Festivland Ambassador Guide for SKF

Completion: 5 mins

At **SKF** we use the Festivland platform to process tickets, passes and ambassadors. Please read carefully. For any questions, contact: info@salsakingfestival.com

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The Process:

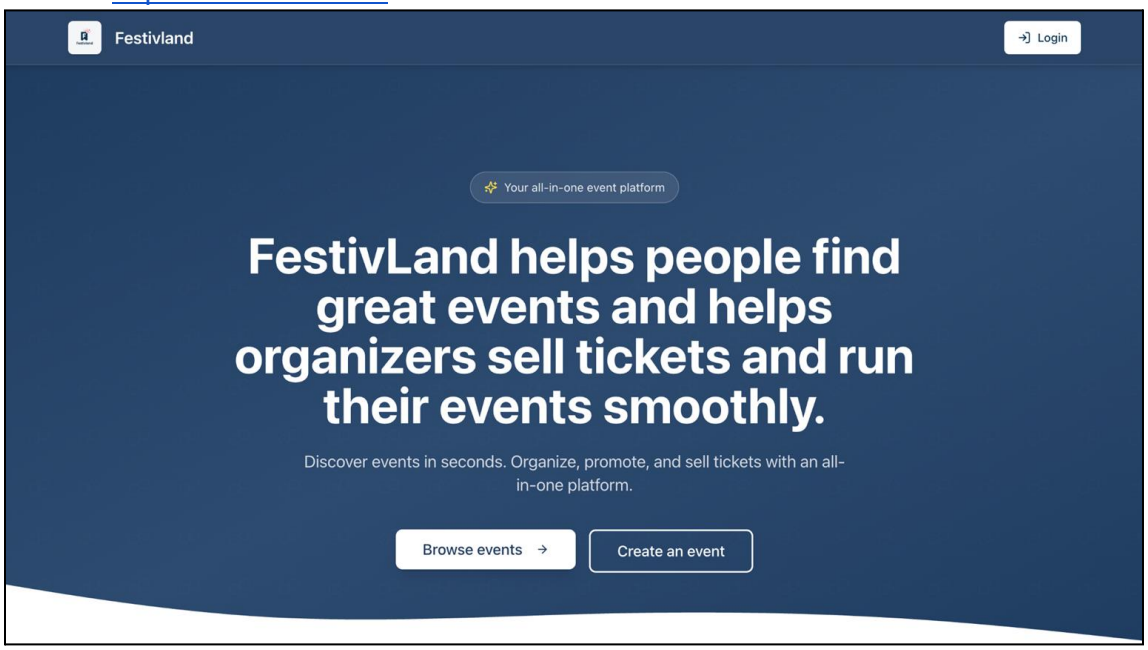
1. *Register on Festivland and upgrade to a professional profile (organiser / artist / **ambassador**)*
    a. *No approval is required for the upgrade*
2. *As a Festivland ambassador, you can now apply to various events to become a **promoter** using your unique promo code (can vary for each event)*
    a. *Event organisers review and approve promoter applications*
3. *Once approved, you can **track** your performance and results*

So, bottom line: **First you are an Ambassador on the platform, then a Promoter on events.**

