

Interota Overseas Ambassadors Programme (Phase 2)

Interota 2020 Hong Kong (27 June – 1 July 2020)

Our Purpose:

Through the way of Campaigns to choose out the Ambassadors from the world as the group to promote Interota 2020 Hong Kong in the Rotaract community.

Regions & Campaign Period:

- The Ambassadors programme (phase 2) is launched for the below regions:
 - ⇒ (1) North America (2 quota)
 - ⇒ (2) Latin America (2 quota)
 - ⇒ (3) Middle East & Africa (1 quota)

- Campaign period will be **2 weeks** for ALL region, from 08/11/2019 12:00nn to 22/11/2019 12:00nn (GMT +8)

Entrance Requirements:

- Publish a post on the wall of your personal Facebook account.
- Include the following in your post:
 - ⇒ **ONE photo** about your Rotaract moment.
 - ⇒ **A short caption** describing the photo.
 - ⇒ **Your Name, Club Name, RI District Number, Country and Region.**
 - ⇒ **All #Hashtags** listed below: (feel free to add your own ones too!)
 - ⇒ #Interota2020HK, #Interota2020Ambassador, #IamRotaractor, #LeverageYouthPower, #LevelUpTheWorld

- Set the privacy of the post to "**Public**".
- Sent your post to Interota 2020 Hong Kong Facebook Page though messenger.
- Start telling your friends to '**Like**' and '**Share**' your post!



Template for Facebook post:

[Photo caption – tell us about **your Rotaract moment** (tips: keep it short and sweet)]

[Your name, Club Name, District, Country, Region]

#Interota2020HK #Interota2020Ambassador #IamRotaractor

#LeverageYouthPower #LevelUpTheWorld

Your photo about **your Rotaract moment**

Selection Criteria:

Each entry will be evaluated based on the below scoring scheme:

- ⇒ Number of Likes on the post* (40%)
- ⇒ Number of Shares on the post* (40%)
- ⇒ Quality of visuals and content[^] (20%)

*The scores will be given on pro-rata basis with 100% given to the post with the highest number of Likes/Shares.

^A judging panel will be formed by Interota 2020 Hong Kong Organizing Committee for evaluation.

The top entry with the highest score for the Middle East & Africa region will be the Winner of the campaign while the top 2 entries with the highest scores will be selected for both North America and Latin America region.

Ambassador Responsibility & Reward:

<i>Reward</i>	<i>Criteria</i>	<i>Privileges & Rewards</i>
Rewards for appointed Overseas Ambassadors		
#1	<ul style="list-style-type: none"> ➤ Being selected as an Overseas Ambassador of Interota 2020 Hong Kong ➤ Commit to promote Interota 2020 Hong Kong to Rotaractors within and beyond his/her district (e.g. presentation at joint presidents' meeting, district conference, multi-district events) ➤ Successful registration for Interota 2020 Hong Kong (Full Programme) 	<ul style="list-style-type: none"> ➤ Discounted registration fee for Full Programme at US\$499 ➤ Designated "Ambassador" badge ➤ Certificate of Recognition ➤ Being recognized at the official program of Interota 2020 Hong Kong
#2	<ul style="list-style-type: none"> ➤ Successful referral of delegates registering for Interota 2020 Hong Kong (Full Programme) 	<ul style="list-style-type: none"> ➤ US\$10 voucher for purchase of Interota 2020 Hong Kong souvenirs for every 1 delegate referred ➤ In addition, US\$50 rebate for every 5 delegates referred (up to a maximum of US\$400)
#3	<ul style="list-style-type: none"> ➤ Make a presentation of Interota 2020 Hong Kong at a multidistrict meeting or event (pre-approved by Interota 2020 Hong Kong Organizing Committee) 	<ul style="list-style-type: none"> ➤ Allowance of US\$50 – 300 per event, based on the event scale, target audience and potential publicity (to be granted by Interota 2020 Hong Kong Organizing Committee on a case-by-case basis)
#4	<ul style="list-style-type: none"> ➤ Invited most people to register Interota 2020 Hong Kong (Full Programme) within all ambassadors. 	<ul style="list-style-type: none"> ➤ Granted the Best Overseas Ambassador Reward during the prize ceremony section of Interota 2020 Hong Kong.
Rewards for delegates registering with Overseas Ambassador's referral		
#1	<ul style="list-style-type: none"> ➤ Successful registration for Interota 2020 Hong Kong (Full Programme) ➤ Fill in the name of the referrer (who is an Overseas Ambassador) on the registration form 	<ul style="list-style-type: none"> ➤ US\$10 voucher for purchase of Interota 2020 Hong Kong souvenirs