

LOXTON MARDI GRAS 2022

COMMUNITY AMBASSADORS

YOUR ESSENTIAL INFORMATION

The objectives of the Community Ambassador program are to:

ALLOW not-for-profit organisations and clubs to raise funds for their own projects under the auspices of Loxton Mardi Gras.

PROMOTE the brands of businesses who support Loxton Mardi Gras as Community Ambassador sponsors.

As a Community Ambassador you will be representing your sponsoring organisation.

On the basis of an interview by a selection panel drawn from the community, one Community Ambassador will be selected as 2022 Loxton Mardi Gras Ambassador. Focus will be on personality, demeanour, knowledge of Loxton & district and capacity to serve as 2022 Loxton Mardi Gras Community Ambassador. Fund raising is not a criterion used in this selection.

If you are the highest fund raiser from all the Community and Senior Ambassadors you will be declared 2022 Loxton Mardi Gras Charity Ambassador.

CONDITIONS

1. You must be aged between 17 and 49.
2. You must be sponsored by either:
 - a. a community based non-profit organisation, e.g. a sporting club, interest group, school, church etc; or
 - b. a commercial business.
3. Registration will not be accepted until the Registration Form has been submitted.
4. Upon acceptance of your registration as a Community Ambassador you will be known as the (*Sponsor's Name*) Community Ambassador.
5. Community Ambassador sponsors may use the Loxton Mardi Gras brand and logo to raise funds.
 - a. Any funds raised by a Community Ambassador sponsored by a commercial business are to be paid to Loxton Mardi Gras by 23rd February 2022.
 - b. Any funds raised by a Community Ambassador sponsored by a non-profit organisation will be distributed as follows.
 1. All funds that you raise, less your overhead costs, are to be paid to Loxton Mardi Gras before 23rd February 2022
 2. Before 30th June 2022, 50% of the funds you have raised will be returned to your sponsoring organisation. The other 50% will be held by the Loxton Mardi Gras Committee for distribution within the community.
6. From the date of registration, a Community Ambassador sponsor may, until 30th June 2022, use the Loxton Mardi Gras logo in their advertising and publicly display their sponsorship.
7. As a registered Community Ambassador you will be expected to attend and participate in the following events (subject to COVID-19 restrictions):
 - a. Sashing presentation at the Loxton Show on 4th October 2021.
 - b. Sashing presentation at Loxton Mardi Gras Strawberry Fete in Alawoona on 13th November 2021.
 - c. Loxton Lights Up on 27th November 2021 - creating a community presence for the 2022 Mardi Gras.
 - d. Loxton Mardi Gras Parade on 26th February 2022. Your float must feature the Mardi Gras theme – 'CELEBRATION'
 - e. You may also be invited to attend other promotional activities.

Complete the Ambassador Registration Form and return it to the Mardi Gras Secretary