



01.31.10

SOUTH FLORIDA



02.07.10

**SOUTH FLORIDA SUPER BOWL HOST COMMITTEE
VOLUNTEER SERVICES DEPARTMENT
AMBASSADOR CAPTAINS PROGRAM**

The mission of the **South Florida Super Bowl Host Committee** is to prepare the South Florida region to host Super Bowl XLIV, the Record-Breaking 10th Super Bowl in South Florida, Pro Bowl 2010 and to fulfill all bid obligations to the National Football League. Together with the South Florida region, we will work as one community utilizing national media coverage and increased tourism to: more effectively market our destination, increase the regional economy, encourage community involvement and support local business development. Our community effort will create a better quality of life for all residents and position South Florida as the premier site to host future Super Bowls.

The **Volunteer Services Department** of the South Florida Super Bowl Host Committee provides dedicated and hospitable Ambassadors for the production and success of Super Bowl XLIV and Pro Bowl 2010 activities. The Volunteer Services Department is committed to recruiting and training enthusiastic Ambassadors to ensure visitors experience the Super Bowl XLIV, Pro Bowl 2010 and South Florida at its best. Ambassadors of the South Florida Super Bowl Host Committee will represent South Florida and its diverse community as the premier host for past and future Super Bowls and Pro Bowls.

Contact Information:

Elaine Adler, Volunteer Services Co-Chair
Kelly Tortoriello, Volunteer Services Co-Chair

Leslie Bauknight Nixon, Volunteer Services Director

Jonathan Diamond, Volunteer Services Coordinator
Tiffany DiPanni, Volunteer Services Coordinator
Walann Reed, Volunteer Services Coordinator

2269 Dan Marino Boulevard
Miami Gardens, FL 33056

Volunteer Hotline: 305-614-7564
Email: Volunteers@SouthFloridaSuperBowl.com
Website: www.SouthFloridaSuperBowl.com
Software: www.MyVolunteerPage.com



Own the Moment





01.31.10

SOUTH FLORIDA



02.07.10

AMBASSADOR CAPTAIN REQUIREMENTS

- Recruit ten (10) Ambassadors by October 1, 2009
- Work ten (10) shifts during October 2009 – February 2010
 - Five (5) at your primary location assignment
 - One (1) at general Ambassador training session during October 2009 – January 2010
- Attend Ambassador Captain meetings during October 2009 – January 2010

AMBASSADOR CAPTAIN ROLE

- Substantial time commitment to Host Committee activities
- More informative and knowledgeable than the general Ambassadors
- Be accountable
- Confident in communication skills
- Working well with others/team leader
- Have a positive attitude
- Willingness to help others and surrounding community

AMBASSADOR CAPTAIN GENERAL RESPONSIBILITIES

- Check in/out Ambassadors
- Problem solving/Conflict resolution
- Monitor Ambassador customer service
- Inventory and restock visitor information booths and tables
- Ensure Ambassador presence at specific sites



Own the Moment





01.31.10

SOUTH FLORIDA



02.07.10

LOCATION DESCRIPTIONS

HOTELS

Hotel Ambassadors will staff visitor information booths located in hotel lobbies for guests visiting South Florida during Pro Bowl 2010 and Super Bowl XLIV. Ambassadors will be responsible for greeting and answering guests' questions about Super Bowl XLIV and Pro Bowl 2010 events. Hotel Ambassadors will inform guests of the event details while also distributing NFL, Host Committee, and hospitality publications. Personable and friendly people are most desirable for this position.

AIRPORTS

Airport Ambassadors are the first South Florida touch point for Pro Bowl 2010 and Super Bowl XLIV visitors and it is critical for this experience to be an enjoyable one. Ambassadors at the airports provide an enthusiastic welcome to Super Bowl XLIV and Pro Bowl 2010 guests at the major airports in South Florida: Ft. Lauderdale/Hollywood International Airport, Miami International Airport and Palm Beach International Airport. Airport Ambassadors should be friendly and greet guests with warm smiles while providing answers about Super Bowl XLIV and Pro Bowl 2010. Airport Ambassadors communicate game, special event, and transportation information and also distribute NFL, Host Committee, and hospitality publications.

FAN PLAZA

Ambassadors at Fan Plaza will assist the NFL staff with the management and supervision of this all new fan-focused area. The NFL FLAG National Championship games will be played at Fan Plaza as well as youth football clinics and other activities. Fan Plaza will be open Pro Bowl 2010 Sunday through Super Bowl XLIV. Specific days and times of operation will be announced later.

SPECIAL EVENTS

Special Events Ambassadors take part in creating a hospitable atmosphere at special events hosted by the NFL and the Host Committee. Special events typically take place during the month of January through the week of Super Bowl XLIV in February 2010. Special events range in size and duration and vary in requirements. Special events include private and public parties, seminars, youth clinics, etc.





01.31.10

SOUTH FLORIDA



02.07.10

AMBASSADOR CAPTAINS PROGRAM TIMELINE

July 2009

- Ambassador Captain Orientation

August 2009

- Ambassador Captains recruiting other Ambassadors

September 2009

- Ambassador Captain primary locations assignments and notifications made
- Ambassador Captain recruitment deadline (Oct 1, 2009)

October 2009

- Location specific Ambassador Captains meetings

November 2009

- Assistance at one or more general Ambassador training sessions

December 2009

- Location specific Ambassador Captains meetings

January 2010

- Command Center training
- Walk-thrus for Ambassador Captains at activation locations
- Assist with Uniform Distribution
- Ambassador activation
- Pro Bowl 2010

February 2010

- Ambassador activation
- Super Bowl XLIV
- Ambassador Thank You Party