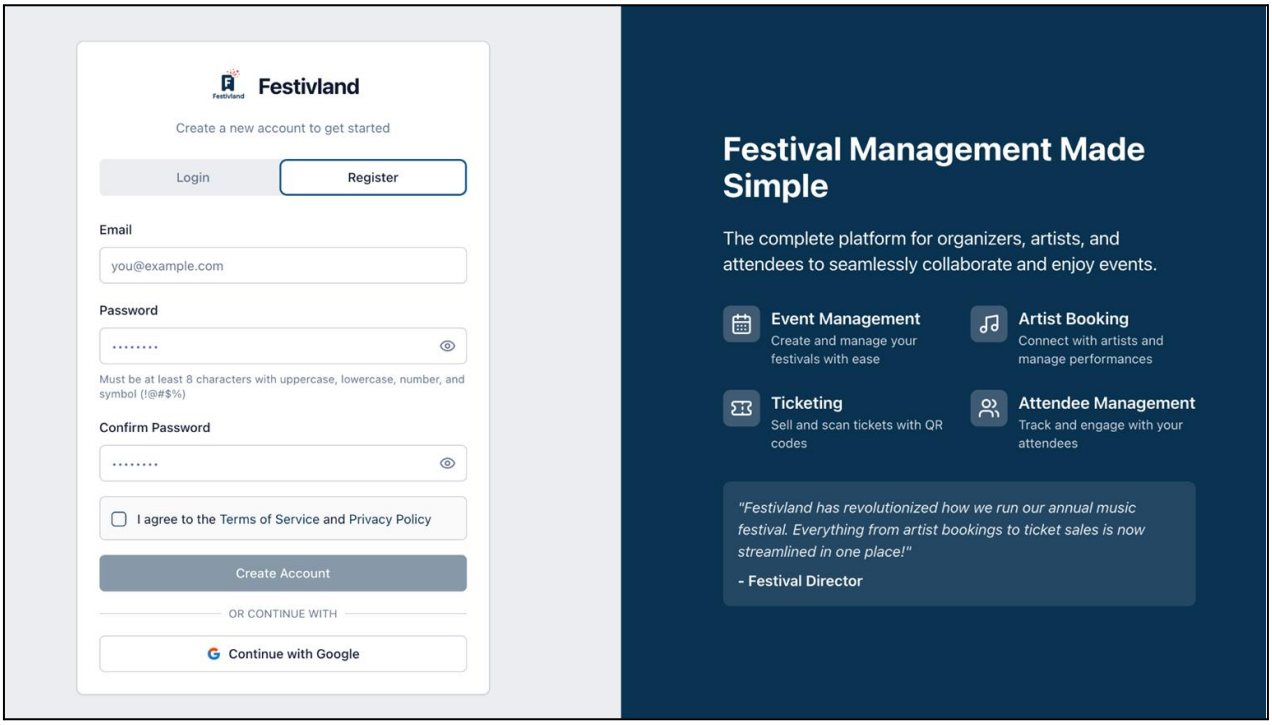
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1. Become a Festivland Ambassador

