



Kings Camps Member Ambassador

Discount and Reward Scheme 2024

Kings Camps Member Ambassadors

As a not-for-profit organisation we've been getting children active, having fun and learning together since 1991, and over 1 million children have attended our camps! We're a registered charity that always puts children first. Kings Camps is part of the [Kings Active Foundation](#), a charity with a vision of a world where children love being active. Our **Kings Camps Member Ambassador scheme** is designed to spread the word about Kings Camps, and offers a group booking discount using a personalised discount code allocated to you, the Member Ambassador. The Member Ambassador shares the code, spreads the word, and reaps the rewards!

The discount code offers an immediate 20% off any bookings made using your code, for you and anyone using your code!

To say thank you for your efforts in spreading the word about Kings Camps, and helping us to get more children active; in addition to the 20% discount, you'll also be rewarded at the end of the year based on the number of days booked (by all families using your code). Not only that, the total number of individual members using your code, could earn you a bigger discount the following year, with a promotion to a Bronze, Silver or Gold Ambassador!

Each year we reward our Member Ambassadors with a choice of shopping vouchers or credit on your Kings Camps account towards your booking the following year. This can be anywhere between £25 and £1000 in rewards!

In return, we would like to ask for your support in our work, with a number of simple commitments that we require from you in order to receive your rewards at the end of the year.

For more information about how the scheme works, please read through this pack and let us know if you'd like to be one of our Kings Camps Member Ambassadors.

If you would like to chat about the scheme or have any questions, you can reach us at membership@kingscamps.org or on 0114 263 2160.

Many thanks,

Caz, Dan, Grace and Zoe

The Membership Team



An Automatic 20% Discount

For yourself, and anyone who books using your Member Ambassador unique code they will get an instant 20% discount. This will make it easy for you to explain the scheme to your family and friends and means you can guarantee them a 20% discount throughout the year!

The discount cannot be used in conjunction with other discounts, but may be used on multiple bookings (e.g. Easter and summer)

NB: Codes are specific to your area, so they won't work when booking somewhere else. If you have family or friends in other areas, please let us know. 😊

We Really Mean Automatic

The 20% F&F discount is applied automatically by our system the moment your code is added to a booking. This means that we can track from our system how many bookers you have using your code, and how many days, so that we can total your rewards at the end of the year.

NB: If anyone forgets to book using your code, our membership team will be happy to add this on for them within two weeks of their original booking date

Member Ambassador Rewards

At the end of the year you will be rewarded for your efforts, based on the number of days booked by everyone using your code. These rewards can be offered in shopping vouchers, or in credit on your Kings Camps account to be used against a future booking the following year.

Please see the reward milestones below:

Total Days Booked	Total Reward in Voucher or Credit
50+	£25
75+	£50
100+	£75
150+	£125
300+	£250
500+	£500
750+	£750
1000+	£1,000

It is worth noting that the maximum value of vouchers you can achieve is £1,000 should you hit a total of 1000 days booked using your code throughout the year!



If vouchers aren't your thing, you also have the option to turn your rewards into Kings Camps bookings for your children. For example, if you reach 150+ days booked with your code, you can use £125 of credit against a booking. Just let us know your preference. We'd kindly ask that you opt for either vouchers or credit and not a mixture of the two.

As well as our AMAZING rewards available! We're bringing in something new for 2024 as an extra reward to say thank you for all your hard work.

Our Kings Camps Member Ambassador Promotion Scheme!

Tier Group	Individual Members Booked	Discount Upgrade (for the Ambassador only).
Bronze	25+	25%
Silver	50+	30%
Gold	100+	50%

At the end of the year, the number of individual members in your group could lead to you being promoted in 2025. A promotion would mean a bigger discount on **your** bookings the following year.

*Please note the discount for anyone else booking using your code would remain at 20%.

Member Ambassador Commitments

In order to receive your rewards at the end of the year, and to continue using the scheme, we are now introducing our Member Ambassador Commitments, which outlines what we expect from you as a Member Ambassador and what you'll be required to complete to gain your rewards.

- 1 Google review for the camp you are representing.
- 1 Feefo review every season that you've booked.
- 3 catch-up calls during the year: start up, mid-season and end-of-year call.
- Every Ambassador must provide at least 1 case study (you can also be a case study).

We love to receive case studies from families to ensure we can help others get a better understanding of our mission; "To get children active, having fun and learning together". This may include information about how you heard about Kings Camps, why your child enjoys Kings Camps, and why you as a parent or carer choose to use us. We would love to understand more about the impact that Kings Camps has on your family.



- Social Media engagement: likes and shares across our social platforms

Bonus Commitments: (REWARDS)

- Ambassador Family video: Why do you love Kings Camps? Why did you sign up for Kings Camps? For any family video received, £5 in credit will be added to your account to use on future bookings.
- Additional case studies: For each additional case study received, £5 in credit will be added to your account to use on future bookings.

End of year raffle:

- For Member Ambassadors who have completed all commitments and have a minimum of 100 days booked, you will be entered into a raffle and be in with a chance of winning 1 free week on camp!

Sharing Your Code

When it comes to sharing your code, we encourage you, as the Kings Camps Member Ambassador, to fairly distribute and promote your code to your family, friends and acquaintances. We are grateful for the work that our Member Ambassadors do in spreading the word of Kings Camps, however for the scheme to be sustainable we do have some limitations regarding what methods of promotion we can allow.

While we support the use of all communication routes to effectively share your code with people you know, we ask for you not to abuse social media and the internet.

Specifically we ask you not to place your code on any online discount platforms, or public social media platforms.

In the event that this occurs our Membership Team will reach out and ask you to remove your code from any national online discount platform and may deactivate your code, or other websites where you have made the code nationally available. We understand that as a Member Ambassador you may want to use Facebook and other social media for sharing your code (which we think is a great idea), however, please ensure that this is within the confinements of a closed group or chat (not public).

Similarly, we ask that you do not share your code on camp, as although you are a valued member of the Kings Camps community, promoting to existing parents, who are currently attending is not in good faith of the scheme and spreading the word about Kings Camps.

Please see below tips from our top ambassadors to help you get started.

- Share with your family and friends
- Share in your child's class WhatsApp group
- Share in your child's school newsletter
- Share in an extra-curricular club e.g. after school club, dance class, scouts
- Share on any closed fb or social media (private not public)
- Share at your local church, gym or other



Continuing as a coordinator in 2025

To continue as a Kings Camps Member Ambassador in 2025, you must have a minimum of 50 days booked using your code. You must also have shown to be actively engaging in completing the Ambassador Commitments.

Terms and Conditions

For any Member Ambassadors who do not follow the scheme as laid out in this document, we reserve the right to terminate your discount code with immediate effect, and you'll not be able to continue as a Member Ambassador with us. It will be at Kings Camps discretion whether you will be able to collect your rewards.

