

Athlete Ambassador Program 2025/26

Program Overview

In Partnership with



Supported by



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Program Overview

When grounded in values, sport has the power to shape positive behaviours, build character, strengthen communities, and inspire personal excellence.

The CSI Pacific Athlete Ambassador Program, delivered in partnership with viaSport BC and supported by the Regional Sport Alliance, takes a proactive approach to promoting safe, ethical, and inclusive sport across British Columbia.

Over the course of 12 months, ambassadors receive training, engage in community outreach, and are spotlighted monthly to share their experiences through the lens of True Sport. After their active term, they join an alumni network, continuing their role as champions for safe, ethical, and inclusive sport.



Program Structure

Duration:

12 Months

Cohort Composition

10 total (4 Game Plan, 6 Regional Development)

Regional Delivery

Minimum of 4 regions across 8 Regional Sport Alliance centers

Monthly Feature

Monthly athlete storytelling via CSI Pacific social media

Training

In-person onboarding training + ongoing touchpoints

Community Engagement

All ambassadors are expected to engage in community activations, presentations, events, focus groups

Mentorship

Game Plan athletes mentor regional ambassadors

Goals & Objectives

The CSI Pacific Athlete Ambassador Program aims to develop and support a diverse cohort of athletes who embody and activate the True Sport Principles across their communities. Through values-based leadership, mentorship, and storytelling, the program seeks to:



Empower Athlete Leaders

Develop confident, values-driven leaders who take on meaningful roles in sport.

Promote Value-Based Sport

Increase awareness and activation of the True Sport Principles and key initiatives like PlaySafe and inclusion.

Foster Growth & Community Connection

Deliver leadership training and support athlete-led storytelling and outreach.

Showcase Diversity in Sport

Engage athletes from diverse backgrounds and levels, with flexible delivery across regions. half-year period.

Support Alumni & Legacy

Sustain leadership beyond the program through mentorship and an active alumni network

Expected Outcomes

The anticipated benefits of the program include:

- Increased awareness of and engagement with the True Sport Principles
- Enhanced sport culture through a values-based approach to sport
- Increased opportunities for personal excellence
- Positive and innovative advances in safe sport initiatives.

CSI Pacific Athlete Ambassador Roles & Responsibilities



PlaySafe Athlete Ambassador Role

Term: October, 2025 – December, 2026

Program Overview

The PlaySafe Athlete Ambassador Program empowers emerging provincial-level athletes to lead with values, promote safe and inclusive sport, and amplify the impact of True Sport and PlaySafe within their communities.

Ambassadors receive leadership training, storytelling opportunities, and community outreach tools to influence sport culture at the local and provincial levels. Representing their regions, these athletes contribute to a growing network of youth leaders committed to fostering integrity, inclusion, and well-being in sport across British Columbia..

CSI Pacific Values:

- Excellence – Striving for world-class performance in all aspects
 - Leadership – Inspiring and empowering the sport community
 - Innovation – Embracing creativity and progressive thinking
 - Integrity – Acting with honesty, transparency, and accountability
-

Ambassador Deliverables & Engagement

Professional Development

Upon successful completion of the program, Ambassadors will receive:

- Resume and CV support to strengthen future applications
- A formal reference letter recognizing their contributions and leadership

Ambassadors are expected to:

- Training & Presentations
 - Attend the onboarding training
 - Deliver 1 values-based presentation to their club, school, or team
- Storytelling & Content
 - Submit quarterly storytelling content (minimum 1 post/blog per quarter) that:
 - Reflects on their connection to True Sport values
 - Shares the impact of CSI Pacific services or PlaySafe tools on their athletic or community journey
- Focus Groups
 - Participate in two focus groups: one hosted by viaSport and one hosted by CSI Pacific
- Mentorship
 - Participate in 2 structured mentorship check-ins with their assigned Game Plan Ambassador mentor
- Partner Engagement
 - Visit 2 partnership visits and acknowledging and thanking partner for their support.