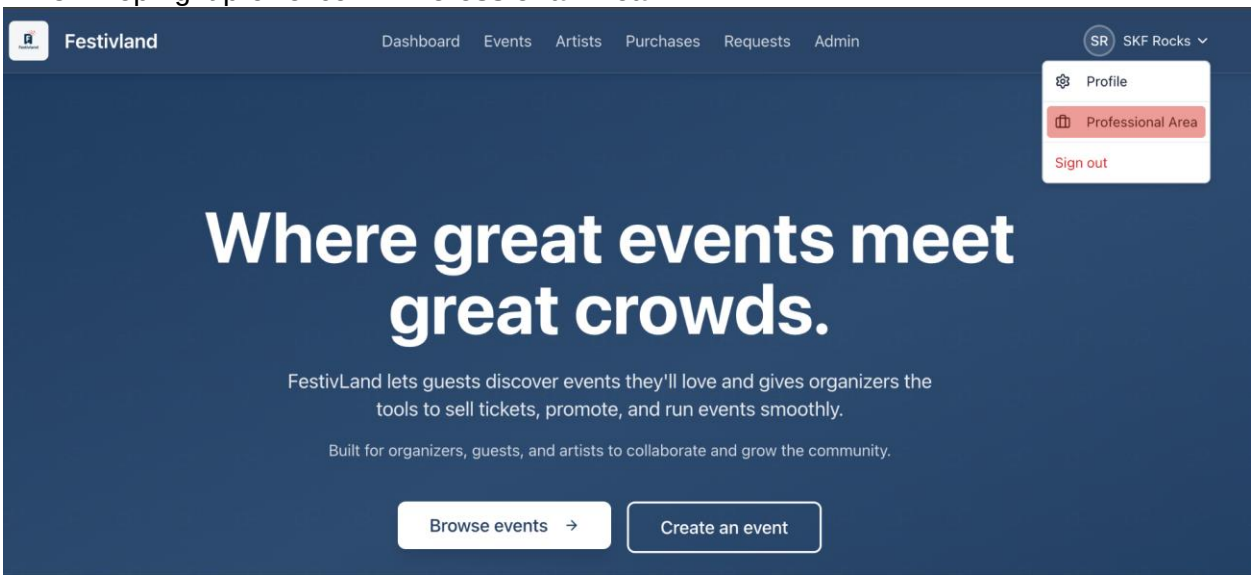
1. Go to https://festivland.com



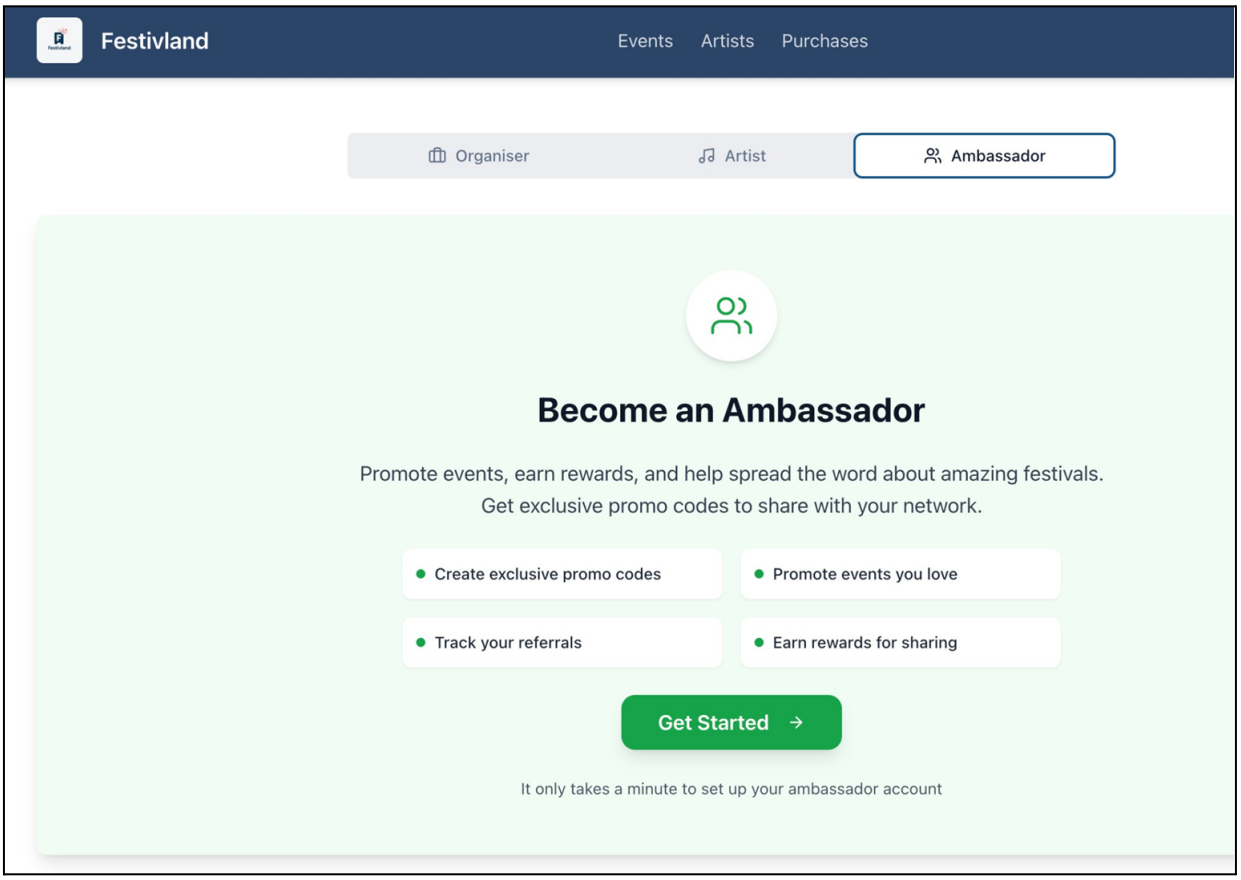
