



Earn While You Build the Movement

The Cultural Wealth Sports
National Ambassador Program

Transforming Community Support into an Economic Ecosystem

Cultural Wealth Sports is building more than leagues. We are building a scalable growth engine where families and community leaders are financially rewarded for expanding youth sports.



A Growth Network Built for Everyone

Anyone passionate about youth sports and community impact can participate.



Parents

(Supporting families)



Players 13+

(Early entrepreneurs)



Coaches

(Team builders)



Volunteers

(Community champions)



Community Leaders

(Networkers)



Influencers

(Digital advocates)



Local Business Advocates

(Sponsor connectors)



Youth Program Directors

(Regional organizers)

Four Core Revenue Channels



Athlete Registrations

- Connect families to CWS leagues
- Base commissions per athlete
- Volume bonuses available



Sponsorship Referrals

- Introduce local businesses
- Team, Event, or League levels
- Percentage-based commissions



Merchandise Affiliates

- Promote team gear and apparel
- Direct percentage on sales



Event Promotions

- Drive attendance to tryouts and camps
- Flat rate per ticket/registration

The Advancement Path



Grassroots Builders: Community & Team Levels

Tier 1 (Community)

Profile: Parents, Players, Volunteers

Registrations: \$15 per athlete

Merchandise: 10% commission

Events: \$10 per registration

Sponsorships: 10% referral

Potential: \$200 – \$500 / month

Tier 2 (Team)

Profile: Coaches, Team Parents

Registrations: \$20 per athlete

Merchandise: 12% commission

Events: \$15 per registration

Sponsorships: 12% referral

Potential: \$500 – \$1,500 / month

Growth Leaders: Regional & Elite Levels

Tier 3 (Regional)

Profile: Influencers, Community Leaders

Registrations: \$25 per athlete

Merchandise: 15% commission

Events: \$20 per registration

Sponsorships: 15% referral

Highlight: 5% Network Override

Potential: \$2,000 – \$5,000 / month

Tier 4 (Elite)

Profile: Business Developers, Program Leaders

Registrations: \$30 per athlete

Merchandise: 20% commission

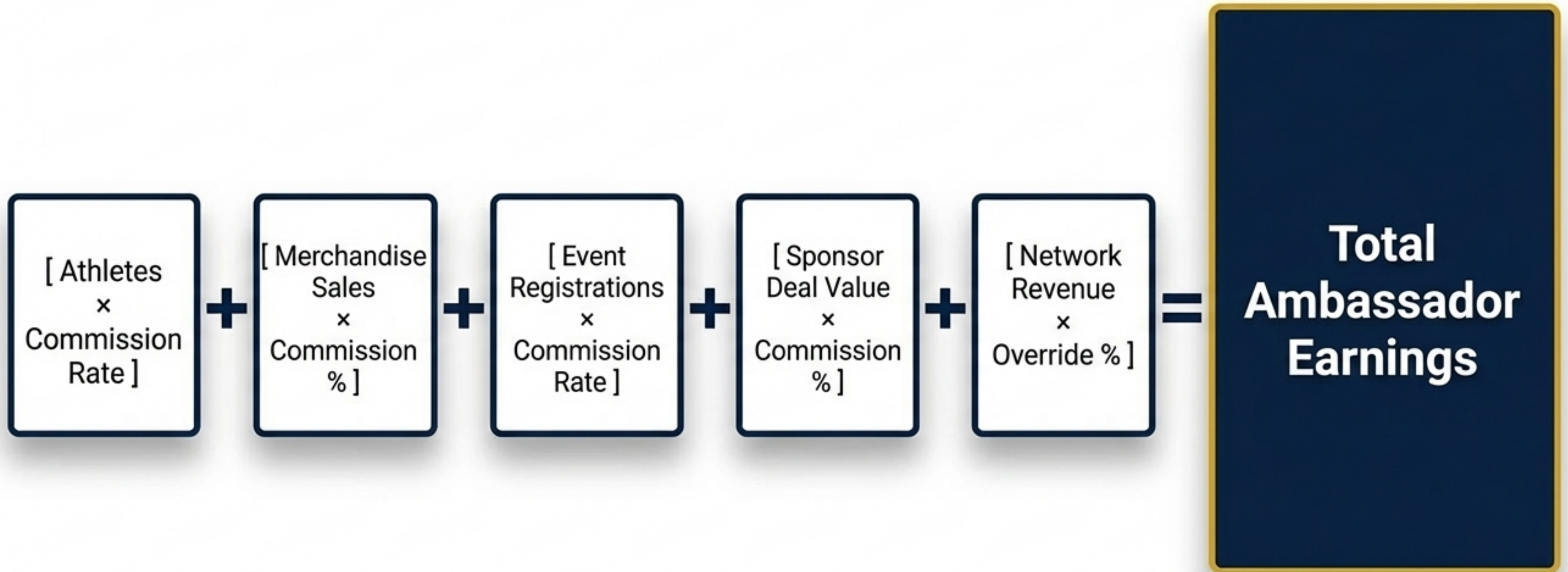
Events: \$25 per registration

Sponsorships: 20% referral

Highlight: 7% Network Override

Potential: \$5,000 – \$10,000+ / month

The Earning Engine



Example bonuses: Earn an extra \$50 for every 10 athletes, and a \$250 bonus for 50+ registrations.

