



What does it mean to be a Starlight Stream Ambassador?

Class of 2024-25

*You embody everything it means to be an S4S broadcaster: boundless **positivity**, a **passion** for Starlight's Mission and Values, and a **drive to deliver happiness and support hospitalized kids.***

What's the commitment?

- Participate in at least two campaigns or stream two days throughout the year.
- Three social media engagements with @StarlightUS on X and/or @starlightchildrensfoundation on Instagram.
- Recruit 3-5 new Starlight streamers during the year. They can stream with you or a part of your team.
- Be open to media opportunities, such as name published in press release, blogs and traditional media.
- Display a Starlight Ambassador Badge in your Twitch profile.
- Record photos and/or videos for Starlight to use to help amplify campaigns.


What's in it for you?

Besides helping hospitalized kids, we want to make it fun and rewarding for you too!

- Photo bio and streaming channel on the Starlight Ambassador page here.
- Starlight ambassador swag box delivered to you in September! We'll have you decked out in Starlight gear + goodies from our corporate sponsors.
- Social media engagement via Starlight's social channels to amplify your streams.
- Amplify your brand with potential media opportunities and highlights on our blog.
- Invites to exclusive campaign integrations and giveaways.



Expectations

Fundraising



We don't set specific goals for our Ambassadors because we value fundraising AND brand awareness. We know some ambassadors have the capability to fundraise more than others, but every ambo is so important to us. **Fundraise toward Starlight programs!**

Community

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- Ensure your content consistently aligns with Starlight's mission, values, and image.
 - Use brand-approved language, visuals, and hashtags in your streams and social media posts.
 - Foster a Positive Community through encouragement of respectful and inclusive conversations with your community.
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