



2019 HAUTE ROUTE AMBASSADOR PROGRAM

Information for Applicants

Haute Route /oat root / offers immersive and challenging 3- and 7-day cycling events with pro-level services and amenities in the world's most iconic cycling destinations. More than just a ride, Haute Route is a journey. It is undertaken by those with a passion for cycling that extends beyond the ordinary. Just like many unforgettable achievements, an Haute Route experience often begins with a word of encouragement from a trusted source.

If you wish to become an Ambassador of the Haute Route brand representing us as a trusted source to your cycling network, consider applying for a spot on our team.



The Ambassador Team — What We Do

The goal of the Haute Route Ambassador is to help spread the word and encourage enrollment into our events. For 2019, Haute Route offers premium multi-day events in 13 different iconic destinations around the world and 12 one day Gran Fondos through our Gran Fondo National Series (US and Canada). Ambassadors play a key role in extending the reach to like-minded cyclists through community outreach, social media influence, and personal connection and influence.

The Ambassador Team – Who We Are

The Elite Ambassador

The Elite Ambassador has specific and measurable goals customized for each member of the team. Like a successful cycling team, each member is asked to contribute to the overall goal capitalizing on individual strengths and interests delivering specific targets. Are you an athlete with a significant social media influence? Or perhaps you have strong ties and influence with local cycling clubs and the cycling community in your area? More is asked of the Elite team, with the highest reward in return. We offer 2 free entries* to Haute Route events worldwide to each Elite Ambassador and a host of other benefits offered by our organization and from our partners. As an Elite Ambassador you are committed to achieving mutually determined goals and have the motivation to inspire others to experience Haute Route. Sound like you? Indicate your interest in applying for the “ELITE AMBASSADOR” level on the application. Spots are extremely limited.

The Ambassador

Perhaps you’ve experienced Haute Route and understand the life-altering journey the achievement represents...or maybe you’ve closely followed the events and one is on your bucket list. The Ambassador activates for Haute Route in everyday actions; sharing social media posts, leading group rides, wearing an Haute Route kit at cycling events, and speaking at local cycling club meetings. The Ambassador’s role is to spread the word and encourage friends, associates and personal cycling networks to learn more about the Haute Route experience. Ambassadors receive program benefits including special entry and accommodation discounts. If this level of Ambassadorship sounds exciting to you, please specify “AMBASSADOR” on the application.

The Ambassador Team – What We Expect

The title of Haute Route Ambassador carries the responsibility of positively representing the brand at all times. As the brand is reflected by the words and actions of the Ambassador, it is expected that all Ambassadors comply with Haute Route social media guidelines, USAC, European Cycling and WADA guidelines as well as maintaining professional behaviors both personally and professionally. Agreement to become an Haute Route Ambassador signifies compliance with the rules and guidelines of these cycling governing bodies as well as the professional expectations of the Haute Route organization.

***Entries are offered as part of program compliance.**