



## Ambassador Run of Show



Hello there,

Hello <NAME OF PARTNER>,

My name is Cleo Parra and I work as a Marketing Associate for Lyft. As an alumnus of the University of Oregon and previous Resident Assistant Coordinator, I know first hand all the amazing work Housing does for students. I believe Lyft and the University of Oregon Housing would make a strong partnership that puts student safety first.

In our Oregon market, we are looking to partner with Universities to encourage safety on campus. We hope to do this by encouraging students to Ride Smart, whether it is with UO's Safe Ride Program or a rideshare company. You can read more about how Lyft is trying to encourage safety at <https://www.lyft.com/rider/safety>

We also partnered with the University of Oregon Athletics, Portland State University, and the University of Portland. Our partnerships range in different shapes and sizes, but our number one priority is to give safe and fun experience during every ride.

We are currently running our Ride Smart Campaign, where we promote taking safe transportation wherever you go. Below we have listed an overview of the Ride Smart Campaign for this academic year:

- **Ride Smart Promo Code & Posters:** We are providing students with the coupon code "RSUO19," which not only gives students 10% off their ride but also enters them in a sweepstake for ride credit. We can provide promo code cards and posters that could be placed in the housing office, residence halls, or dining halls.
- **Ride Smart Activations:** We are lucky to also be partners with UO Athletics and we activate at several games throughout the year. However, we would love to partner with you to be present at several more events on campus.
- **Ride Smart Postcards:** We have postcards that provide tips and information on how to take a safe ride on campus with Lyft. These are great to hand out during the on the ground activations.

Our office holds many proud Ducks, and we would love to have long-term partnerships throughout this or other academic years. Let us know if you all would like to set up a call to discuss specifics and details. Thank you for your time and we look forward to hearing from you soon.

Best,  
Cleo Parra  
Marketing Associate  
*She, Her, Hers*  
503.381.2368



2712 N Mississippi Ave,  
Portland, OR 97227



# Vendor Run of Show



Hello there,

I hope you are doing well and having a good week so far!

I am very excited about <BLANK EVENT>. I look forward to <SPECIFIC PART OF THE EVENT>. I just wanted to touch base before the event and give you a copy of our Run of Show. We use the Run of Show for our team to keep us on track and ready for success.

If you have any questions or concerns about it please do not hesitate to ask.

Cheers,  
Cleo Parra  
Marketing Associate  
503-381-2368  
cparra@lyft.com



## Run of Show

This Run of Show guide is to make sure we are all on the same page. Below is a cheat sheet for the activation. We have also attached a full Run of Showguide with further details and images of our activation materials. If you have any questions or concerns, please do not hesitate to contact us.

### Event Information

Date to Date:  
Schedule:  
Location:  
Website:  
Event Point of Contact Info:

### Needs from Vendor

A 10x10 space  
Power/Electricity  
Pick-up and Drop-off Zone  
X Vendor Passes for Entry

### Lyft Point of Contact

Cleo Parra  
Marketing Associate  
503-381-2368  
cparra@lyft.com

### Ambassador Contacts

Ambassador name, (503) 000-0000  
Ambassador name, (503) 000-0000  
Ambassador name, (503) 000-0000  
Ambassador name, (503) 000-0000

### Ambassador Schedule

Day & Date	Shift 1	Shift 2	Shift 3
Day, 00/00	Ambassador	Ambassador	Ambassador
Day, 00/00	Ambassador	Ambassador	Ambassador

### Activation Materials

Lyft branded tent, Pink Rug, 3 bean-bag chairs, Tall-Boy Table, Table Cloth, Lights, Charging Station, Tall stool, Lyft sign

### Swag Materials

Lyft Canvas Bag  
Lyft Reusable Straw w/ carrying case  
Lyft Mug

### Load-In Information

Time of load-in:  
Pickup Location(s):  
Drop-off Location(s):  
Ambassadors needed for load-in?  
Third-Party Movers needed for load-in?  
Details:

