

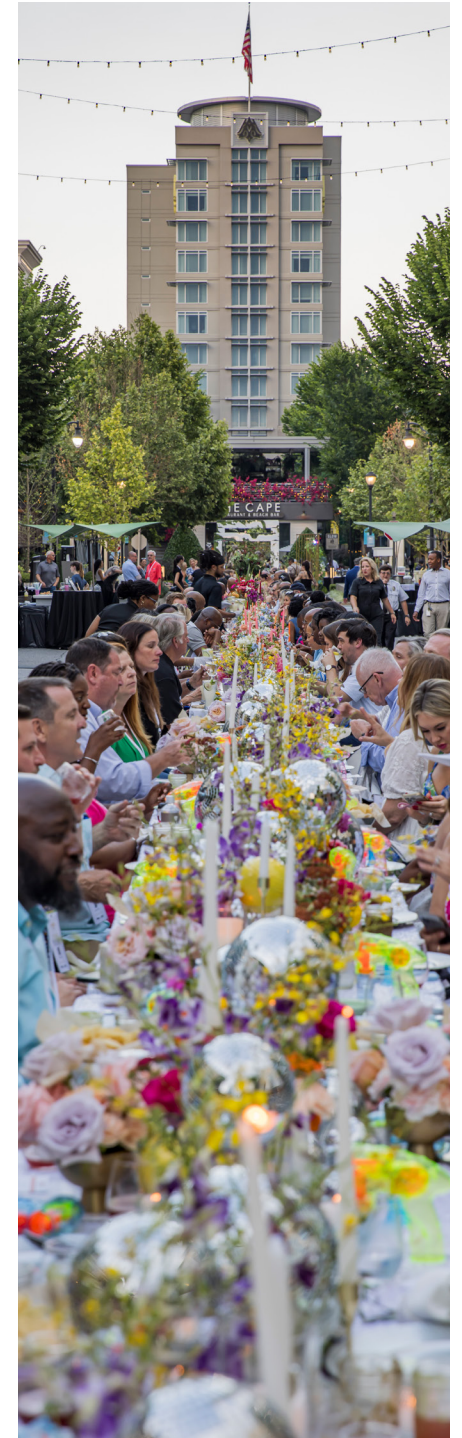


AVALON AMBASSADOR PROGRAM

2025

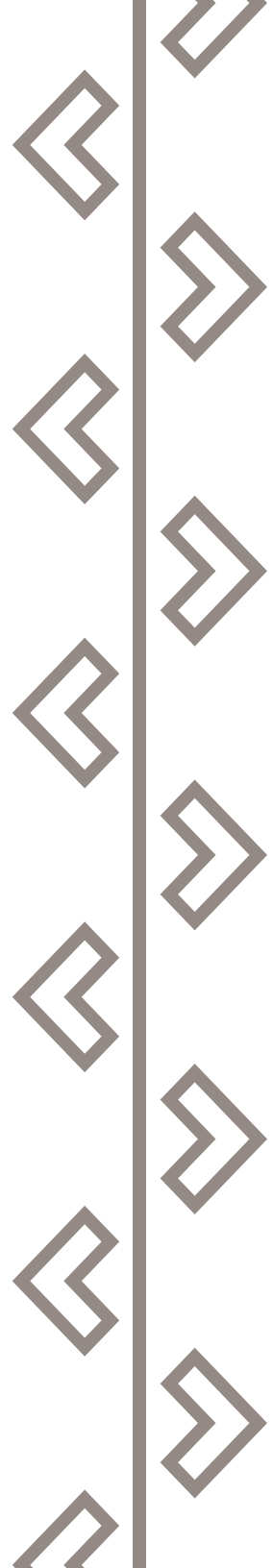
We're on a mission to have everyone experience Avalon and we are thrilled that you want to join us.

This guide contains everything you need to know about being an Avalon Ambassador.



WHO YOU ARE

- ◆ A tastemaker in your community
- ◆ A content creator that values authenticity
- ◆ A sociable go-getter who loves meeting new people
- ◆ An Avalon super-fan



WHAT YOU'LL DO

Avalon Ambassadors are a select group of super-fans, story-tellers, and networkers who will share their unfiltered Avalon experiences, online and IRL.



PROMOTE & ATTEND EVENTS

From signature Avalon events to sneak previews, grand openings, and special meet-ups, you will be responsible for capturing & sharing your experiences at them all (and having fun while doing so)!

TELL OUR STORY

Sharing who we are and what sets us apart is a big part of the Avalon Experience & we want your authentic self to support that.

ENCOURAGE VISITS

Know someone who has never been to Avalon? Share your love of Avalon with friends, family, colleagues, and more to increase visits to the Boulevard & our tenants!



EXPERIENCE AVALON THROUGH YOUR LENS

Capture + share life along the Boulevard! We are looking for real, authentic moments of you enjoying all the unique opportunities that Avalon has to offer.



