submissions

- Ambassadors must be High School student athletes with a passion for sports
- Prior experience as a Cornhusker State Games athlete is preferred but not required
- Must be outgoing, self-motivated, enthusiastic, and willing to embrace the Cornhusker State Games mission
- Basic understanding of marketing principles
- Ability to utilize social media
- Only one Ambassador per school will be selected
- Ambassadors will be selected based on the effort, content, and creativity of their application
- Chosen Ambassadors will finish towards the beginning of July.
- Approval/Signature from High School Principal or Athletic Director
- **Applications will be accepted until: May 1, 2021**
- Provide a cover letter consisting of no more than two pages typed answering the following:
 1. Why do you want to become a Cornhusker State Games Ambassador?
 2. Why are the Cornhusker State Games important to people of Nebraska?
 3. Describe your prior experience as an athlete in the Cornhusker State Games.
 4. Provide a detailed outline & timeline of your plan to promote the Cornhusker State Games using the responsibilities as described on page #2 as a guide.

Please submit your completed application form and cover letter via the following methods:

Mail: Cornhusker State Games, PO Box 29366 Lincoln, NE 68529

Scan/Email: info@nebraskasportscouncil.com

Fax: 402-413-1119

Be an Official Representative of the Cornhusker State Games!

Responsibilities

- Actively promote and market the Cornhusker State Games and its various programs to fellow students, coaches, teachers, staff, and your community as a whole
- Display promotional materials including official Cornhusker State Games and Torch Run posters and brochures at your school and sports venues in your town
- Promote the Cornhusker State Games and Torch Run website and registration links through various electronic platforms including email & social media
- Make presentations about the Cornhusker State Games to student athletes and coaches at seasonal sports meetings and practices
- Promote the Cornhusker State Games at various school sponsored activities and games
- Promote the Cornhusker State Games and the Torch Run (where applicable) to athletes in your school and community
- Collaborate with P.E. Teachers on ways to incorporate aspects of the Cornhusker State Games in class
- Create a pitch for the morning announcement describing the opportunities that are available for students
- Responsibly promote the Cornhusker State Games using school affiliated social media outlets
- Utilize already established channels available at the school to promote the event
- Send progress reports to the Cornhusker State Games staff about ongoing promotions

Benefits

- Valuable experience and excellent resumé builder.
- Opportunity to utilize the Ambassador Program as volunteer/service hours.
- Opportunity to network and build relationships.
- All Ambassadors will receive a complimentary individual sport entry for the 2021 Cornhusker State Games upon completion of minimum requirements. Some limitations may apply.
- Apparel package

Qualifications

- Ambassadors must be High School student athletes with a passion for sports.
- Must be outgoing, self-motivated, enthusiastic, and willing to embrace the organization missions.
- Basic understanding of marketing principles and ability to utilize social media.

Application / Selection Process

- All interested High School students meeting the qualifications listed above may apply.
- Only one Ambassador per school will be selected. Ambassadors will be selected based on the effort, content, and creativity of their application.
- Chosen Ambassadors will finish towards the beginning of July.
- Approval and Signature from High School Principal or Athletic Director
- Applications will be accepted until: May 1, 2021