CSIP Game Plan Athlete Ambassador Role

Term: October, 2025 – December, 2026

Program Overview

The CSI Pacific Game Plan Athlete Ambassador Program empowers national-level athletes to step into leadership roles as mentors and role models for the next generation. Ambassadors champion values-based sport, promote safe and inclusive environments, and share their lived experiences to inspire athletes across their communities.

Ambassadors receive leadership training, storytelling opportunities, and community outreach tools to influence sport culture at the local, provincial, and national levels. As representatives of their region, they contribute to a growing network of leaders working to foster integrity, inclusion, and well-being in sport across British Columbia.

CSI Pacific Values:

- Excellence – Striving for world-class performance in all aspects
 - Leadership – Inspiring and empowering the sport community
 - Innovation – Embracing creativity and progressive thinking
 - Integrity – Acting with honesty, transparency, and accountability
-

Ambassador Deliverables & Engagement

Honorarium:

Ambassadors will receive an honorarium of \$2,000, paid in two installments:

- \$1,000 upon completing onboarding
- \$1,000 upon completion of program deliverables

Ambassadors are expected to:

- Training & Presentations:
 - Attend the onboarding training
 - Deliver 4 values-based presentations across their community, provincial, or national sport communities.
- Participate in two focus groups:
 - One hosted by viaSport the other hosted by CSI Pacific
- Mentorship Engagement:
 - Mentor 2 Regional Ambassadors, lead at least 2 meetings each during the program year
- Partner Engagement:
 - Visit 4 partnership visits and acknowledging and thanking partner for their support.

Training & Support



Onboarding, Training & Support

Begin your ambassador journey with an immersive onboarding training designed to foster leadership, build meaningful connections, and expand your network.

This training will set you up for success by:

- Deepening your understanding of the True Sport Principles
- Strengthening your leadership identity
- Preparing you to make an impact within your community.

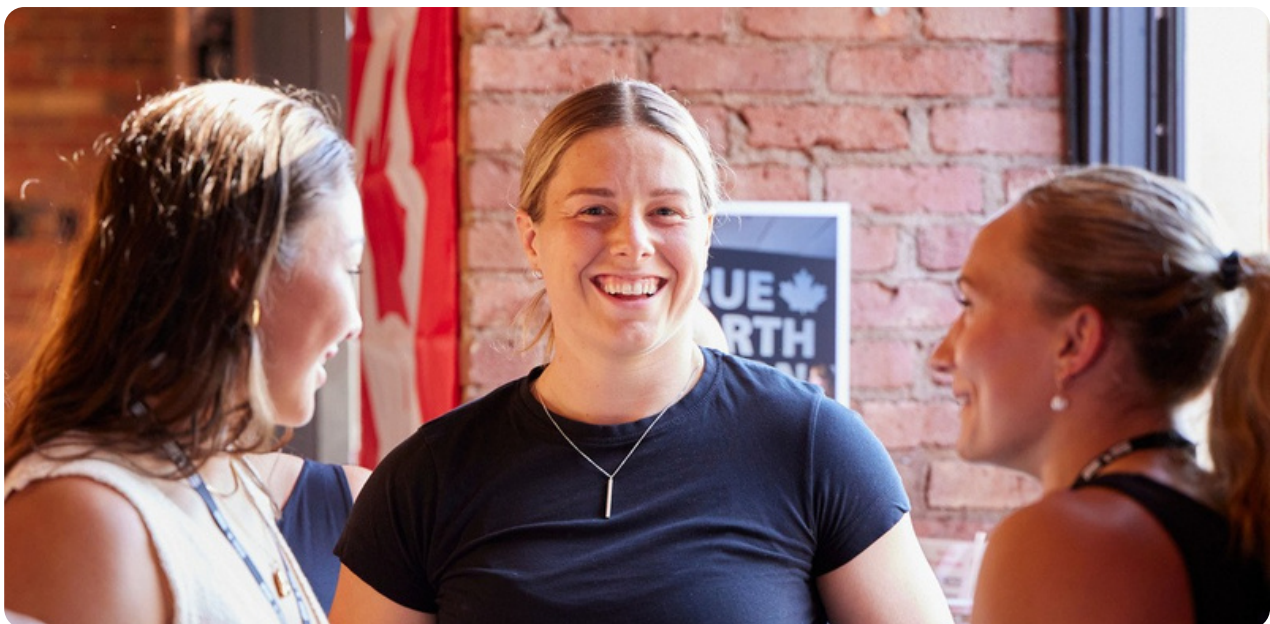
Over the onboarding session, you will:

