SALSA KING FESTIVAL

AMBASSADOR GUIDE 2027

Bring your friends. Dance for free. Rise to the Crown.

Share the festival with your dance community, collect Crown Points with every sale, and win free passes, cash, VIP access to the artist room and free nights on Kos.

Kos Island, Greece

Kipriotis Village Resort · September 2027

salsakingfestival.com

The program in one page

You have a dance community. We have five days of salsa on Kos. Bring them together and we reward you.

WHAT YOU DO

Share our content

Artist videos, reels and stories, ready to post every month.

Add your personal code

Friends save €10 per pass. You earn Crown Points.

WHAT YOU GET

Free passes

from just 3 sales, up to a King/Queen pass

€10 per point

for every Crown Point you collect

VIP access

to the artist room, with drinks

Free nights

at the all-inclusive resort, just for you

START IN 3 STEPS

1. **Sign up** on Festivland as an ambassador
2. **Apply** to promote Salsa King Festival 2027
3. **Share** and climb the ranks

Step by step on page 5.

Collect Crown Points

Every pass booked with your code earns you points. Points unlock ranks.

1 point
per Party, Weekend or Full pass

1.5 points
per King/Queen pass

€10
for every point, paid at the festival

THE PASSES

Party pass
5 days · parties and shows

Weekend pass
Fri–Sun · workshops, parties, shows

Full pass
5 days · workshops, parties, shows

King/Queen pass
Full pass + road trip + boat party

THE RANKS

3	**Duchess / Duke**	Free Party or Weekend pass
5	**Princess / Prince**	Free Full pass
8	**King / Queen**	Free King/Queen pass
15	**Emperor / Empress**	Free King/Queen pass, VIP access to the artist room with drinks, T-shirt and **2 free nights**

Free nights are at the resort, for 1 person.

EXAMPLE · PRINCESS / PRINCE

3 ×	Full pass	3 pts
2 ×	King/Queen pass	3 pts
Total		**6 pts**

You get: free Full pass + **€60**

EXAMPLE · EMPEROR / EMPRESS

8 ×	Full pass	8 pts
2 ×	Weekend pass	2 pts
4 ×	King/Queen pass	6 pts
Total		**16 pts**

You get: free King/Queen pass, VIP artist room, T-shirt, 2 free nights + **€160**

Track it. Win it.

Festivland shows every pass booked with your code under **My Promo Codes**: the pass type, the date, and whether it was cancelled or refunded. Points and ranks you work out yourself, with page 3.

YOUR CODE

YOURNAME10

Active

Salsa King Festival 2027 €10 off per pass

TOTAL USAGES	CANCELLED / REFUNDED	VALID USAGES
6	1	5

Full pass	Mar 4
King/Queen pass	Feb 26
Party pass	Feb 26
King/Queen pass	Feb 12
Full pass	Jan 30

1. Look at valid usages
Cancelled or refunded bookings don't count.

2. Add up your points
1 per pass, 1.5 per King/Queen pass. Here: **6 points**.

3. Find your rank on page 3
6 points = **Princess / Prince**. Two more to King / Queen.

Ambassador of the Year

The ambassador who sells the most passes, with at least 20 sold, gets a surprise from us.

How to join, step by step

It takes about 5 minutes. We use **Festivland** for tickets and ambassadors, so everything happens there.

PART A · BECOME A FESTIVLAND AMBASSADOR

Already one from last year? Skip to step 4.

1. Go to **festivland.com** and create your account.
2. Click your **profile icon** (top right), then **Professional Area**.
3. Choose **Ambassador**, then **Get Started**. No approval needed.

PART B · APPLY TO PROMOTE SALSA KING FESTIVAL

4. Click **Browse Events** and open **Salsa King Festival 2027**.
5. Click **Apply to Promote**. You only see it once you're an ambassador.
6. Fill in the short form and **suggest your promo code**.

Tip: social media links need the full address, starting with https:// (for example https://www.instagram.com/yourname).

PART C · GET GOING

7. We approve you and you get an **email with your code**.
8. Join the **ambassador WhatsApp group** (link and QR code below) for content and news.
9. Share, and follow your sales on **your own tracking page** in Festivland.

Questions? Reach out to us.

WhatsApp group:
chat.whatsapp.com/FVmhWIrIHOwA7cg9EREybY
Email: info@salsakingfestival.com

Terms & conditions

1. Scope and acceptance

These terms govern the Ambassador Program of Salsa King Festival 2027 (the "Festival"), held at Kipriotis Village Resort, Kos, Greece, in September 2027. By applying to promote the Festival, you accept these terms.

2. Eligibility and approval

To take part you must be registered as an ambassador on Festivland and apply to promote the Festival there. The Festival team reviews each application and decides whether to approve it. You will be notified by email at the address you registered with.

3. Exclusion

Artists officially booked for the Festival are excluded from the program.

4. Promo code and discount

Each approved ambassador receives one unique promo code, which you propose in your application. The discount is set by the Festival team at €10 per pass. You may not offer a higher discount than the agreed rate.

5. Promotional material

The Festival team provides promotional material, shared through a digital folder or as a banner.

6. Qualifying passes

Only passes bought on Festivland using your promo code count. If a booking is cancelled or refunded, including after you have reached a rank, the Crown Points it earned are removed and your rank and rewards are recalculated. Hotel rooms do not earn Crown Points.

7. Crown Points and rewards

Each qualifying Party, Weekend or Full pass earns 1 Crown Point; each King/Queen pass earns 1.5. Ranks and their rewards are set out on page 3. In addition, you receive €10 for every Crown Point.

8. Promotion end date

The end date for promotions is fixed and the same for every ambassador. To ensure fairness, no exceptions are made.

9. Settlement

Rewards are settled on your arrival at, or departure from, the Festival, after we count together, in person, the passes booked with your promo code.

10. Ambassador of the Year

The title, with a surprise reward chosen by the Festival team, goes to the ambassador who has sold the most qualifying passes, provided they have sold at least 20. If no ambassador reaches 20 passes, the title is not awarded.