



Next Mile Ambassador Program

Presented by RacePenguin & The Ohio Challenge Series

About the Program

The Next Mile Ambassador Program is designed to grow, engage, and connect the RacePenguin & OCS running community through authentic influence from ambassadors. This program is designed to elevate supportive runners and walkers who embody the spirit of the OCS & RacePenguin.

Ambassadors will serve as authentic representatives of our events both online and in person through dedication, commitment and celebration. While sharing their race journeys, inspiring others to get involved and spreading the word throughout their own circles and communities.

Program Term

August 15th 2025 - July 31st 2026

Our Mission

Our Ambassadors are community connectors who help welcome new participants, support inclusivity, and represent our values of **dedication**, **commitment**, and **celebration**.

The goal of the Next Mile Ambassador Program is to:

1. Strengthen community engagement
2. Increase Race Participation
3. Spotlight real runners and their stories
4. Expand our reach through organic promotion

What You'll Do

In-person Responsibilities

1. Participate in at least 1 OCS races quarterly
2. Participate in at least 1 RacePenguin Race
3. Volunteer at 1 Race Penguin event (packet pickup, race day, recruiting) annually

4. Attend at least 1 local OCS meetup/event
5. Attend the OCS Banquet in January 2026
6. Positively represent RacePenguin and OCS

Online Responsibilities

1. Share at least 3 social media posts or stories per month
 - a. Tag @ohio.challengeseries @racepenguin @chillicothelhalfmarathon
 - b. Use #ohiochallengeseries #racepenguin #nextmileambassador
2. Promote individual ambassador discount code to audience
 - a. Ex. ALEX10
 - b. 5 dollars off for OCS or RacePenguin
3. Post race prep, recaps, behind the scenes, or repost acRacePenguin/OCS related content
4. Contribute content for newsletters and story features

Who We're Looking For

1. Active on Instagram, Tiktok, Facebook, Strava, etc.
2. Connected to a local running club, gym, and or fitness community
3. Passionate about running or walking at any level
4. Reflects our values (dedication, commitment, celebration)
5. Reliable and creative in sharing content and stories

Applicants will be evaluated based on their; enthusiasm for running/walking, engagement, and creativity.

Disclaimer

The Next Mile Ambassador Program is a non-paid, benefit-based ambassador role. While ambassadors do not receive financial compensation, they are provided with exclusive perks and promotional opportunities in exchange for their participation. Ambassadors are not employees or contractors of RacePenguin or the Ohio Challenge Series. Race penguin reserves the right to modify or discontinue ambassador partnerships at any time if expectations or conduct guidelines are not upheld.

Benefit Breakdown

Ambassadors receive a variety of non-monetary benefits in exchange for their participation and promotion of the OCS and RacePenguin events. These perks are designed to support and equip ambassadors as valuable members of the program.

Benefits:

1. Free entry to the Ohio Challenge Series
2. \$5 off registration code for audience/community
3. OCS merch & discount on OCS store items
4. Exclusive Next Mile merch
5. VIP early access to swag reveals
6. Spotlight features on OCS & Race Penguin socials and newsletters
7. Bonus features for top referrers and standout content creators
8. Ambassador meetups and networking opportunities to connect with other runners, clubs, and local events
9. Next Mile Ambassador Strava running club

Application Process

Ambassadors will apply online through the RacePenguin or OCS Websites.