- **Engage in expert-led workshops** on safe sport, holistic athlete development, community engagement, personal branding, and public speaking
- **Collaborate with fellow ambassadors and national team mentors** to develop leadership skills rooted in integrity, inclusion, and excellence
- **Learn practical strategies** to share your story authentically and foster positive change in sport environments across British Columbia

Regional Sport Alliance (RSA) Campus Support

Athlete Ambassadors will be supported locally by RSAs through:

- **Support & Activation:** Connecting ambassadors with schools, clubs, and community partners, and integrating them into RSA programming.
- **Event & Media Engagement:** Facilitating local speaking opportunities and, where possible, coordinating media and storytelling coverage in collaboration with CSI Pacific and viaSport.



Application & Selection Process



Nomination & Selection

Evaluation Process

Who Can Apply:

- Athletes in good standing with a Provincial Sport Organization (PSO), Disability Sport Organization (DSO), or National Sport Organization (NSO)
- Athletes representing a viaSport-accredited sport
- Committed to leadership, mentorship, and community engagement

Application Process:

- Athlete Application
 - Coach Nomination (or Game Plan Advisor)
 - Selection Committee
-

Minimum Standards for Application

- Active athlete (training and/or competing) Completed Safe Sport training
 - (UCCMS-aligned) Passed social media screening (RSA requirement) Coach reference and declaration of good standing Sport performance standard (rank, time, selection) 300-word personal statement (motivation and leadership goals) (Preferred) Participation in BC Games, Canada Games, or other multi-sport events (Preferred) Demonstrated community leadership or school involvement
 -
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Application Links

- Athlete Application: <https://forms.office.com/r/p0yJgGjT4f>
- Coach Nomination: <https://forms.office.com/r/yJ7jbbnaRt>