2. Register and Login



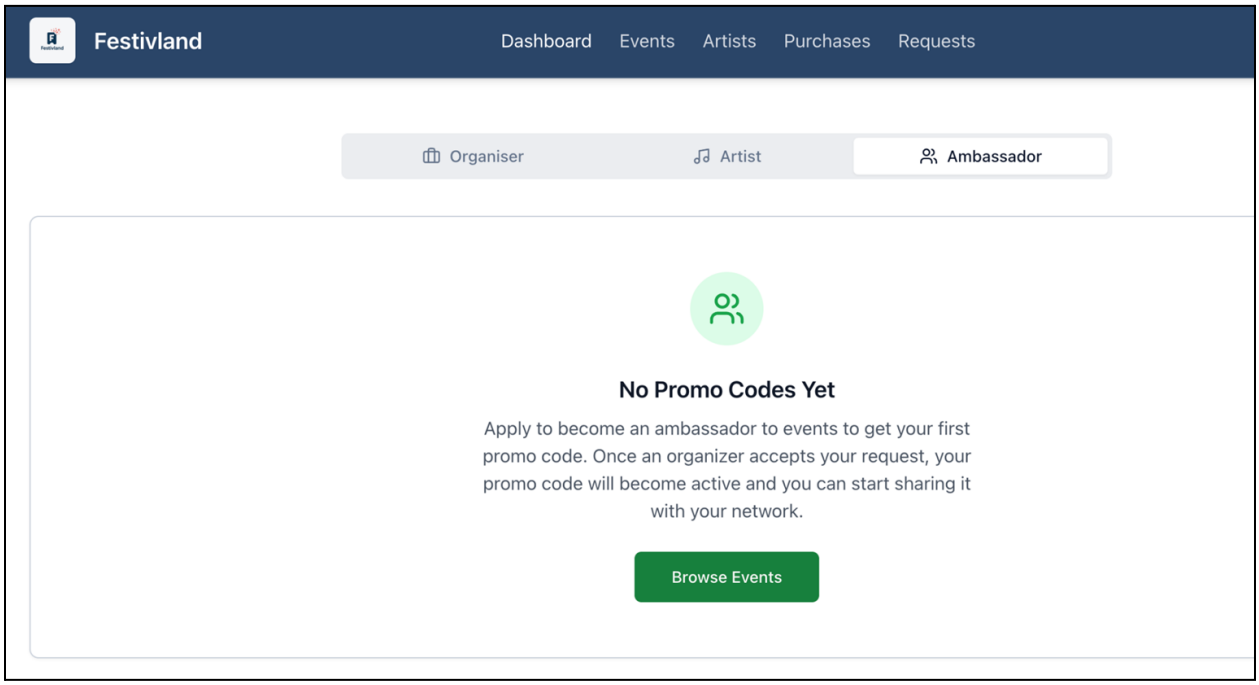
3. Top right profile icon > **Professional Area**



