



2015 Richmond Training Camp Ambassadors Program



Mission Statement:

To promote civic pride and provide a positive visitor experience to the City of Richmond and the Bon Secours-Washington Redskins Training Center.

Objective:

The Richmond Training Camp Ambassador program will allow residents of the City of Richmond and the surrounding areas the opportunity to serve as “Richmond Brand Ambassadors” to visitors to the City of Richmond and the Bon Secours-Washington Redskins Training Center. Ambassadors will be the “face” of Richmond at the Bon Secours-Washington Redskins Training Center, helping to answer questions about the City and Training Camp, highlighting tourism destinations, restaurants, and other points of interest, helping the event run smoothly, and ensuring that visitors leave Richmond with positive memories and plans to return in the future.

What is a Richmond Training Camp Ambassador:

A Richmond Training Camp Ambassador is a resident of the City of Richmond or the surrounding areas who has a true passion for the City of Richmond and will provide the highest level of customer service to fans and guests attending Training Camp. The Ambassadors must be able to commit to a majority of the shifts of service throughout the training camp schedule and be willing to work hard to make Training Camp a fun and safe event for all attendees. Ambassadors should arrive on-time for their scheduled time slot and be able to stand for long durations while working outside in typical summer weather. All Ambassadors will be provided with an official Bon Secours-Washington Redskins Training Center “Ambassador” shirt and hat, which should be worn at all times when on assignment. An incentive program has been established to encourage Ambassadors to volunteer for multiple shifts throughout Training Camp (details are below in the incentives section).

What a Richmond Training Camp Ambassador is not:

A Richmond Training Camp Ambassador is not someone who will use the position to watch practice and gain access to areas of the property, including onto the field and in the locker room. An Ambassador is not someone who will put their own personal enjoyment of Training Camp above fans and guests attending practice. Ambassadors may be asked to cover areas with limited or no view of the playing field and Ambassadors must be willing to cover the positions assigned to them regardless of the specific duties.

How are they selected?

Representatives of the City of Richmond and the Washington Redskins will coordinate in the selection of Ambassadors. Prior to the beginning of training camp, applicants will report to a select location for a brief interview and fill out paperwork. Potential Ambassadors will be vetted by staff from the City of Richmond with input from the Redskins’ operations staff. Those selected as Ambassadors will receive details pertaining to Training Camp and an overview of daily responsibilities.

How Many Ambassadors:

The City of Richmond is seeking approximately 250 Richmond Training Camp Ambassadors who will volunteer for various posted shifts. The exact quantity of Ambassadors will be determined by the commitment of individuals. It is very desirable to have Ambassadors who will commit to multiple shifts so that they arrive to

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camp ready for assignments and will not have to be trained every morning. Ideal candidates would be willing to commit to *10 or more shifts*.

Ambassador Responsibilities:

All Ambassadors will be responsible for acting as “Richmond Brand Ambassadors.” Ambassadors should be prepared to answer questions about the City of Richmond and Training Camp, including places to visit, sights to see, restaurants to dine in, and directions around town. Ambassadors will also experience Redskins training camp from an up close and personal point of view while assisting in various areas of the training camp operations. Duties may include:

- Greeting guests as they arrive;
- Providing information about the City of Richmond and Training Camp;
- Assisting in parking operations by identifying parking passes;
- Performing safety bag checks and distributing credentials at entrance;
- Checking credentials and assisting in controlling access to VIP, media, staff, and other restricted areas;
- Monitoring for any potential security issues and alerting security personnel as appropriate;
- Providing immediate assistance to attendees in the event of an accident or emergency;
- Assisting with crowd control;
- Assisting with the setup/breakdown each day of the event, which may include moving of tables/chairs and restocking food and drink in VIP areas.

There are two (2) different categories of ambassadors: Security and Fan Experience. Security Ambassadors will be responsible for securing various access points and making sure that only people with the proper credentials are allowed access to restricted areas. Fan Experience Ambassadors will be responsible for covering specific posts throughout the camp, set up and operation of fan activities, and assisting operations with fan interaction.

What Shift Times are Available to Ambassadors:

Training camp will be open throughout the day while the team practices. The typical day will be broken into two (2) different shifts. For Fan Experience Ambassadors, the morning shift will be from 8:30 a.m. to 2:00 p.m. and the afternoon shift will be from 1:00 to 6:30 p.m. For Security Ambassadors, the morning shift will be from 7:30 a.m. to 2:00 p.m. and the afternoon shift will be from 1:00 p.m. to 7:30 p.m. There will be a few dates with only a single practice where there may be only one shift. Those shift times will vary. Shift timeframes and practice dates/times are subject to change which will be communicated to the Ambassadors promptly.

Incentives for Ambassador Attendance:

Richmond Training Camp Ambassadors will be asked to volunteer for multiple shifts. When ambassadors reach a certain benchmark number of shifts, they will be rewarded based on the following scale:

8 Shifts: Opportunity to attend an exclusive autograph session with Redskins players and coaches

11 Shifts: Two tickets and a parking pass to the 2015 Washington Redskins home game of the Ambassador's choice (excluding division opponents)

13 Shifts: Autographed Robert Griffin III jersey.

Above all else, Richmond Training Camp Ambassadors will be rewarded by the feeling of contributing to the positive fan-friendly atmosphere at the Bon Secours-Washington Redskins Training Camp.

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When is Training Camp Open:

Training Camp will be open according to the following schedule. Please note that dates and times are subject to change with little notice.

*****DATES AND TIMES SUBJECT TO CHANGE,
PRACTICE SESSIONS CAN BE CANCELED WITHOUT NOTICE*****

Thursday, July 30	9:30 a.m. – 5:00 p.m.
Friday, July 31	9:30 a.m. – 5:00 p.m.
Saturday, Aug. 1	9:30 a.m. – 5:00 p.m.
Sunday, Aug. 2	9:30 a.m. – 5:00 p.m.
Monday, Aug. 3	9:30 a.m. – 5:00 p.m.
Wednesday, Aug. 5	9:30 a.m. – 5:00 p.m.
Thursday, Aug. 6 *	9:30 a.m. – 5:00 p.m.
Friday, Aug. 7 *	9:30 a.m. – 5:00 p.m.
Saturday, Aug. 8 *	9:30 a.m. – 12:30 p.m.
Monday, Aug. 10	9:30 a.m. – 5:00 p.m.
Tuesday, Aug. 11	12:30 p.m. – 3:30 p.m.
Saturday, Aug. 15 ^	8:00 a.m. – 3:00 p.m.
Sunday, Aug. 16	9:30 a.m. – 5:00 p.m.

** Team scheduled to practice jointly with the Houston Texans
^ Fan Appreciation Day*