

## CPM Brand Ambassador Program – Terms & Details

Thank you for your interest in becoming the CPM Brand Ambassador for the 2025 show season! Below, you'll find all the important details about what this role entails, what you'll receive, and the expectations for participation. Please read carefully before applying.

### What You'll Receive:

✔ **Free CPM Show Feed** – A season's supply of high-quality CPM Show feed to support one 4H or FFA show project. ✔ **CPM Swag Pack** – Exclusive merchandise and branded gear. ✔ **Personal Nutrition Advisor**– direct access to our expert team to help your project succeed this show season ✔ **Social Media Exposure** – Featured content on CPM and Frontier Cooperative's platforms, increasing your visibility in the livestock and ag community and creating opportunities for the future. ✔ **Networking Opportunities** – Connections to fellow show participants, industry professionals, and CPM & Frontier Cooperative representatives.

### What's Expected from You:

#### ✦ Content Creation:

- One (1) 15-second video and two (2) photos per week showcasing CPM Feed and your livestock journey.
- Tag @CentralPlainMilling in posts and use campaign hashtags
- Allow CPM and Frontier Cooperative to repurpose your content for promotional use.

#### ✦ Engagement & Community Involvement:

- Interact with CPM's social media channels (liking, commenting, and sharing relevant posts).
- Participate in shows in your CPM gear with your feed visible.

#### ✦ Tracking & Reporting:

- Submit **weekly** content for approval to CPM's Marketing team.
- Check-ins as needed with CPM Marketing team.

- Maintain an active and positive presence on social media, representing CPM professionally.

### **Eligibility & Selection Process:**

- Open to individuals actively involved in **4-H, FFA, or livestock showing**.
- Must be located within CPM's service region and committed to the full duration of the program (**April – County Fair/State Fair**).
- Selection is based on **social media presence, passion for livestock, and alignment with CPM's brand values**.

By applying, you agree to fulfill all ambassador responsibilities outlined above. Failure to meet the requirements may result in early termination from the program.

**Applications Close:** March 21, 2025

**Winner Announcement:** April 1, 2025

For any questions, please contact Rachel Niemann at [rachel.niemann@frontiercooperative.com](mailto:rachel.niemann@frontiercooperative.com). We look forward to your application! 🚜🐄