



## 2026 Midwest Financial Group Madison Mini Marathon Ambassador Program

### Program Mission

The **Ambassador Program** is an exciting opportunity to connect with the broader running community while supporting one of **Madison's most iconic summer events!**

Ambassadors will help showcase the **Midwest Financial Group Madison Mini Marathon** experience, from **training and race day excitement** to the **post-race celebration**. This program allows **Race Day Events (RDE)** and **Midwest Financial Group (MFG)** to promote the event and inspire runners of all levels to join us on **August 8, 2026**.

### Application Timeline

- **Applications Open:** April 7 at 9:00 AM
- **Applications Close:** April 21 at 11:59 PM
  - Applications submitted after this time will **not** be accepted
- **Application Link:** [Submit Application](#)
- **Acceptance Notifications Sent:** April 23 at 9:00 AM via email
- **Acceptance Confirmation Deadline:** April 27 at 11:59 PM via email reply
  - Selected Ambassadors must reply to the acceptance email by **April 27 at 11:59 PM** to confirm participation
- **Official Welcome Packet Sent:** April 29 via email
  - Includes full program details, requirements, and agreement

### Ideal Candidates

Ambassadors should:

- Be enthusiastic about **running and/or fitness**

- Represent or influence a **running, fitness, or local lifestyle community**
- Maintain an active, **public social media presence**
- Be passionate about promoting a **fun and inclusive race experience** in Madison
- Be registered for or planning to participate in the **2026 Midwest Financial Group Madison Mini Marathon** (any distance)
- Must be **18+** at the time of submitting the application

### **Ambassador Responsibilities**

**Content Creation** (*Minimum 5 Posts on Facebook and Instagram, feel free to post more*):

1. **Ambassador announcement** – grid, feed, and story post sharing your excitement for being selected
2. **Pre-race training** – grid, feed, and story post highlighting your training
3. **MFG Ambassador swag/apparel** – grid and feed post showcasing your official gear
4. **Race day morning preparation** – grid and feed, or story post showing your pre-race routine
5. **Post-race recap** – grid, feed, and story post featuring the finish line and/or post-race celebration

### **Promotion Requirements:**

- Include your **personalized discount code** in every applicable post leading up to race day
- Actively promote your code to help **drive registrations**
- Follow the official **Instagram** and **Facebook** accounts
- Tag the official event accounts and include event hashtags:
  - Instagram: **madison\_mini\_marathon**
  - Facebook: **MadisonMini**
  - Hashtags: **#MadisonMiniMarathon26** and **#MFGMadisonMini**

**All Post Captions Should Also Include:**

- **Event Name:** Midwest Financial Group Madison Mini Marathon
- **Event Date:** August 8, 2026
- **Call to Action:** Sign-up at [madisonminimarathon.com](https://madisonminimarathon.com)
- **Your Personalized Discount Code**

#### **Brand Alignment:**

- Maintain **positive and supportive messaging** that reflects the event's community-focused spirit
- Do not include **political content, offensive language, or inappropriate imagery**

#### **Ambassador Benefits**

- **Personalized Ambassador discount code** to share
- **Complimentary race registration** (or refund if already registered)
- Official **Ambassador swag** provided by **Midwest Financial Group (2026 Title Sponsor)**
- Recognition as an **Ambassador** across official **Madison Mini Marathon marketing channels**
- **Group Ambassador photo opportunity** at the start line in official program apparel

#### **Additional Ambassador Perks:**

- **Complimentary entry** (or refund if already registered) to the **Lake Monona 20K & 5K on May 2, 2026** using code: **MFGAmbassadorLM26** (attendance is not required but encouraged)
- **On-site recognition** at the Lake Monona event as a **2026 Madison Mini Marathon Ambassador** (if attending)
- **Opportunity to meet members** of the **Midwest Financial Group team** at Lake Monona

#### **Program Expectations**

- Complete all **required posts and promotional efforts**

- Respond to **program communications promptly**
- Must **attend and participate** in the **2026 Midwest Financial Group Madison Mini Marathon**
- **Ambassadors who do not fulfill program expectations** may forfeit benefits and/or be removed from the program