



MINNESOTA
ORCHESTRA

Minnesota Orchestra Student Ambassadors

Represent the Minnesota Orchestra on your campus!

Student Ambassadors are highly motivated, self-sufficient high school, undergraduate or graduate students (any major!) who spread the word about discounted student tickets on their campus. Help us reach the next generation of Minnesota Orchestra listeners!

Students participating in this program can add their Ambassador experience to their resumes, work directly with Minnesota Orchestra staff and learn more about fine arts marketing.

Two ways to get involved:

1 BE A STUDENT AMBASSADOR

Student Ambassadors are on campus representatives of the Minnesota Orchestra and assist with the following:

- Understand and communicate Minnesota Orchestra ticket discounts for students
- Distribute flyers and posters around campus and other key locations used by students
- Join, share and contribute to Campus Night Facebook events
- Represent the Orchestra at your schools' activities fairs, orientations, and other interactive events
- Attend and volunteer as an event coordinator for at least one Campus Night at Orchestra Hall
- Participate in program evaluation (and celebration!) at the end of the year

PERKS

- Free pair of tickets to Campus Night concert[†] (\$24 value)
- Free Minnesota Orchestra CD (\$20 value)

2 BE A STUDENT AMBASSADOR LEADER*

Student Ambassador Leaders have additional responsibilities and will communicate directly with Orchestra staff for campuses with multiple Student Ambassadors.

- Communicate regularly with Orchestra staff with progress reports, ideas and/or questions
- Oversee Student Ambassador Team's promotional efforts
- Organize at least one meeting to brainstorm promotional opportunities on campus
- Communicate promotional opportunities to Minnesota Orchestra staff
- Assist in coordinating promotional opportunities (i.e. student newspapers, radio, etc.)
- Collect semester feedback forms and develop team summary
- Meet with Minnesota Orchestra staff to evaluate and improve Ambassador Program
- Help recruit new ambassadors online and on campus

PERKS

- Free Student Easy Pass (\$68 value – four flexible vouchers for select concerts)
- Free pair of tickets to Campus Night concert[†] (\$24 value)
- Free Minnesota Orchestra CD (\$20 value)

SIGN UP TODAY! / minnesotaorchestra.org/ambassadors

*Schools can have more than one Student Ambassador Leader, but Leaders will need to collaborate to accomplish all responsibilities.
† Subject to availability.