Marketing & Communications



Marketing & Comms

Storytelling & Content Strategy

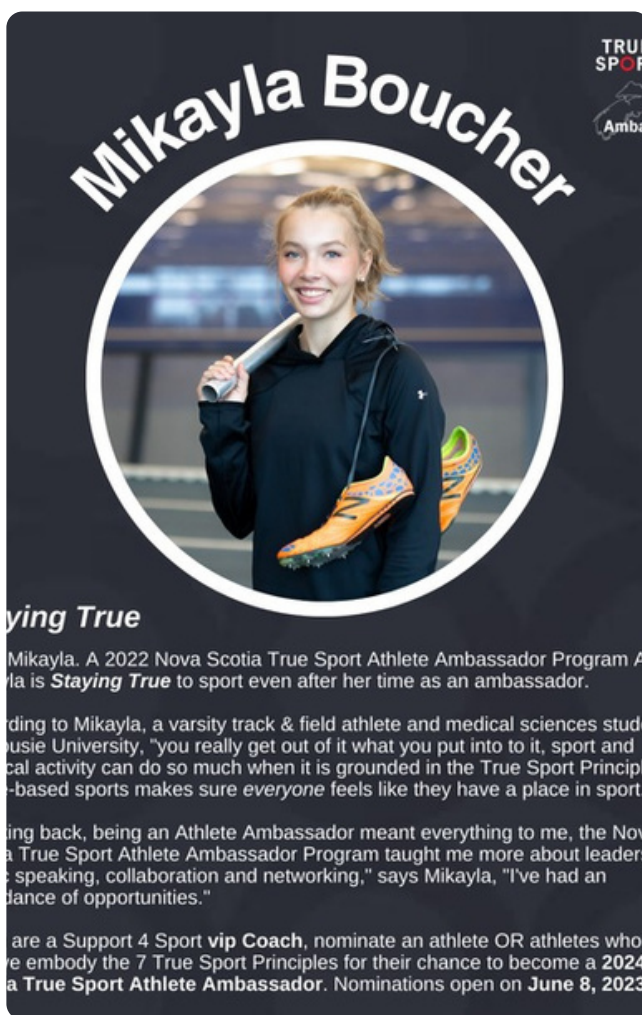
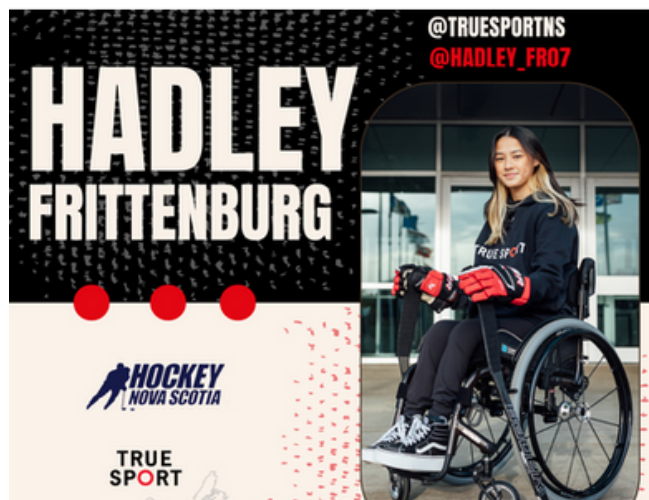
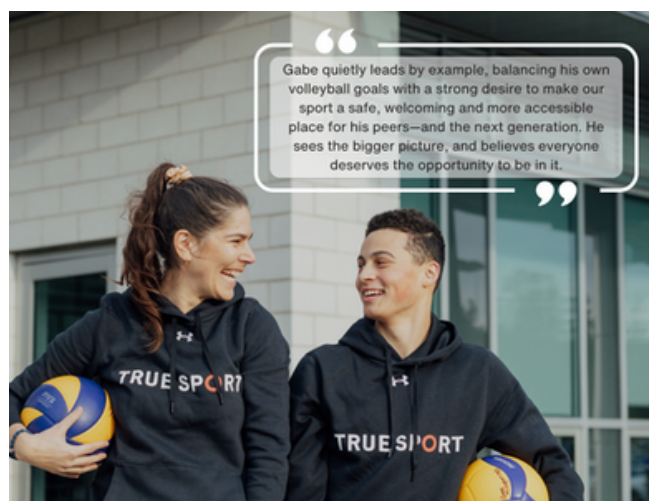
The program will showcase ambassador voices and experiences through engaging storytelling and creative content. Our goal is to highlight their journeys authentically and celebrate the impact of sport across communities. Content will be shared in the following ways:

Launch Toolkit

- Launch press release (CSI, via Sport, Regional Sport Alliance)
- Ambassador announcement graphics (photo + quote for each athlete)

Social Media Campaign (12-month calendar)

- Monthly spotlight on each ambassador (carousel with story, photos, quote)
- Behind-the-scenes content from onboarding weekend
- Testimonials from mentors and partners



Deliverables & KPIs



Impact Measurement & Storytelling

To track ambassador impact and ensure their contributions are recognized, the program will focus on a combination of community-based storytelling and digital content.