4. Select Ambassador > Get Started

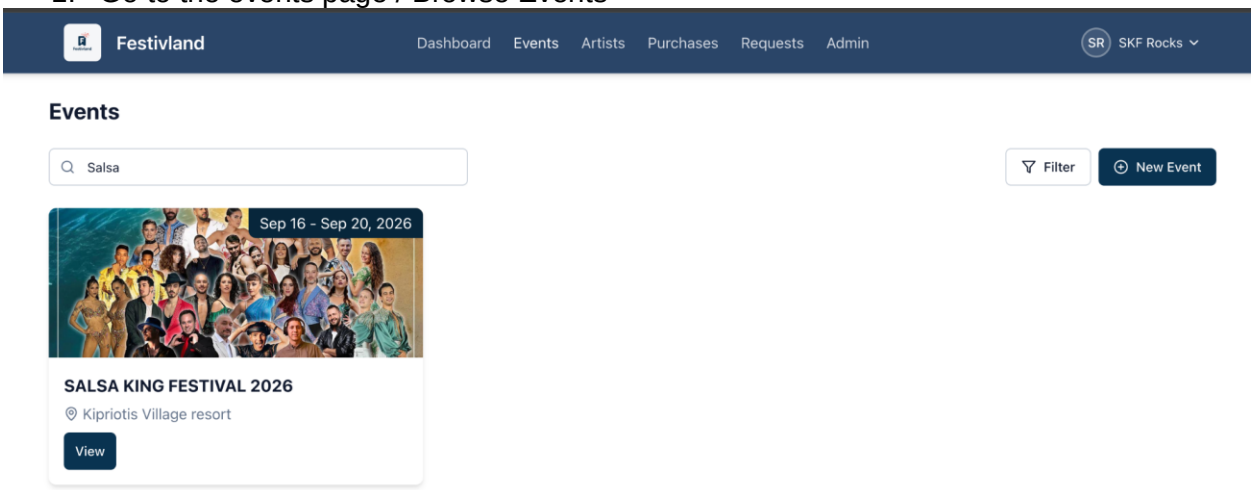


5. Once registered as a Festivland Ambassador, lets go hunting for events > Browse Events:

