



# EFRA AMBASSADORS

With this document EFRA wants to provide basic guidelines to explain to potential applicants for the EFRA ambassador positions the basic requirements and the different implications of the EFRA Ambassadors.

In addition, EFRA will prepare a personalised document/contract for each candidate with the conditions set out in the position.

## ***What are EFRA ambassadors?***

An EFRA ambassador is a person who represents EFRA as an organisation and who is relevant to the target audience. An ambassador is the human representation of EFRA. It is someone relevant and is the personification of what EFRA wants to convey to its target audience. Therefore, we speak of an EFRA ambassador as a person who easily raises awareness of EFRA by increasing the understanding of EFRA.

## ***What is the goal of EFRA Ambassadors?***

To create the figure of EFRA ambassador with relevant persons inside and outside of RC where we can help EFRA to promote the values of RC Motorsport, such as friends, family, competition, and consistency like every sport. EFRA is looking for people who live with a

passion for RC and that they can show to both the RC community and newcomers, what our sport is, how to take part, with tips, videos and other activities such as work in schools and with Federations, etc.. Also, EFRA is looking for people outside of RC with presence perhaps in other sports but also in general, on line (with a social following) who can show RC Motorsport to the outside world.

### ***What does an EFRA Ambassador do for EFRA?***

They will bring EFRA races, services, and values closer to the drivers by attracting their attention through social posts, vlogs, publications, or offline promotional actions.

In order to make contact with the target audience, the ambassador will show the best profile of EFRA through images and videos, either on the EFRA website, and/or with content on the EFRA's own social profiles and those of EFRA, when representing it at events.

Additionally, where the ambassador is an active RC racer, they will display the "EFRA Ambassador" logo alongside their other sponsors on their clothing, RC car and website (if applicable)

### ***What does EFRA do for EFRA Ambassador?***

EFRA will support the EFRA Ambassador with our PR Department, creating professional videos and photo content, which can be used by the EFRA Ambassador for his/her own promotion.

EFRA can provide media coverage for initiatives related to RC and its values that the EFRA ambassador may undertake on his or her own initiative.

EFRA will provide the necessary means in case the EFRA ambassador's presence is required at a promotional or training event inside or outside of the RC Community with proper justification and within limitations of the EFRA budget.

EFRA will provide clothing and marketing materials needed for EFRA Ambassador to do the task properly.

### ***What is the duration of the EFRA Ambassador role?***

The EFRA ambassador will have a 2-year agreement, extendable for equal periods with the agreement of both parties. EFRA or the EFRA ambassador may terminate their collaboration at the request of either party.

### ***What characteristics should an EFRA ambassador have?***

#### *Basic marketing skills.*

It is essential that they know the basics, so they can understand what they do, what the purpose is, the importance of their contributions to EFRA and to help to attract more drivers and fans.

#### *Approachable personality*

You should have a good reputation, be communicative, outgoing, proactive and convey a positive image in all of your activities.

#### *Natural leadership*

You need to be influential and have followers who are willing to listen to you. You need to have natural charisma and when you speak, be listened to, and you need to be able to generate trust and confidence.

#### *Social media presence*

Not only do you need to have an audience on social media platforms. You also need to have an engaged following that matches EFRA target audience. This way you will be able to reach more potential viewers, drivers, and fans.

## **Who could be a potential EFRA ambassador?**

A good potential EFRA ambassador could be chosen from the following groups of people involved in RC:

### *Top driver in each section:*

An active top European driver who fulfils the conditions required above to be an EFRA ambassador. Ideal for attracting new drivers to EFRA racing and potential fans.

### *An RC Legend:*

A European person with a long legacy in RC, directly related to a specific section or who has been able to participate in different sections. Ideal for linking active drivers, RC manufacturers and outsiders.

### *Person related with an RC manufacturer:*

At the suggestion of our Associate Members, a manufacturer can have a reputable person who can attract the attention of new drivers and at the same time provide value to the Associate Members.

### *Person related with the National Federation:*

At the suggestion of our National Federation, they could have a reputable person who can attract the attention of new drivers and at the same time provide value to the National Federations.

### *Influential person outside the RC:*

A relevant person from any sector who has been involved in the RC at some point in time. This group could give us important links outside of the RC world.

## **How will we choose an EFRA Ambassador?**

We can use different ways to select an EFRA Ambassador. The format EFRA is going to use as a starting point is as follows:

### *EFRA initiative:*

The EFRA board will look for and propose a candidate who fulfills the criteria of EFRA Ambassador.

*Individual initiative:*

Any individual can send out the application to apply for EFRA Ambassador.

*Associate Member initiative:*

Associate Member can send out details of interested persons who fulfill the criteria of EFRA Ambassador.

*National Federation initiative:*

National Federation can send out interested persons who fulfill the compromise of EFRA Ambassador.

Every application received by the EFRA Executive / EFRA Development Working Group will be studied and accepted or rejected in EFRA Executive / EFRA Development Working Group meeting every month.

EFRA will inform to the interested parties after the meeting, and they will prepare a final document to be signed between EFRA and EFRA ambassador.

The EFRA ambassador will then start the cooperation after document is signed with dates proposed on it.

**What compensation should we set for EFRA ambassadors?**

EFRA is a non-profit organization and economical compensation is not allowed in the Constitution. However EFRA is aware that some form of compensation could be possible in order to motivate a relevant persons to join as EFRA Ambassadors.

These compensations can be *based on services and products* (Videos, promotion, AM agreement), *based in to cover expenses* (under justification) or *based on the National Federation support* (Special agreement with National Federations). Any compensation must be subject to EFRA's spending capacity on this sub-project and approved by the EFRA procedures.

Also EFRA and the EFRA Ambassador should bear in mind that such a contribution may benefit both equally, as the EFRA Ambassador may also benefit from the image that EFRA projects within the RC community.

**How can you apply to be an EFRA ambassador?**

In the first instance, send an email to [pr@efra.ws](mailto:pr@efra.ws) with some details about yourself and why you would like to be considered for the role of EFRA Ambassador



**EFRA DEVELOPMENT PLAN WORKING GROUP – 13/04/2021**

