



Region 8 Brand Ambassador Program (R8BA)

Mission: The Rocky Mountain ADA Center provides information, guidance, and training on the Americans with Disabilities Act (ADA) tailored to meet the needs of individuals and organizations in Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming.

Vision: To bring the ADA to full implementation

The Rocky Mountain ADA Center (RMADAC) is seeking 12 Brand Ambassadors to represent the RMADAC brand, events, and services through providing technical assistance, training, and information on the Americans with Disabilities Act (ADA) to stakeholders within the six-state region.

Two representatives from each of the six-states will be selected to serve as a R8BA for a two-year term. Interested parties should complete the online application, to include their resume, and a letter of support from their employer. Preference will be given to individuals who have previous ADA training.

The application deadline is Friday, August 31st, with the first virtual meeting on Tuesday, October 9th.

To Apply: <https://www.surveymonkey.com/r/BrandAmbassadorApplication2018>

Ambassadors commit to:

1. Assist in planning regional training and conferences
 - a. Scout locations within your state (mileage & incidentals reimbursable)
 - b. Assist with confirming speakers
 - c. Serve as a speaker (as appropriate)
 - d. Moderate training sessions
 - e. Conference set-up and tear-down (at location)
 - f. Invite participants within your network
2. Write 1 blog post per year
 - a. Month will be assigned
 - b. Topic to focus on ADA implementation within your state
3. Participate in and share social media
4. Participate in RMADAC webinar series
 - a. Solicit invitees from your network
 - b. Assist with webinar topic development



5. Participate in monthly Ambassador calls
 - a. 10 calls per year
 - b. 80% participation required
 - c. Calls will cover
 - i. Updates from each state
 - ii. Overview of upcoming events
 - iii. Discussions of webinar topics
6. Participate in Region 8 research projects
7. Link to RMADAC website on their site
8. Represent RMADAC at industry events
 - a. Follow up with RMADAC Media Coordinator re: event details
 - i. Number of Participants
 - ii. Venue
 - iii. Materials Distributed
9. Provide a letter of support from their employer

Ambassadors receive these benefits:

1. Networking opportunities
2. Fees waived for participation at biennial state training/conference
 - a. Includes hotel, per diem, and travel costs
 - b. Limited to the conference within your state
 - i. Once every two years
 - c. Introduction and brief time to speak at the conference within your state
3. Covered registration expenses to ADA National Symposium
 - a. You are responsible for your own travel, hotel, and incidental costs
4. Targeted social media posts quarterly
 - a. Link to your website on the RMADAC site
5. Materials for industry events provided
 - a. Requires 20 days' notice
6. RMADAC "Brand Ambassador" business cards
7. RMADAC logoed nametag and apparel
 - a. Two items per ambassador