



## SBDC Day Ambassadors

**A program designed for businesses to get involved in SBDC Day and show their support of the nation's largest and most effective small business assistance network, SBDCs.**

**What is SBDC Day?** SBDC Day is a national, collective proclamation of the impact America's Small Business Development Centers (SBDCs) on the success of our nation's dreamers, innovators, and doers – America's small businesses. The second annual SBDC Day will take place on Wednesday, March 21, 2018. To learn more about what your local SBDC is doing to celebrate, locate them [here](#).

### SBDC Day Ambassador Program

America's SBDC has developed a national SBDC Day Ambassador program, so that all of America's SBDC partners, supporters and stakeholders can collectively show their support for SBDC Day.

#### ***What is required of an Ambassador?***

- Share at least one social media post on your Twitter account.
- Share or write an SBDC Day blog/article and post on your blog, website and/or communications.
- Optional, please consider supporting our 2018 Thunderclap post.*

[What is Thunderclap?](#)

#### ***What sort of recognition will you receive?***

All national SBDC Ambassadors will be recognized on the America's SBDC [SBDC Day webpage](#), in SBDC Day collateral and in email communications including a national press release.

#### ***What are other ways you can support SBDC Day?***

- Host (or co-host with your local SBDC) a free workshop or webinar in honor of SBDC Day.
- Host (or co-host with your local SBDC) a Twitter Chat in honor of SBDC Day.
- Take advantage of other communications outlets and utilize them to promote SBDC Day.
- Provide us with a quote from someone at your organization to share in our SBDC toolkit for SBDCs.
- Create and share a short promotional video for social media.
- Create a special "SBDC Day" discount to your clients in honor of our big day.





- Host a contest/sweepstakes.
- Contact your local SBDC or better yet, let us introduce you.

***Assets Available:***

- Special Ambassador Graphic
- Social Media Post
- Article/Blog
- National Impact Brochure
- Proclamation Template
- Video Script template

Need something else? [Contact us](#).

***How do I become an Ambassador?***

1. Email April Youngblut, Director of Marketing & Communications at America's SBDC via email, [april@americassbdc.org](mailto:april@americassbdc.org) and confirm your support.
2. Next, we will share our assets with you.
3. We will add you to our list and get you included in all our promotional materials.

**The deadline for the 2018 SBDC Day Ambassador Program  
is Friday, March 16th, 2018.**

**-----NOTICE-----**

**The SBDC Day Ambassador program is designed for businesses that want to support the SBDCs on a national level through the association, America's SBDC. Anyone interested in the Ambassador program must contact America's SBDC directly. If you want to support your local SBDC, please [contact them directly](#) for what opportunities are available. If you are an SBDC interested in supporting SBDC Day, email [marketing@americassbdc.org](mailto:marketing@americassbdc.org) for access to the SBDC Day**



**Toolkit. Anyone interested in the Ambassador program must contact America's SBDC directly.**