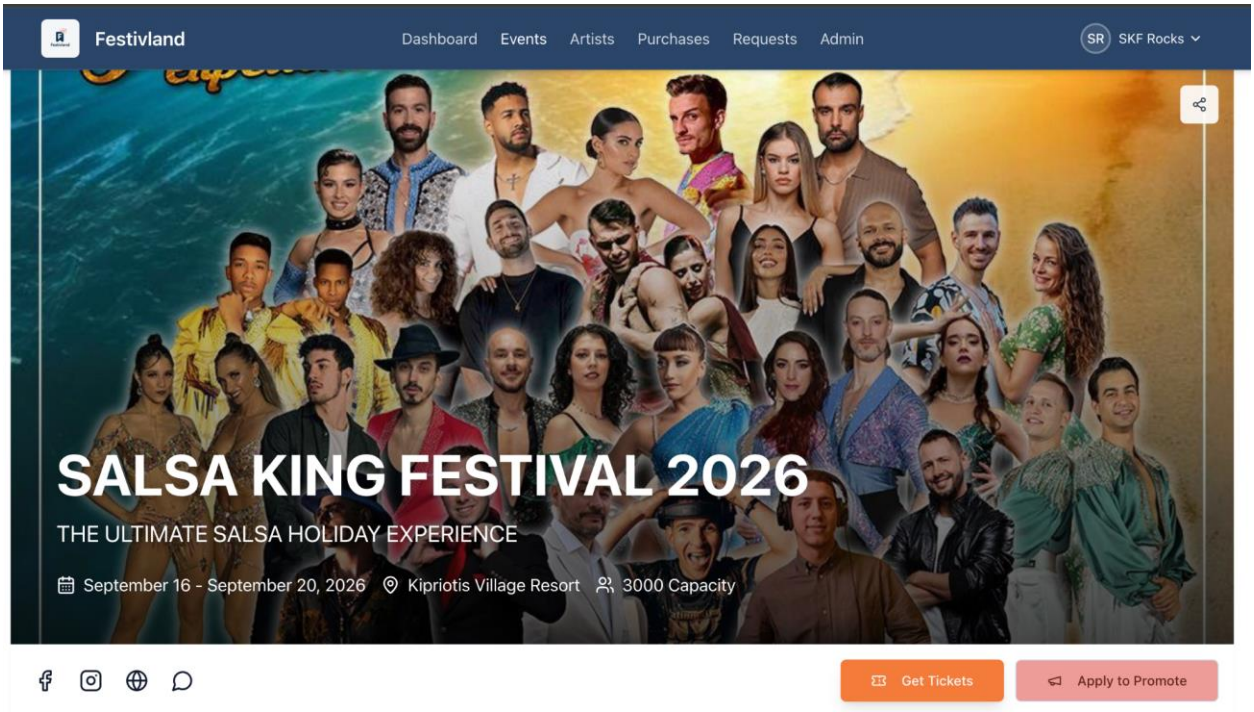


2. Become an event promoter

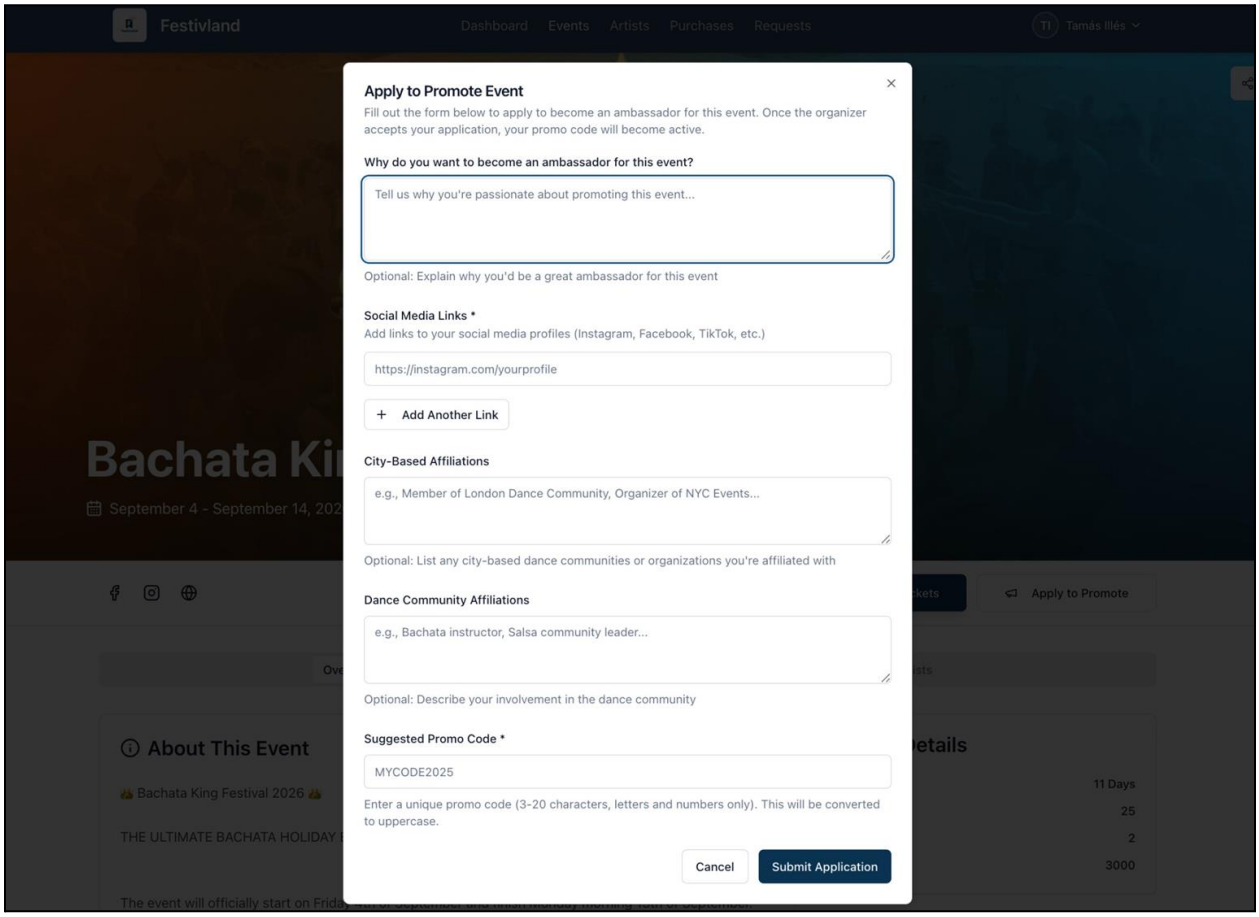
1. Go to the events page / Browse Events



