

# POWERED ATHLETES

## INFORMATION PACK

### WHAT'S INVOLVED:

- Powered Athletes will be asked to provide us with social media content (Instagram posts, reels, TikToks), which will be posted to your own social media profiles (those provided in the application), and may also be re-shared by us and featured on any of our social media platforms:
  - Facebook and Instagram - @Powernationcheer
  - TikTok - @Powernationcheerltd
- As one of our Powered Athletes, you will be gifted with PN products throughout the season for you to promote, and to power you to be the best athlete you can be.
- Powered Athletes may be invited to photoshoots/content days with us, but these will not be compulsory.
- The main responsibility of our Powered Athletes will be to help spread the passion, positivity, kindness and hard work that we champion at Power Nation throughout the cheer industry.

### THE APPLICATION PROCESS:

- Download the application form, fill out your details and answer the questions, and email the completed form to [jenny@powernationcheer.com](mailto:jenny@powernationcheer.com)
  - If you are unsure how to edit the pdf, just answer these questions in an email to the above address. Please do ensure to provide answers to all questions, and format this clearly within the email.
- Alongside your application, you may send up to 3 photos of yourself in your uniform, training wear/team wear, etc. This is optional, but we would love to see some photos of you ready for training or competitions!
  - Please note, you do not need to be wearing Power Nation items in these images.
- You can only submit the application once.

### THE SELECTION PROCESS:

- For the 2021-2022 season we will be taking on **10 Powered Athletes** (a number we hope to be able to grow in years to come).
- Candidates will be selected based on a range of requirements and qualities, but we want to work with a diverse range of Powered Athletes who all share a passion for the sport.
- **Things we will take into consideration include:**
  - Your passion and involvement in the sport.
  - The quality and style of photos you post on your social media platforms.
  - The regularity with which you post on Instagram.

# FREQUENTLY ASKED QUESTIONS

## **Do I have to be based in the UK to apply?**

No – we are interested in working with ambassadors from anywhere across the world!

## **Does it matter if my team works with another provider for uniforms/training wear/team wear?**

No – the focus is on you as an athlete, so it does not matter if your programme is with another provider. If you do think that your programme may have an agreement with another provider that would restrict you from promoting another company, we do recommend checking with your coach before applying.

## **Does my Instagram account need to be public?**

This is not a necessity, however we will need to review your Instagram account so ask that you do accept a follow request from [@powernationcheer](#) if you receive one.

- Your account will only be reviewed by our Marketing Coordinator (Jenny) and our Director (Jess).
- Please do also note that as part of the ambassadorship our Powered Athletes will be asked to provide us with some content that we can post on our public Instagram, so therefore you will need to be comfortable with these images being posted by us (of course, no other images will be shared publicly other than ones which you send directly to us as part of the ambassadorship).

## **Do I have to have/post on TikTok?**

No - you will only be required to post on Instagram, however if you do have a TikTok account which you feel comfortable posting to, we would love it if you did so!

## **Are there any age requirements?**

No – we will be accepting athletes of any age.

- Please do note that any athletes under the age of 18 must provide us with parental consent (see next question for more details).

## **My son/daughter would like to apply but is under the age of 18 – how will this work?**

Any athlete under the age of 18 must provide us with a name of a parent/guardian, as well as a contact email – these questions are on the application. We also ask that the application is sent to us by this parent/guardian.

If your child is successful, we will be in contact with you through the contact email provided to ask for your consent (at this stage, we will of course also send the full details of the ambassadorship so you know exactly what it will entail before consenting).

**If you would like to know more, or have any further questions about what's involved or how to apply, email [jenny@powernationcheer.com](mailto:jenny@powernationcheer.com)!**