



Frontier Cooperative Brand Ambassador Program

Terms & Conditions | 2026 Show Season

Thank you for your interest in representing Frontier as a Brand Ambassador for the 2026 show season. This program is designed to support and showcase dedicated 4-H or FFA exhibitors while building connections within the livestock and agriculture community.

Please review the following terms and expectations carefully prior to applying.

Program Benefits

Selected ambassadors will receive:

- Frontier/CPM show feed support
- A season's supply of show feed provided by Frontier/CPM to support one 4-H or FFA livestock project
- Branded apparel and merchandise to be worn and utilized throughout the show season
- Nutrition & Technical Support
- Direct access to Frontier/CPM's nutrition team for guidance and consultation throughout your project
- Brand exposure opportunities
- Featured content across Frontier Cooperative and CPM marketing channels
- Industry Networking
- Opportunities to connect with livestock exhibitors, agricultural professionals, and Frontier Cooperative team members

Ambassador Responsibilities

1. Content Creation

Ambassadors are expected to consistently document and share their livestock project:

Providing one (1) short-form video (approximately 15 seconds) and two (1) photos per week to Frontier's marketing team. Additionally, ambassadors will post one story per week to their own social media (story or feed) about their project/feed/or work with Frontier.

Content should highlight:

- Use of feed provided by Frontier/CPM
- Progress and development of your project
- Day-to-day livestock care and show preparation
- Tag Frontier and utilize designated campaign hashtags
- Grant Frontier/CPM permission to repost and utilize submitted content for marketing purposes

2. Brand Representation & Engagement:

You will represent more than just our brand—we expect our ambassadors to carry themselves with the highest level of integrity, work ethic, and pride, both online and in the ring.

What this means:

- Uphold the highest standards of professionalism, integrity, and conduct in and out of the ring
- Maintain a professional, positive, and authentic presence on social media
- Actively engage with Frontier/CPM content (likes, comments, shares)
- Wear Frontier branded gear (provided) at shows and events when possible

Communication & Reporting

- Submit weekly content to Frontier marketing team for review and approval
- Participate in periodic check-ins as requested
- Communicate in a timely and professional manner with Frontier/CPM team

Eligibility Requirements

Applicants must:

- Be actively involved in 4-H, FFA, or livestock exhibition
- Reside within Frontier's trade territory
- Commit to the full ambassador duration (through County Fair/State Fair season)
- Demonstrate strong alignment with Frontier's core values, work ethic, integrity, and passion for agriculture

Selection Process

Ambassadors will be selected based on the following:

- Application package
- Social media presence and content quality
- Engagement and communication ability
- Passion for livestock and the agricultural industry
- Overall fit with Frontier's brand

Program Agreement

By applying and accepting selection into the Frontier Brand Ambassador Program, participants agree to fulfill all responsibilities outlined above.

Failure to meet program expectations may result in removal from the program and forfeiture of associated benefits.

Key Dates

Application Deadline: April 21, 2026

Ambassador Announcement: May 1, 2026

For questions regarding the program, please contact:

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