VALKYRIE RELAY
FOUNDING AMBASSADOR



FOUNDING AMBASSADOR · 2026–2027

WELCOME TO THE FOUNDING EIGHTEEN.

ONE OF EIGHTEEN. AWARDED ONCE, NEVER AGAIN.

Durango, Colorado / September 18, 2027



YOUR JOB IN ONE SENTENCE

HELP CREATE TEAMS. NOT POST ABOUT US.

You are one of eighteen Founding Ambassadors for the Valkyrie Relay in Durango, Colorado on September 18, 2027. The programme is run by **Erin Hughes**, who leads the ambassador programme.

Valkyrie is hard to explain and easy to be intimidated by. Most people who would love this race never get past *"I could not do that"* or *"I could never get six people together."* An advert does not fix that. Somebody they already trust does. That is you.

WHAT AMBASSADORS ACTUALLY DO

- Explain the race to people who are curious and unsure.
- Help would-be captains build a team.
- Connect solo athletes with teams that need their leg.
- Solve the gear and logistics problems that stop teams before they start.
- Tell us what people are asking.

WHAT WE ASK OF YOU

- **Two to four hours a month.** Honestly stated, not a soft number.
- **One real thing a quarter** in your own community: a club night, a talk at work, people in a room.
- **One captain conversation a month.**
- **A short monthly note** on what you are hearing.
- One term, from now to about a month after race day.

> *It is not a sales role and there is no quota. If you have a bad month, you have a bad month.*



WHAT YOU GET

RECOGNITION, ACCESS, AND A REAL SAY.

FOUNDING STATUS
The Founding Ambassador designation and mark, with a certificate. Awarded once, never again.

RECOGNITION
Your profile on the website, public credit for the teams you help create, and acknowledgement at the race.

ACCESS
Early announcements, ambassador-only briefings, and a direct line to the people running the race.

INFLUENCE
Real input on the course, the format and how the race is run. You are shaping it, not following a playbook.

SUPPORT
A complete tool kit and a named human contact.

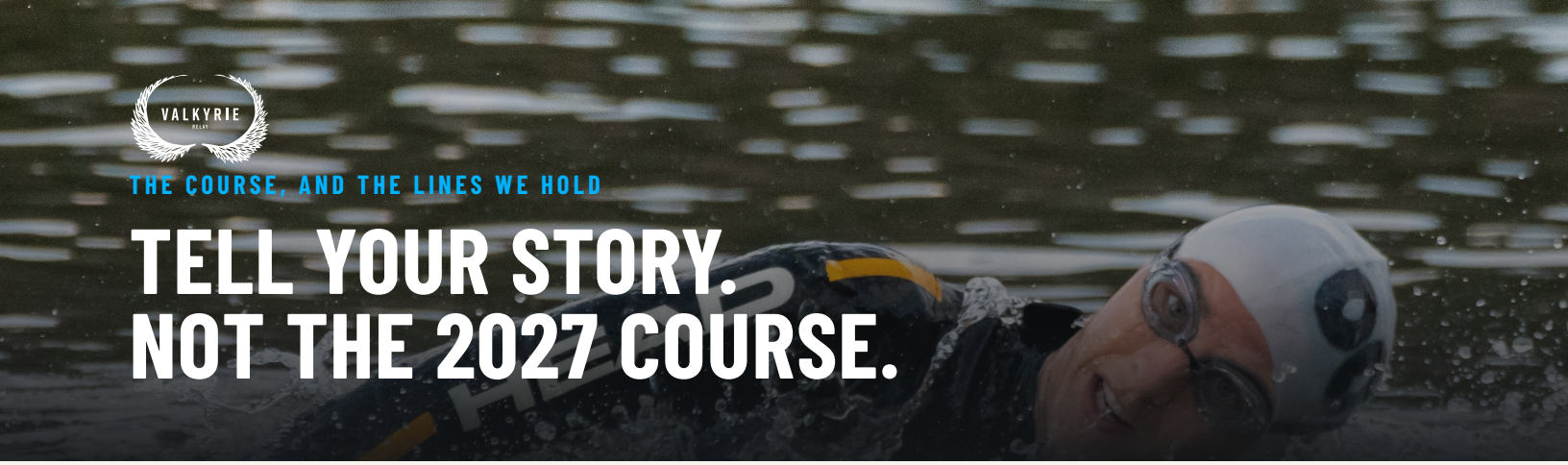
MEANINGFUL INVOLVEMENT
A real part in building the 2027 race and the community it draws from, with your work visibly acknowledged.

10%

YOUR ENTRY, EARNED DOWN
10% off your own registration for every **complete team** you bring in with your ambassador code. The benefit stops at free. It stops at free, it is never a payment to you, and it counts teams, not people. Your code arrives when our registration platform can carry it; the code process is still being finalised.

THE MONTHLY CALL
Erin hosts a monthly ambassador video call, about thirty minutes. Can't make it? You get a recap.

YOUR WEBSITE PROFILE
Yours to say yes or no to. Nothing goes on a public page until you tell us plainly you are happy for it to. If you are, fill in the form at **valkyrierelay.com/ambassadors** with a short bio and a photo you actually like.



THE COURSE, AND THE LINES WE HOLD

TELL YOUR STORY. NOT THE 2027 COURSE.

TALKING ABOUT THE COURSE

Talk about your own races as much as you like: what the legs felt like, what surprised you, what you would tell someone doing it for the first time. What you must not do is state the 2027 course, its distances or its exchange points, because they are not set yet and anything you say now could be wrong by race day. Send people to the website for the official course.

> *"I can tell you exactly what the swim felt like for me. The 2027 course isn't published yet - for the official version, go to valkyrierelay.com."*

WHAT YOU MUST NEVER DO

- State the 2027 course, distances, exchange points, a price or a capacity.
- Promise entries, refunds, discounts or roster spots.
- Claim any qualification, ranking or championship status.
- Speak for Valkyrie to press, sponsors, landowners or agencies.
- Run water, trail or road activities you are not qualified to supervise.
- Present yourself as staff, a marshal, medical or water safety.

SAY YOU ARE AN AMBASSADOR

Every time you post about Valkyrie, say you are a Valkyrie ambassador. It is what keeps your recommendation worth something.

IN DURANGO? LEAD A CLUB RIDE

We are looking for **Valkyrie Club Ride Leaders** to host one group ride or run a month on a leg they know, in our Strava club. Leaders must be 21 or older. Lighter than this role - you can do both.

WHEN YOU DON'T KNOW

"I don't know yet - let me find out." Then ask us. Never guess.

YOUR YEAR

ONE THING A MONTH.

OCT	Three real conversations with people who could captain.
NOV	One community touch: a club night, a noticeboard, a workplace.
DEC	Share your story. The holidays are busy - have fun with it.
JAN	Host one team-building session. The best window of the year.
FEB	Open one door: a club, a shop or an employer.
MAR	Help one team fill its hardest seat. Swim and paddle are where teams die.
APR	Solve a gear problem - the top reason people opt out.
MAY	Chase everyone you spoke to in the autumn.
JUN	Convert. Turn interested groups into registered teams.
JUL	Registration closes July 20. Real urgency, nothing manufactured.
AUG	Readiness, not recruitment. Answer questions, walk people through logistics.
SEP	Race week. Be a host. You are not responsible for the course or safety. Enjoy it.
AFTER	Debrief, and tell us what you would change.

YOUR NAMED CONTACT

ERIN HUGHES

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Ask her anything. If she does not know, she will find out rather than guess. Erin will respond as programme capacity allows.