



## 2016 Love Hope Strength at ACL Ambassador Team Overview Rock & Recycle

### 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.

### The Festival's Greening and Sustainability Eco-Initiatives

As a Rock & Recycle (R&R) team member, patrons may ask about the Festival's eco-initiatives. Here's an overview:

- GREENING & SUSTAINABILITY:** ACL's commitment to the environment is integrated into every area of the park. How? Via the Festival's website and social media messaging, everyone is encouraged to join the Festival in reducing its ecological impact.

At the Park, the Festival's waste diversion program is aggressively practiced both backstage and front-of-house: Signage is posted throughout the Park asking patrons and guests to help keep the park clean and divert waste from landfill by selecting the correct bin before tossing their waste. Each trashcan is paired with its own recycling bin.

ACL Eats (the food court) has both front and back-of-house composting, and food vendors are required to use eco-friendly plates, napkins and utensils.

Sustainability guidelines are in effect throughout the Festival, which include a ban on styrofoam, plastic bags, and flyers.

Fans are rewarded through the Rock & Recycle program. See below for details.

These initiatives are put in motion by a team of hired professionals, along with dedicated Love Hope Strength Foundation Ambassadors. The Festival also encourages patrons to go digital—and save trees—by downloading the Official ACL App or Digital Program.

Eco-friendly transportation is also promoted, and the Festival features free Festival shuttles and bike parking areas.

## Rock & Recycle Team Role

The Rock & Recycle program rewards patrons for filling one bag of recyclables from the Festival grounds with a commemorative ACL Festival T-shirt, live-printed on-site by Industry Print Shop. Each participant also earns a chance to win a Fairdale bike and/or two 3-day tickets to ACL Festival 2017!

The R&R program features four R&R Centers. The Festival has an extensive greening program, with two Ambassador teams dedicated to environmental initiatives (R&R, and Filling Station).

## Mobile Team Role



The mobile team helps ensure that Festival patrons are aware of efforts to recycle and encourages patrons to participate. Several teams of two Ambassadors will be deployed to different areas in the park, carrying signs with the R&R logo along with a smaller sign saying "Want ACL Prizes? Talk to me." So be ready: **all a patron has to do is fill a bag with cans, cups, or plastic bottles.** Patrons can then return a filled bag to any R&R Center to earn a free t-shirt live-printed on site (while supplies last) and a chance to win a bike or

Festival tickets.

How hard is it for a patron to collect recyclables? Not hard at all. Be sure to tell them that a great spot is in the back of a crowded show that has just ended. As crowds leave to go to another show, they're looking for a place to get rid of their cans, cups, and bottles. Just by standing nearby soliciting cans and bottles, a patron can quickly fill a bag.

**The goal is to keep Zilker Park beautiful, educate patrons (in a fun way) about recycling, and reduce the Festival's eco-imprint.**

## Booth Role

This team also helps ensure that Festival patrons are aware of efforts to recycle and encourages patrons to participate. Booth Team Ambassadors will staff one of four R&R Centers and should welcome and interact with patrons that visit the Recycling Centers.

At three of the Centers located throughout the Park (see Festival Map), the Ambassador team will:

- Hand out empty bags for a patron to fill with recyclables.
- Take in bags filled by patrons with recyclables and stack them in a designated area.
- Give the patron a special coupon to redeem for a free t-shirt at the MAIN R&R Center (while supplies last) and an entry form for a chance to win a Fairdale bike or 2017 Festival tickets.

The main R&R Center is located just East of the Barton Springs entrance, a new location for 2016. At this Center, the Ambassador team will:

- Hand out empty bags for a patron to fill with recyclables.
- Take in bags filled by patrons with recyclables and stack them in a designated area.
- Collect coupons in exchange for a free t-shirt and collect entry forms on which the patron has filled in their name and cell number for a chance to win a free bike or Festival tickets.

## 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](http://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. The Festival covers a large area and no matter which team you are on, a patron may 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.).

**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.

**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](http://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](mailto:lovehopestrength@aclfestival.com).

See you soon!