



## **Brand Ambassador – Independent Contractor Bay Area**

### **Introduction**

Rhythm Superfoods is the leading marketer of kale chips in the United States. To support the existing Kale Chip line nationally and launch their new line of Beet Chips, Roasted Kale and Broccoli Bites, Rhythm is contracting Brand Ambassadors.

### **Purpose**

The Brand Ambassador generates excitement, brand awareness, and increases product sales primarily through in-store sampling and event sampling.

### **Services Needed**

#### Brand Awareness & Product Trial

- **Grocery Store Demos:** Create brand awareness and positive impressions of the product by engaging consumers through sampling/distributing product and communicating product features primarily in grocery stores and occasionally in outside events.
- Coordinate with Field Marketing Associates, store managers and demo coordinators to set up demo schedule, confirm demo dates and order product for store.
- Ensure brand talking points are communicated effectively with consumers.
- Conduct store audits of Rhythm Superfoods and competition.
- Accurately and timely complete and submit reports, pictures, and invoice client.

### **Flat Contract Rate**

\$54 – Standard Demo

\$72 – Extended Demo

No mileage reimbursement unless travel is more than 60 miles round trip from primary region of work. Miles exceeding 60 miles will be reimbursed. Must be agreed upon beforehand by employer and contractor.