

# INCENTIVES

- Free scrub set each season
- Made to Matter gift box + story card
- Special surprises... fun brand GWP's
- Mini bio/interview featured on our website
- Social media kudos... we like you too! :)

# OPPORTUNITIES

- Host social media contests, takeovers, etc.
- Participate in Barco events (panels, focus groups, product launches, etc.)
- Opportunity to make an impact with our non-profit organization: Barco's Nightingales Foundation
- Photo/video shoots - professional photographer, in studio or around Los Angeles, CA

# GENERAL REQUIREMENTS

- After Barco sends the first scrub set, post to Instagram minimum of 3 times before receiving the next set – including 1-2 videos (IG story or feed)
- Sign Barco's photo release form
- Tag Barco Uniforms (@barco.uniforms) in photo/video(s)
- Let people know you are a Barco Ambassador, and how you feel wearing Barco brands (#BarcoBrigade)
- Direct people to retail stores in their area (store locator at: [www.barcouniforms.com/storelocator](http://www.barcouniforms.com/storelocator))
- Product feedback – we want to hear thoughts on fit, fabric, color, etc.
- High quality photos – variety between lifestyle and work photos
  - Possibility of being used for paid ads, website images, or social campaigns