



HEREFORD PROTEINS AMBASSADOR PROGRAM

Ambassador Requirements

Applicants must be highly connected to their social media network with genuine engagement.

- There is a minimum requirement of 1,000 followers with at least 4% of followers engaging with posts on average. Social accounts must have food and recipe photography which will be reviewed by Hereford Proteins.
- Familiarity with Hereford Proteins and the products.
- Must be willing to make posts public on social media, share photos with Hereford Proteins, and work exclusively with our shelf-stable protein brand during their time as an ambassador.
- Must be 18 years or older and located in the continental United States.

HOW TO BECOME AN AMBASSADOR

Complete the application form located on [this page](#) and let us know why we should choose you. After the application is submitted, you will receive an email confirming your application has been received. Hereford Proteins will contact you within 30 business days if your application has been approved, and you will receive instructions on your next steps. Approved applicants will receive a Hereford Foods ambassador kit in the mail.

The kit may include:

- Product shipments with one month notice or vouchers to purchase as needed
- Sticker
- Canvas Tote
- T-Shirt
- Crewneck Sweatshirt
- Media kit/brochure that includes information and key product attributes

ADDITIONAL BENEFITS YOU'LL RECEIVE AS AN AMBASSADOR

- Potential reposting on the Hereford Proteins social channels.
- Be part of an ongoing brand tradition.

WHAT TO DO WHEN YOU RECEIVE YOUR PRODUCT

- Make up some of your favorite Hereford recipes and share with your family!
- Post 2-3 times across your social media channels showing how the product was used within 90 days of receiving. We will share a few suggestions of best practices for your posts.
- Your posting must be on Facebook or Instagram, with the option to also post on YouTube or TikTok.
- Your posts must include the brand name, brand account tag (where applicable), and hashtags #HerefordProteins #HerefordMakesItHappen #HerefordAmbassador
- Your posts may be documented and reposted across Hereford Proteins' social channels and website.
- Exclusivity with Hereford Proteins is required for the 3 months following your social posts. No ambassador would be allowed to partner with another shelf-stable protein brand during this time frame.