



love hope strength foundation

AT AUSTIN CITY LIMITS
MUSIC FESTIVAL

2016 Love Hope Strength at ACL Ambassador Team Overview Information Team

LHSF Ambassador Role

LHSF Ambassadors on this team will help to spread awareness of the cause and increase registration for the GET ON THE LIST campaign. All Ambassadors understand that they are representatives of Love Hope Strength Foundation and must abide by all rules and regulations outlined by the host venue while supporting the Foundation. Ambassadors must be personable, complete a task assigned by LHSF, and help promote the GET ON THE LIST marrow registration initiative.

Check-In

Check in at Ambassador Grove about 30 minutes before your shift. **Be on time!** Plan for heavy traffic, long lines at the Festival shuttles, heavy pedestrian traffic, etc. See the General Orientation for more check-in details.

What is Love Hope Strength Foundation | Why Is It Important to GET ON THE LIST | Details on LHSF Ambassador Role

Read the General Orientation for details on LHSF, the **GET ON THE LIST** campaign, and your role as an LHSF Ambassador in promoting the campaign.

Information Team Role

Your role is to help patrons by answering questions—from directing them to stages to determining when a particular band is playing to finding a favorite restaurant in the food court. Part of the Information booth is lost and found, where you'll help identify and return items that have been turned in. Some of the team may also be stationed closer to the gates to welcome patrons and answer any questions.

The Information team specializes in answering patrons' questions. It's as simple as that! This team answers questions such as: where is a certain stage or food court vendor; where is the nearest ATM; and where to charge a phone. The Information booths will also be the location for printed Festival programs, which contain a map of the grounds and schedule grids for each Festival day.

Team members must be friendly, enthusiastic, and helpful while interacting with fans from all over the world. A major plus is being familiar with nearby Austin landmarks, streets, public transportation systems, etc.

There are two Information Centers near each of the entrances at Barton Springs and at Lady Bird. At each of the Centers there will be maps, programs, and signage for reference, but team members must be able to quickly learn the answers to basic questions.

How Can I Prepare?

Visit the Festival's Website. In order to be a successful LHSF Ambassador at ACL, take the time to prepare for your team role. Visit the Festival's website (www.aclfestival.com) to review the Festival map, and become familiar with the Festival layout, such as stage locations, Information booths, the Access Center, etc.

As you review the Festival map, start to get your bearings. Patrons will turn to you for directions. It really helps to walk in having a good sense of direction (the Samsung Stage is East; the Honda Stage is West, the Access Center is west of the Barton Springs entrance, etc.).

You'll have help in answering your questions: knowledgeable team leads, reference materials, maps, and spare programs to give to patrons. If you don't know something, find a team lead or someone on your team and figure it out. Never send a patron off with an "I don't know" response or with bad information. If there's a question being asked a lot, make sure your team leads and fellow team members know of this (and what the answer is).

LHSF Booth Location in ACL Cares: Study the Festival map and the LHSF Ambassador General Orientation and are clear as to the exact location of the Love Hope Strength Foundation booth in ACL Cares. **It's just east of the Barton Springs entrance.** As an Ambassador for LHSF, knowing where to direct patrons and Ambassadors to GET ON THE LIST is essential! Ask your team lead if you have any questions.

Lost and Found

The Centers also include lost and found, and the team will track and organize items that have been turned in and help identify and return them to their owners.

The Festival Program

The Information Centers will have paper copies of the programs, but when possible, help promote the more eco-friendly alternative of a digital download of the Festival Program or the official ACL Festival App. Share the positive messaging such as: "Here's one program for the weekend, save it and recycle it when you're done!" or "We are saving trees, download the Festival App!"

✓TIP: Most fans just want a handy copy of the schedule and you should provide the program when asked. Note there are large signs at several areas throughout the park that feature the daily schedule. Patrons can easily take a photo of the signs with their cell phones to refer to all weekend.

The LHSF Mission: Make sure you understand the GET ON THE LIST campaign by reading the Ambassador General Orientation, or by visiting the LHSF website for more information (www.lovehopestrength.org). You should be prepared to easily relay the "4 Steps to Save a Life" message to any patron or Ambassador.

We are hoping all Ambassadors will GET ON THE LIST by signing up for the international marrow registry. Take a few minutes to sign up at a special station in Ambassador Grove or visit the LHSF booth in ACL Cares. See how easy it is to sign up and know that this small action could help save a life, or give the gift of time, to someone in need.

Questions: email us at lovehopestrength@aclfestival.com.

See you soon!