

## E.V. BISHOFF CO. Social Media Ambassador Program

The E.V. BISHOFF CO. Social Media Ambassador Program is designed to leverage the visibility, credibility, and influence of select tenants and business partners through authentic social media engagement.

The program identifies qualified tenants, entrepreneurs, operators, and professionals whose audiences align with the communities and business niches served by E.V. BISHOFF CO. In exchange for meaningful social media participation and brand advocacy, Ambassadors may receive rent credits, suite upgrades, and other select benefits.

### Program Philosophy

The Social Media Ambassador Program is built around authentic influence and community credibility.

Rather than scripted endorsements, Ambassadors are encouraged to create natural, engaging, and audience-relevant content that reflects their business, professional experience, workspace, tenancy, lifestyle, and interaction with E.V. BISHOFF CO. properties and communities.

The objective is to create mutually beneficial relationships that strengthen tenant success while increasing awareness of E.V. BISHOFF CO. properties, businesses, and tenant ecosystems.

### Ambassador Responsibilities

Selected Ambassadors agree to participate in a structured, but flexible social media engagement programs.

Selected Ambassadors who agree to participate are to maintain an active and professional presence across relevant social media platforms, including but not limited to **Instagram, LinkedIn, TikTok, and Facebook**, and to create content aligned with the E.V. BISHOFF CO. brand and prompts.

### General Requirements (All Platforms)

- Publish a minimum of three (3) approved Ambassador-related posts per month
- Tag official E.V. BISHOFF CO. accounts and applicable property locations
- Utilize agreed-upon hashtags, campaign tags, and brand mentions where applicable

### Platform-Specific Responsibilities

#### Instagram

- Utilize Instagram Stories for supplemental, behind-the-scenes content
- Tag E.V. BISHOFF CO. and include location tagging when applicable
- Adding Collaboration Tags with E.V. Bishoff Company Instagram

#### LinkedIn

- Publish professional, business-focused content utilizing prompts as your guide

#### TikTok

- Create short-form video content that is Engaging, authentic, and trend-aware

## Facebook

- Encourage audience interaction through comments, shares, and engagement

## Content Alignment Expectations

All Ambassador content should:

- Reflect positively on E.V. BISHOFF CO. properties, tenants, and community
- Align with target industries (e.g., Office, Health & Beauty, Fitness, Food & Beverage)
- Support overall program goals and prompts to increase visibility and drive inbound leads

## Performance Tracking & Analytics

Ambassadors agree to support program measurement and performance tracking by providing basic social media analytics related to Ambassador content.

This includes:

- Sharing post-performance metrics upon request, including but not limited to:
  - Reach and impressions
  - Engagement (likes, comments, shares, saves)
  - Video views and watch time (if applicable)
- Granting access to platform insights (e.g., screenshots or exported data) when requested by E.V. BISHOFF CO.
- Cooperating with the Company to evaluate content effectiveness and optimize future campaigns

**E.V. BISHOFF CO.** shall deliver three to five content prompts per month to participating Ambassadors. Ambassadors shall create content such as Reels, Pictures and/or video around those prompts in a manner authentic to their personal brand and audience.

## Ambassador shall:

- Maintain active social media accounts
- Post content across applicable platforms, including Facebook, Instagram, LinkedIn, and other relevant channels
- Publish no fewer than three Ambassador-related posts per month

**Incentive Structure:** Ambassador may qualify for the following

- Rent credits
- Suite upgrades
- Other select benefits based largely upon audience size, engagement, and results

## **Ambassador Selection & Underwriting**

Participation is selective.

Applicants will undergo a degree of underwriting to evaluate:

- Audience size and reach
- Audience engagement
- Brand alignment with E.V. BISHOFF CO.

## **Program Goals**

The goals of the Social Media Ambassador Program are twofold:

1. Increase the visibility of E.V. BISHOFF CO. properties
2. Drive inbound leads

## **Termination**

E.V. BISHOFF CO. reserves the right to terminate the Ambassador's participation in the Social Media Ambassador Program at any time, with or without cause, at its sole discretion.

Upon termination:

- Ambassador shall immediately cease all representation as an E.V. BISHOFF CO. Ambassador
- Any pending or future incentives, including rent credits or benefits, may be forfeited
- All rights granted to E.V. BISHOFF CO. regarding previously created and approved Content shall survive termination and remain in full force and effect in perpetuity

## Ambassador Application

If Interested in Becoming an E.V. BISHOFF CO. Ambassador - Please provide the following information:

### Applicant Information

Full Name

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Business Name (if applicable)

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Industry

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City / Market

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Email Address

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Phone Number

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Social Media Presence

List all active social media platforms  
and handles

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Primary platform

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Total combined follower count

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Audience & Engagement

Describe your target audience

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Average engagement per post

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How do you engage with your audience

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Industry Category (check one or more):

General Office / Professional Services

Fitness & Wellness

Health & Beauty

Food & Beverage

Other: \_\_\_\_\_

Acknowledgment

By submitting this application, you acknowledge that participation is selective, and you agree to provide analytics upon request.

**Signature**

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**Date**

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