

FROtorial Ambassador Program 2018

Official Rules

NO PURCHASE NECESSARY. A payment of any kind will not increase your chances of winning.

1. **Eligibility:** FROtorial Ambassador Program 2018 (the “Contest”) is open to all active FROtorial users who are at least sixteen (16) years old at the time of entry.
2. **Administrator:** FRO Apps, LLC.
3. **Agreement to Official Rules:** Participation in this Contest constitutes entrant’s full and unconditional agreement to these Official Rules and Administrator’s decisions, which are final and binding in all matters related to this Contest.

4. **Timing:**

Contest Phase:	Start Date (at 12:00 a.m. ET):	End Date (at 11:59 p.m. ET):
Application Entry Phase	6/27/2018	7/6/2018
Applicant Review Phase	7/6/2018	7/10/2018
Final FROtorial Ambassador Notification Date	7/14/2018	7/14/2018

5. **How to Enter:** During the Application Entry Phase, visit <https://www.frotorial.com/ambassadors> (the “Website”) and completely follow the instructions to complete and submit the application. All applicants must submit a 50 or more-word paragraph on how FROtorial has brought you #EmFROWerment. #EmFROWerment is a campaign ran by FROtorial that aims to show how more women and men are finding empowerment and acceptance in every kink and curl of their hair (FRO).
6. **Finalist Determination:** Finalists will be chosen to be FROtorial ambassadors after review of their social media accounts, their usage of their FROtorial account, and their explanation of how FROtorial has helped bring the applicant #EmFROWerment.
7. **Finalist Requirements:**
 - Ambassadors must be able to actively promote brand by posting on social media platforms including Instagram, Twitter, and Facebook.
 - Ambassadors must be active users of FROtorial
 - Ambassadors must have a minimum of 500 followers
 - Ambassadors must tag their photos with a series of hashtags, tag @frotorial and other popular curly hair based accounts to further generate attraction to FROtorial.
 - Ambassadors must use their FROtorial-based posts to encourage their followers to download FROtorial and direct them to their profile for further discussions, product reviews, routines.
 - Ambassadors must engage in #FROtorialDiscussions on the FROtorial Instagram with likes and comments. Must also repost the #FROtorialDiscussion post on their IG story to direct traffic to original post.
8. **Incentives/Perks:**
 - Free FROtorial T-Shirt

- Constant promotion (FROtorial is a new platform to gain a following to personal blogs)
- Verified badge on FROtorial