POSING ALONG THE BOULEVARD | IN-STORE TRY-ONS | DINING EXPERIENCES
EVENT PROMOTION | AVALON PURCHASES IN YOUR HOME | AND MORE!

WHAT YOU'LL EARN

As an Avalon Ambassador, you will receive a complimentary Black Card Membership.

Along with a custom Avalon swag package, invites to Sneak-Preview Events & Grand Openings and more!

EXCLUSIVE AMBASSADOR PERKS INCLUDE:

- ◆ Welcome package of gifts from Avalon retailers & restaurants
- ◆ VIP access to select Avalon events
- ◆ Complimentary valet with each visit
- ◆ Custom Avalon Ambassador branded swag
- ◆ Member networking & a resume builder
- ◆ Invites to sneak-preview events & grand openings
- ◆ Complimentary ticket(s) to select ticketed events
- ◆ And more!



BLACK CARD MEMBERSHIP INCLUDES

- Complimentary Valet with Each Visit
- VIP Access to select Avalon Events
- Priority seating at select Signature Events
- Discounts at select Avalon retailers and restaurants
- The Hotel at Avalon 20% discount when you book online
- Club Avalon hosted private events exclusive for Black Card Members with Avalon restaurants and retailers
- Invites to Sneak-Preview Events & Grand Openings

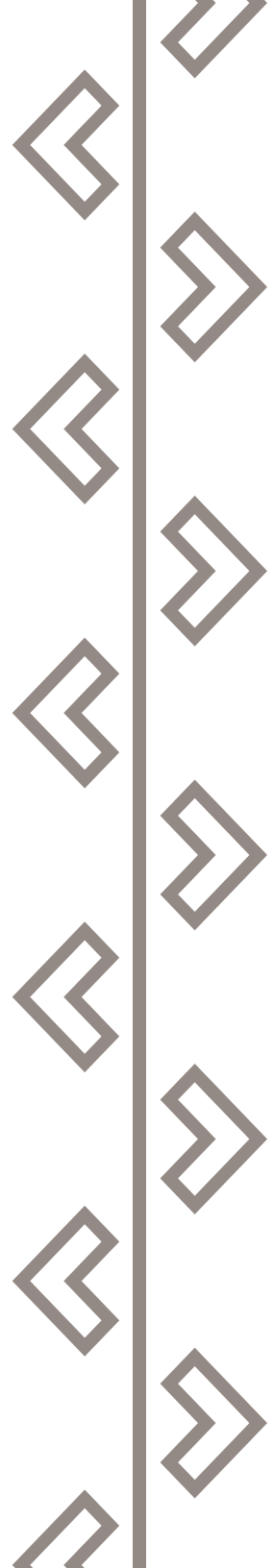
EXPECTATIONS & REQUIREMENTS

PERSONAL REQUIREMENTS

- ◆ Minimum of **(1)** unique Instagram Feed Post & **(1)** unique Instagram Story per month
- ◆ Friendly & welcoming personality; comfortable socializing and connecting with new people
- ◆ Great photography (iPhone or professional) skills
- ◆ Organized & professional; manages time wisely and delivers all assets as requested
- ◆ 21 years of age or older

EVENT-RELATED REQUIREMENTS

- ◆ Support with Avalon event promotion on your social channels (content to be provided)
- ◆ Attendance at a minimum of **(1)** Avalon event per quarter + share your experience on social media
- ◆ Attendance at select sneak-preview events, retailer & restaurant grand openings, etc. as they arise



FREQUENTLY ASKED QUESTIONS

◆ HOW LONG AM I AN AMBASSADOR?

If selected, you are officially an Ambassador for **(1)** calendar year. You will be evaluated at the end of the year with the potential to sign on for another year. Avalon reserves the right to remove Ambassadors from the program at their discretion, at any point in the year

◆ WHEN DO I RECEIVE MY REWARDS?

You will receive your complimentary Black Card Membership when you start the program & welcome package upon completion of your first quarter; all other rewards will be earned throughout your time as an Ambassador

◆ HOW MANY SOCIAL MEDIA POSTS ARE REQUIRED OF ME?

A minimum of **(2)** posts per month are required, along with additional event promotion on an as-needed basis—to be further explained if you are selected as an Ambassador

◆ HOW MANY EVENTS AM I EXPECTED TO ATTEND?

A minimum of **(1)** Avalon event per quarter, along with select grand opening, sneak preview, and other exclusive events as they arise

◆ HOW WILL MY AMBASSADOR EFFORTS BE TRACKED & MONITORED?

You will be responsible for submitting a short monthly report which highlights your efforts. This will be provided & further explained should you be selected

◆ WILL I BE COMPENSATED FOR THE AVALON AMBASSADOR PROGRAM?

No, this program is based on trade, you will receive fun perks like networking, gifting opportunities and VIP event access.