



BOB WALLIS CYCLES – TREK STORE AMBASSADOR

Congratulations and thank you for becoming a Bob Wallis Cycles – Trek Ambassador. The Ambassador Program aims to develop positive relationships, promote Bob Wallis Cycles and the Trek brand with active Ambassadors that will benefit cycling in our community and bring sales to our store.

What makes a great Ambassador ?

- Passionate about riding, Bob Wallis Cycles and the Trek Brand.
- An active online presence and following.
- Local, reliable and approachable.

What do we expect from our Ambassadors ?

- To promote Bob Wallis Cycles and the Trek/Bontrager brand.
- Be active on social media with your own Facebook, Instagram and Twitter account.
- Be involved with our store and be available for store promotion and events.
- Be active members of the community and show up to group rides, races and events.
- Take every opportunity to direct people to Bob Wallis Cycles.
- Familiar with the Trek and Bontrager product range.
- Be following Trek Australia on social media and regularly share and interact with content.

Ambassadors and promotion.

- Always keep equipment clean and in great working order.
- Always wear BWC shop kit on organised shop rides or local races.
- Wear Trek or shop kit on group rides.

Ambassador Benefits.

Our Ambassador Program runs for a period of 12 months from the date you receive your bike. In return for your continued support, Ambassador's receive the following benefits.

- A pre-arranged discount off their bike purchase.
- Free labour on Ambassador bike services.
- A 30% discount off Trek/Bontrager parts and accessories.
- Discounts off other store brands (amount dependant on individual brand)
- A 15% discount off Trek/Bontrager parts and accessories for your partner.
- A free Bob Wallis Shop kit.
- Benefits subject to the Ambassador meeting the above listed requirements.

We look forward to working together and your support as an Ambassador, sharing our passion for cycling and promoting our store over the next twelve months.

Barry + Deb