

THE BOMBASSADOR PROGRAM



The Bombassador Program is a college-based opportunity, providing a brand new way for you to work with and learn from a great startup (Bombas, duh), do some good on your campus, show your friends that you are awesome, and earn some excellent free stuff. You help spread the Bombas brand, mission and Bee Better mantra through spearheading campus efforts, donating socks, getting involved in your community and leading your peers. In return you earn some really cool perks and the chance to have an impact on those in need. The more work you put in the more perks you get out of it!

What Does Being a Bombassador Mean?

As a Bombassador, you will work closely with Bombas to spread the word about the brand, product and most importantly, the mission. You will be asked to utilize resources on your campus, leverage your personal networks, create content, and get involved in your local community.

- Recruit and manage your **Bee Colony**, a team of 2 additional students on your campus to help carry out the program
- Plan and execute a range of **tasks**, from hosting events on campus to working with other clubs and organizations
- Identify and work closely with a **local shelter** to experience the mission first hand and give back to the local community
- Create content to **build buzzzzz** around activations and mission-based experiences

What's in it for Me?

Throughout the program, Bombassadors are given a variety of items to help ensure the success of their tasks. As certain goals are met, cool perks are unlocked for you and your colony and donation socks are accumulated for the local shelter partner you've selected. Besides the obvious perks of being part of something cool and putting something on your resume, you will also develop professional and personal skills that will help you as you continue your education and begin your career. At the end of this program, we hope you will have learned some invaluable skills, had some fun, met new people, and of course donated lots of socks!

- Receive a **Welcome Kit** containing items to help promote Bombas on campus and throughout the program
- Unlock **awesome perks**, from branded swag to team experiences, by successfully completing tasks
- Encourage family and peers to buy Bombas with a special **discount code**
- Our favorite part about working at Bombas is being able to **see the difference** you can make in someone's life first hand. Simply providing someone in need with a pair of socks goes a long way. By the end of this program, you will know exactly what we are talking about.

Bee Better

At Bombas, we approach every day with our Bee Better mantra. These words are stitched in all of our socks for a reason, it's a reminder to push yourself, a reminder that you helped someone else, and a reminder there's always room for improvement. As a Bombassador, we want you to embody Bee Better as well. On your way to class, your dorm, the library, etc., if you approach every situation with a better mindset and outlook, others around you will do the same.

Questions?

If you have anymore questions, please feel free to reach out at bombassador@bombas.com.