### Load-Out Information

Time of load-in:  
Pickup Location(s):  
Drop-off Location(s):  
Ambassadors needed for load-in?  
Third-Party Movers needed for load-in?  
Details:

### Notes and Details

Words about the event and extra information that would be helpful for the vendor to know.  
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[Full Run of Show](#)

[Cheat Sheet](#)

[Signed Contract](#)





Week Prior



### IT'S ALMOST TIME!

00 : 00 : 00 : 00  
days hours minutes seconds

### Hey Team,

Wow, time went by fast! The <BLANK EVENT> is coming up quickly. I just wanted to touch base once more before the event. I have attached the Run of Show again and more details on the Day of Process.

If you have any questions or concerns about it please do not hesitate to ask.

Cheers,  
Cleo Parra  
Marketing Associate  
503-381-2368  
cparra@lyft.com



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Pickup Location(s):  
Drop-off Location(s):  
Ambassadors needed for load-in?  
Third-Party Movers needed for load-in?  
Details:

#### Day of Process:

Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here. Day of process words go here.

#### Ambassador Responsibilities:

Our Ambassadors are an extension of Lyft and are responsible for representing Lyft professionally and compassionately on the ground.

Ambassadors are responsible for making sure attendees have the support they need to download and sign-in on the Lyft app, as well as, supporting the attendee with the process of getting a ride.

Ambassadors are responsible for making sure the pick-up and drop-off zones are running accordingly. Assist attendees with finding their rides, and directing Lyft Drivers to the correct pick-up and drop-off zones.

Ambassadors are responsible for making sure the activation is running smoothly and creating a fun and engaging atmosphere for all attendees.

Full Run of Show

Cheat Sheet

Sling Shifts



2712 N Mississippi Ave,  
Portland, OR 97227



# Post Event Recap



## What a great time!

We would like to express our sincere appreciation for including us in <EVENT NAME>.

Ever since our first meeting, you have been amazing partners to work with. Thank you for your time and dedication you gave to us during the event.

Thank you for a wonderful year partnering together, and we look forward to many more.

We have pulled together some data on the event to share with you. If you have any questions or concerns about it please do not hesitate to ask.

Cheers,

Cleo Parra  
Marketing Associate  
503-381-2368  
cparra@lyft.com



## Post Event Data

### Number of Bookings

Total Number:  
Day: 000  
Day: 000  
Day: 000  
Day: 000

### Number of Rides

Total Number:  
Day: 000  
Day: 000  
Day: 000  
Day: 000

### New Users Rides

Total Number:  
Day: 000  
Day: 000  
Day: 000  
Day: 000

### Current Users Rides

Total Number:  
Day: 000  
Day: 000  
Day: 000  
Day: 000

### Activation Visitors

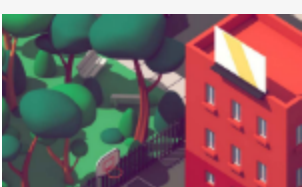
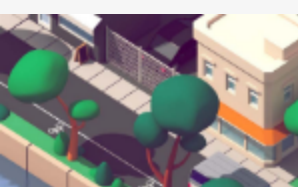
Total Number:  
Day: 000  
Day: 000  
Day: 000  
Day: 000

### Giveaways Handed Out

Total Number:  
Day: 000  
Day: 000  
Day: 000  
Day: 000

### Notes and Details

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# Post Event Recap



Hello,

I hope you are doing well and having a good week so far!

I just wanted to check in and revisit the contract and make sure we are align going into this next month.

If you have any questions or concerns about it please do not hesitate to ask.

Cheers,  
Cleo Parra  
Marketing Associate  
503-381-2368 cparra@lyft.com

## Contract Exhibits A & B

### Number of Bookings

Words go here. Words go here. Words go here. Words go here. Words go here.  
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### Number of Rides

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### New Users Rides

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