



About the Program

As the world's #1 telescope brand, Celestron is committed to empowering as many people as possible to discover the night sky and the joy of astronomical observing.

In furtherance of this mission, Celestron is seeking out astronomy enthusiasts to serve as brand ambassadors and promote our products at public outreach events. Our ambassadors help us reach a broader segment of the population and support more astronomy events than we otherwise could.

This program is ideal for experienced amateur astronomers who want to share their love of the hobby with new audiences using the latest Celestron equipment. Ambassadors receive a Celestron computerized telescope kit as a loan for a period of one year, along with marketing collateral to distribute at local events (educational brochures, raffle prize donations where applicable, swag items, etc.).

Products are loaned out at no charge, with each loan lasting one full year. During that time, ambassadors must attend or host at least ten (10) public events such as star parties at schools or pop-up observing sessions in the community. At the end of the agreement period, Celestron and the ambassador have the option to renew the agreement for another year. Alternatively, the ambassador can choose to purchase the product(s) at a discount or return the product(s) to Celestron.



Requirements

Potential ambassadors must complete the application below. Acceptance to the program is subject to approval by Celestron management and is at management's sole discretion.



Compensation

No compensation shall be made by either party. Celestron will cover all costs for shipping product/collateral to and from the ambassador.



Ownership

Products are loaned to the ambassador, but ownership is retained by Celestron unless otherwise stated. At any point and for any reason, Celestron has the right to terminate the loan and initiate return of all products and materials.



Conduct

Celestron expects ambassadors to conduct themselves with the utmost respect and professionalism whenever communicating with the general public. Celestron has a zero-tolerance policy for bullying online or within the astronomy community. Any behavior deemed inappropriate by Celestron will lead to the termination of this agreement, and the return of all loaned products.



Proprietary Information

Any information provided to the ambassador by Celestron regarding the development of future products or detailed information about product specifications is deemed confidential. Any information shared with third parties will result in the termination of the ambassador agreement and the return of all loaned products.



Product Details

Ambassadors are an extension of the Celestron brand in the public eye. Therefore, ambassadors should maintain a basic knowledge of the current Celestron product line. When possible, ambassadors can use this product knowledge to assist Celestron customers with equipment questions in the field.



Maintenance/Repairs

Any Celestron item in need of cleaning, repair or detailed work should be handled by authorized technicians only. Ambassadors are not permitted to do repairs, cleanings or other hands-on maintenance work on any products. If an ambassador encounters a customer in need of repair services, they should collect the customer's contact information and pass it along to the Celestron marketing team.



Marketing/Display

Ambassadors shall identify themselves as Celestron ambassadors—not employees—to customers and the general public. Ambassadors can display as official Celestron representatives but must submit an Event Request Form before all public outings or displays. Ambassadors are not authorized to represent Celestron at any vendor storefronts or places of business unless authorized by Celestron management. Ambassadors can request marketing materials for such events, subject to approval by Celestron.

Ambassadors may be asked to represent Celestron at official company events such as trade shows and star parties. Participation in these is optional but will count toward the requirement of 10 events.



Images

Any image an ambassador provides to Celestron is deemed property of Celestron and can be used for any and all marketing purposes. Credit for images will be given to the photographer wherever the image is used. Celestron requests that image specifications be provided at the time of submission. These details include: telescope, camera, mount, exposure times and target (or image) name.



Product Samples

Celestron ambassadors have access to select products within the Celestron product line. Samples will be discussed individually once this application has been accepted by Celestron. Ambassadors can purchase items from Celestron at the end of the loan period. Loan periods conclude at the end of the calendar year. The ambassador can choose to keep their loaned items, purchase them (if they have not already done so) or return them.

Sample items that are on loan to an ambassador cannot be sold, traded or given away at any time. These products are property of Celestron, so this is considered theft, and will result in termination of this agreement and legal action.

How to Submit your Application

EMAIL:
ambassador@celestron.com

MAIL TO:
Celestron
Attn: Marketing
2835 Columbia Street
Torrance, CA 90503






GENERAL INFORMATION

Last Name:		First Name:		Middle Name:
Phone:			Email:	
Mailing Address (Please provide a physical address—not a PO Box—where you can receive shipments from Celestron)				
Years of experience as an amateur astronomer		Are you an astroimager? If so, what kind of imaging do you do (lunar, solar, planetary, deep sky)?		
If you are accepted into the program, which Celestron products would you be most interested in exhibiting?				

AFFILIATIONS

Who referred you to the Celestron Ambassador Program?
Occupation/employer

Social media links (please provide follower counts where applicable):

	Facebook	# of Followers
	YouTube	# of Followers
	Twitter	# of Followers
	Instagram	# of Followers
	Cloudy Nights	

Please name any of the following you are associated with:

Astronomy club(s)
Media / websites / publications
Educational Institutions
Other groups / nonprofits

