

## **WestShore Chamber of Commerce – Best of the WestShore Awards Ambassador Program**

### **Program Overview**

A Best of the WestShore Awards (BOWSA) Ambassador is a current member who acts as a representative on behalf of the Chamber on a voluntary basis. The Ambassador is a liaison between members and staff. The Ambassador is familiar with all of the stages of the Best of the WestShore Awards so that (s)he can answer questions that come up and effectively promote the initiative. The aim of BOWSA Ambassadors is to make every business and non-profit in the WestShore aware that they can get involved in the Best of the WestShore Awards.

### **Ambassador Criteria**

Members in good standing who have held a membership for a minimum of two years or who have been substantially engaged for one year are welcome to apply. Ambassadors should be able to support the [Vision, Mission and Values](#) of the Chamber as well as our Code of Conduct. Prior knowledge of the Best of the WestShore Awards is an asset, but training will be provided. Ambassadors can join at any time in the calendar year.

### **Benefits of Being an Ambassador**

- Develop new and meaningful connections with local business owners
- Opportunity to be seen as a leader and positive role model in the community by actively contributing to the work of the Chamber and supporting local business
- Recognised on the Best of the WestShore Awards webpage
- Get more out of your membership by actively engaging with fellow Ambassadors, with potential for partnerships, friendship, and business relationships.

### **Responsibilities of Ambassadors**

- Promotion of voting platform registration through Ambassador social media and networks starting from the end of April to the end of May
- Promotion of Best of the WestShore Awards voting through Ambassador social media and networks starting from July to Labour Day
- Delivery of posters to store fronts in July promoting voting for each business
- Delivery of Awards to nominees in November.

### **Expectations of Ambassadors**

- Attendance at Ambassador meetings. (3-4 per year)
- Come prepared for and actively participate in meetings. If unable to attend a meeting let the Chair know and plan to catch up separately
- Follow through with the actions you have signed up for and come back to the Chair with any issues

### **Conflict of Interest**

There is potential for actual or perceived conflict of interest because you may well be promoting your business for Best of the WestShore Awards. This can be managed by ensuring that your business promotion and Ambassador promotion are kept completely separate.