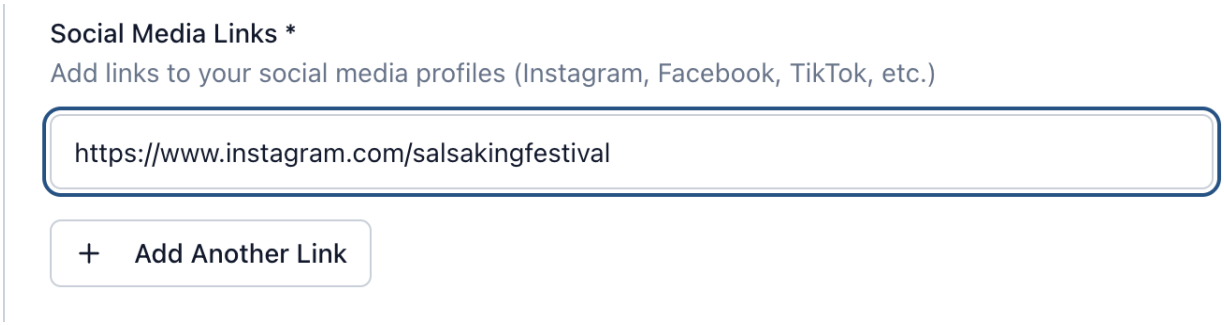
2. Click on an event and now, that you are an ambassador, the “Apply to Promote” button will show up (**note that it will not show unless you are an ambassador**)