Program Goals & Key Performance Indicators (KPIs)

1

Year 1

- Recruit 10 participants (1 from each Regional Centre)
- 4 Canadian Elite
- 6 Regional Development

2

Year 2:

- Recruit 12 participants (1 from each Regional Centre)
- 4 Canadian Elite
- 8 Regional Development
- Deliver program in 8 regional campus centers

3

Year 3:

- Recruit 24 participants (2 from each Regional Centre)
- 8 Canadian Elite
- 16 Regional Development
- Deliver program in 8 regional campus centers



Feedback & Evaluations

Surveys& Testimonials

To continuouslyimprove the CSIPacific Athlete Ambassador Program and measure its impact, feedback will be collected at key points throughout the year. These insights will inform future program development and provide valuable data to assess reach, effectiveness, and community engagement.



Post-Onboarding Training-Survey:

- Gathers feedback on the onboarding experience, confidence in values-based messaging, and any additional support needs.
- **Post-Onboarding-Survey-Feedback**

Post-Program Survey

- Reviews the full ambassador experience, tracks growth in leadership and community impact, and collects suggestions for improvement.
- **Post-Program-Survey-Feedback**

Testimonials

- Ambassadors will be invited to share short written or video testimonials for use in reports or promotional materials (with consent).

Appendix: Resources



Glossary of Terms

Athlete Ambassadors	Athletes who are a part of the current year's provincial/territorial True Sport Athlete Ambassador Program
Athlete Ambassador Alumni	Athletes who participated in a previous year of the provincial/territorial True Sport Athlete Ambassador Program
Background Check	A process that is completed for the top 18 athletes, which includes criminal record checks and social media checks that analyze publicly available online information
EDIA	Equity, diversity, inclusion, and accessibility
Safe Sport	An environment where athletes can participate in sports free from abuse, harassment, discrimination, and other forms of maltreatment.
UCCMS	The Universal Code of Conduct to Prevent & Address Maltreatment in Sport is a national standard that outlines rules, responsibilities, and guidelines to prevent and respond to abuse, harassment, and discrimination in Canadian sport.
In Good Standing	Active and registered members with provincial/territorial sport organizations
Kit	The clothing and items that athletes and coaches receive that are branded with the Athlete Ambassador Program logo
Nomination Form	The forms that athletes and coaches complete as a part of the nomination process
Project Partners	Organizations that collaborate on the provincial/territorial True Sport Athlete Ambassador Program
Project Team	Individuals that represent the project partners and contribute to the planning and operation of the provincial/territorial True Sport Athlete Ambassador Program
PSO	Provincial Sport Organization
NSO	National Sport Organization
DSO	Disability Sport Organization
Selection Committee	A group of individuals who have been selected by the project team to provide their ranking of the athletes nominated for the program
Athlete Ambassador Program	A provincial program that engages and inspires a diverse cohort of athletes who believe in and live the True Sport Principles

Proposed Program Timeline & Key Deliverables

May – Planning & Promotion

- Finalize logistics, budget, and ambassador kits
- Launch nominations and host info session with RSA and alumni
- Develop social media strategy and key messaging.
- Confirm selection committee (EDIA-informed): 2 viaSport, 3 CSI Pacific.

September – Nominations Open

- Nominations accepted throughout September; close September 30.
- Complete background checks (18+) and confirm training weekend availability.
- Confirm athlete eligibility and complete social media screening.

October – Athlete Review & Selection

- Selection committee reviews top 18 nominees by mid-October.
- Committee ranks athletes independently and returns evaluations within two weeks.

November – Onboarding & Prep

- Notify successful and unsuccessful nominees; inform RSA contacts.
- Order ambassador kits, confirm training venue, accommodation, and guest speakers.
- Assign pre-training modules (e.g., Safe Sport, PlaySafe, Clean Sport).
- Host in-person training (late October or early November).
- Athletes submit top 3 month preferences and bios.
- Post-training: distribute key resources, finalize content plan, and start athlete check-ins.

December – Content Development

- Finalize ambassador bios and upload to website.
- Create graphics for intro posts; begin launch video production.
- Draft and approve media release and program overview for communications rollout.

January – Program Launch

- Launch campaign on first Tuesday of January (if aligned with partner timelines).
- Release official media announcement and video.
- Begin ambassador storytelling rotation on social media (monthly highlights).