

# 2026 Flagstaff Region Tourism Ambassador Program Overview

The Flagstaff County Tourism Ambassador Program is designed to promote local tourism through creative digital content. Ambassadors will represent the region by producing, submitting, and sharing authentic, engaging photos and videos that will be showcased onto the Explore Flagstaff Region Instagram page.

## Program Highlights

Duration: 9 months (March 2026 to November 2026)

Platform: Instagram @Explore\_Flagstaff

Focus Areas: Outdoor recreation, local businesses, food and drink, events, history, and hidden gems

## Ambassador Responsibilities

- Submit a minimum of 2 pieces of content per month (photo or video format)
- Use designated hashtags when sharing or re-sharing their work:
  - #ExploreFlagstaffRegion and #FlagstaffRegionTourismAmbassador
- Participate in monthly Ambassador meet-ups for check ins/collaboration
- Engage with comments and promote community interaction

Ambassadors will also become part of a shared creator community to collaborate and inspire one another throughout the program.

## Content Checklist

All Submissions Must:

- Align with Flagstaff Region's tourism goals and brand
- Avoid watermarks, spelling/grammar errors, and overused marketing clichés
- Be optimized for Instagram:
  - Reels: 1080x1920px (vertical)
  - Portraits: 1080x1350px
  - Landscape Photos: 1080x566px
- Respect music licensing laws
- Follow ATIA compliance (model releases for recognizable individuals)

## Safety & Responsibility Guidelines

Content must reflect safe and respectful practices:

- Helmets for snowmobiling, biking, skiing
- Lifejackets for watercraft usage
- No visible alcohol consumption
- Use legal trails, fire areas, and campsites
- No illegal activities or wildlife disturbance
- Drone use must follow Canadian laws and be in permitted areas

## Honourarium & Reimbursement

**Tourism Ambassadors receive compensation for the time they spend and the content they create throughout the program period.**

 *All reimbursement must align with the approved contract and monthly content plan.*

Submit monthly invoices with:

- Breakdown of hours spent
- Summary of content produced
- Receipts for eligible expenses
- Mileage logs (if applicable)

*Payments will be issued upon approval by the Flagstaff County Economic Development Team.*

**Eligible Expenses:** costs are directly tied to experiencing and promoting Flagstaff County attractions.

**Ineligible Expenses:** personal, or business investments not tied to direct content creation for the program.

## Questions?

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