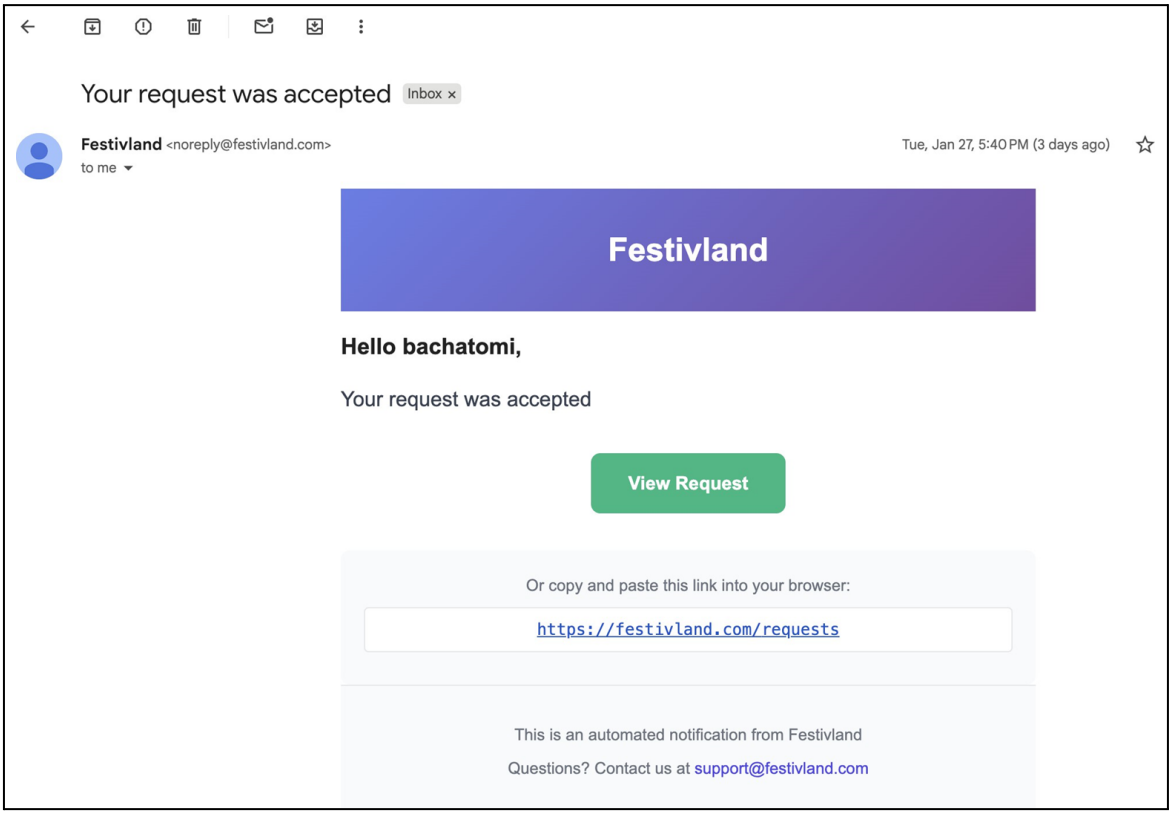
3. Fill out the short questionnaire and watch out for the **social media link note** below!



!NOTE: Social media links require full website URL, with the "**https://**" included, e.g. : ***https://****www.instagram.com/salsakingfestival*

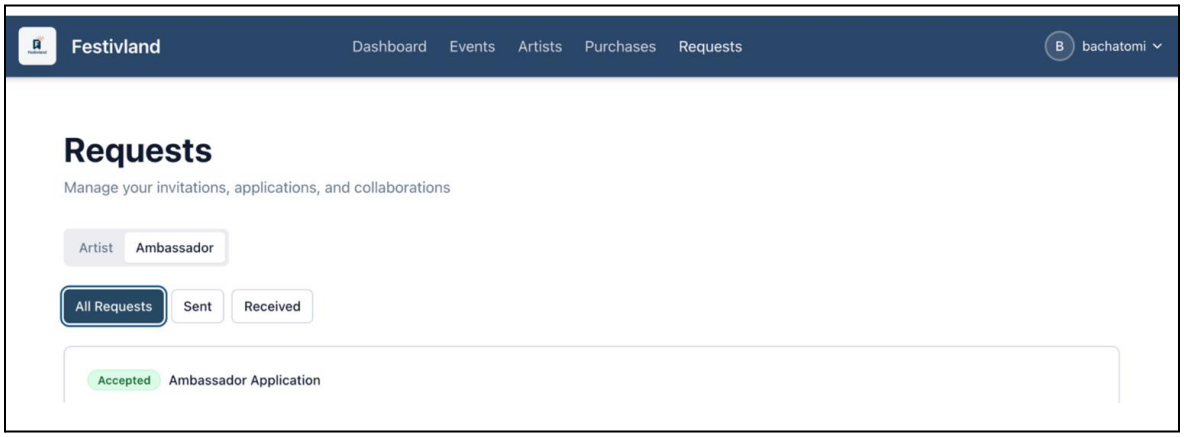


4. Once your promoter request has been approved by the event organisers, you will be notified on the email you registered with:



3. Track your requests

You can track your requests on Festivland “Requests” tab:



This way being an Ambassador on Festivland is up to you and allows you to apply as a promoter on numerous events. Accepting you as a promoter on events however, is up to the event organisers.