

# Welcome to the Fulcrum Ambassador Program!

Welcome to the Fulcrum Ambassador Program! In this document you will find everything you need to know from membership options, to perks, and more. We are so excited to have you join our inner circle!

## Overview

The Fulcrum Ambassador Program is designed to reward brand advocates and core members within our community. Our Ambassadors receive a discounted membership in return for referrals, event promotion, and general feedback.

**Trial Ambassador Package:** 3 Months - \$125/month

This package is designed for new ambassadors to learn about the program and decide if it's a good fit for their lifestyle.

**Ambassador Package:** 12 Months - \$110/month

Welcome to the team! Ambassadors can enjoy this special package plus our additional perks.

**5 Small Group Add on:** +\$50/month

For those looking to add Small Groups to their Fulcrum experience.

*Note on Small Group Unlimited: Due to the nature of our small group class we do not offer a SG unlimited ambassador option.*

**Action Item:**

If you have not already done so, please reach out to Brittany or Eric to confirm your membership option. Note that all standard membership policies apply including cancelation, pausing, and reservations.

## The Program

Below are the requirements for becoming a member of our ambassador team. We estimate the time commitment to be on average two hours per month, or six hours per quarter.

*\*\* Prereq: Completed the 21-day trial and in-person fitness consult.*

- Promote a Fulcrum Event on your preferred social media channel, word of mouth referral to your circle, and/or by hanging posters in your area 1x month.
- Promote a free buddy pass on your preferred social media channel and/or word of mouth referral to your circle 1x month.
- Audit a Team Training class and complete the corresponding survey 3x month.
- Attend a Fulcrum Event 1x quarterly.
- Be an active member in the gym and online, by attending class, "Checking-in" for class, and engaging with Fulcrum content on the Member's FB page, public FB page, & Instagram.
- Complete monthly check-in survey.

### **Action Item:**

Check out the Ambassador's Portal on our website where you can review forms and events!

[fulcrumfitness.com/ambassadors](https://fulcrumfitness.com/ambassadors)

## The Perks

As an ambassador you not only get access to a Fulcrum membership but so much more!

- Access to Fulcrum Ambassador pricing on membership.
- Free and discounted workshops and events.
- Ambassador only events.
- Discounted and early access to Fulcrum merchandise.
- Unlimited buddy passes\*

*\*Limit one per guest, per month, only valid for Team Training sessions.*

## Final Steps

Just like many other programs at Fulcrum, the Ambassador program is continually growing and evolving. If you have any questions, comments, or suggestions we would love to hear from you! Thanks for being a kick-ass member of our community!

**Action Item:**

The final step is simply getting started! Let's get the word out about Fulcrum together!