



Become a Brand Ambassador!

Join our team of dedicated brand ambassadors and get rewarded for your loyalty. As an Larktale brand ambassador, you'll be in-the-know on all new product launches, have exclusive access to advance samples, earn a commission on all referrals, participate in our events and more!

We're excited to expand our Larktale network and would love for you to be a part of it. We are currently seeking new applications in all major metropolitan areas. You do not need to be an Instagram star to join our program, just a dedicated parent or caregiver who is excited about stroller gear and enjoys sharing their knowledge with others.



First access to new products



Commission on sales referrals



Gifts & fun surprises



Access to our events



Larktale gear for your own use

Learn more at www.larktale.com
Submit your application to marketing@larktale.com



Brand Ambassador Application

NAME: _____ DATE OF APPLICATION: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

PERSONAL BLOG (if applicable): _____

INSTAGRAM: _____ FACEBOOK: _____

FAMILY DETAILS:

SPOUSE/PARTNER NAME: _____ EMAIL ADDRESS: _____

CHILD 1 NAME: _____ AGE: _____ GENDER PRONOUN: _____

CHILD 2 NAME: _____ AGE: _____ GENDER PRONOUN: _____

CHILD 3 NAME: _____ AGE: _____ GENDER PRONOUN: _____

WHY DO YOU WANT TO BE LARKTALE AMBASSADOR:

TELL US A LITTLE BIT ABOUT YOUR CHILDREN:

WHAT SORT OF ACTIVITIES DO YOU LIKE TO DO AS A FAMILY:

WHAT TYPE OF PARENTING GROUPS, ORGANIZATIONS OR DAY CARES DO YOU PARTICIPATE IN?:

WHY SHOULD WE PICK YOU?

If accepted as a Larktale Brand Ambassador, you agree to:

Maintain an active membership for 12 months with the option to extend. Represent the brand to the best of your ability and use Larktale products for the majority of your outings. Join and remain active within our Brand Ambassador Facebook Group.

Brand Ambassador Participation Requirements:

- Minimum of 1 Instagram post and 1 Instagram story per month with the stroller in use tagging @larktale
- Release of photo rights so Larktale can repurpose posted photos on Social Media and other channels
- Provide a review of all gifted Larktale products on both www.larktale.com and www.amazon.com
- Promote Larktale to friends / family / colleagues with your 20% off Ambassador discount code (you'll earn 10%!)
- Attend 1 local consumer baby show per year pushing your Larktale product (ticket to be provided)
- Quarterly visits to parks, playgrounds, shopping malls etc. to intentionally promote Larktale to families
- Completion of Larktale product feedback questionnaire(s) and participate in market research

Accept terms and move on to next steps:

Name: _____ Signature: _____ Date: _____