Scenario: The Monthly Side Hustle

A realistic monthly look at a Tier 2 Team Ambassador utilizing their local network.



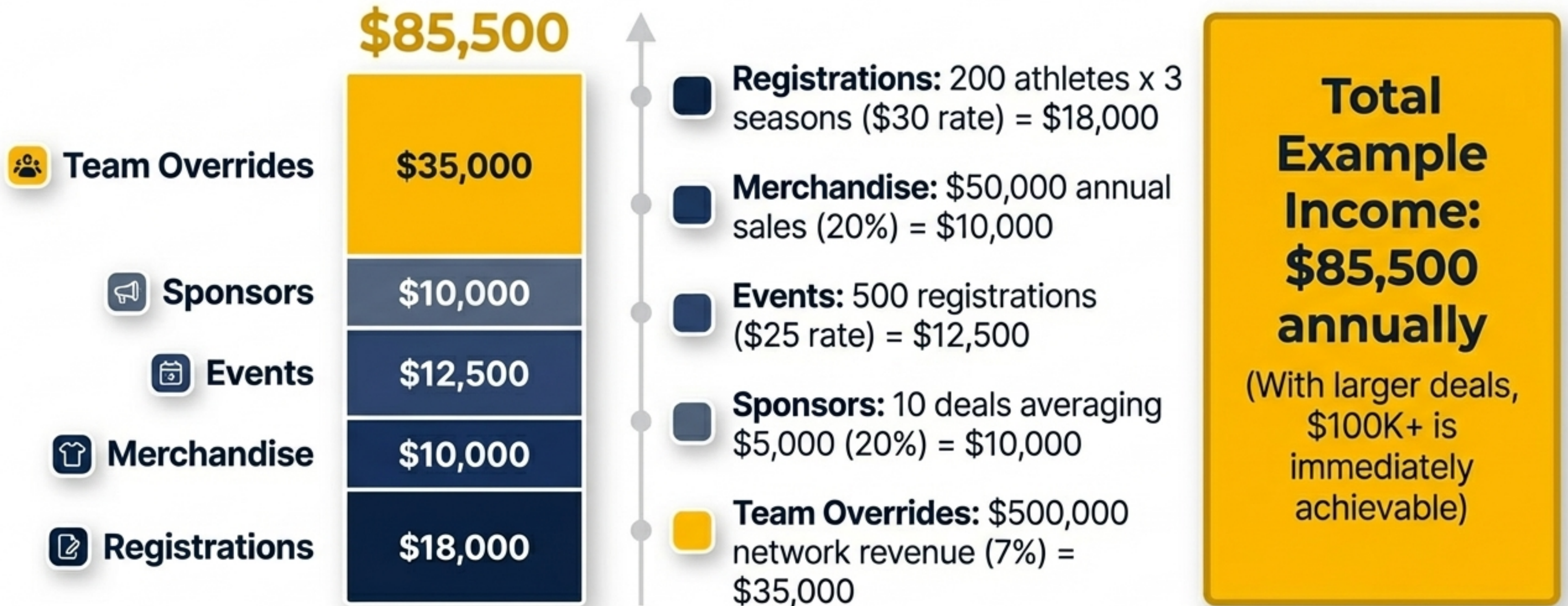
- Athlete Referrals:**
40 athletes recruited = \$800
- Merchandise Sales:**
\$2,000 in sales at 12% = \$240
- Sponsorships:** 2 local sponsors at \$500 each at 12% = \$120

Total Monthly Take-Home: \$1,160

Annual Pace: Nearly \$14,000/year in part-time earnings.

Scenario: The Executive Income Path

An annual projection for a Tier 4 Elite Ambassador managing a regional market across three seasons.



Professional Leadership Track: Director of Sponsorships

For high-performing ambassadors, we offer a dedicated leadership position focused on driving major brand partnerships and executing corporate strategy.

Sponsorship Acquisition



Develop strategies, build pipelines, and negotiate corporate agreements.

Relationship Management



Maintain long-term partnerships and ensure brand renewal.

Brand Storytelling



Present opportunities professionally and collaborate with marketing.

Activation & Execution



Guarantee sponsor visibility and track concrete ROI across events.

The Ambassador Playbook

1

Module 1: The Mission

Understanding CWS (NFL FLAG, Jr. NBA, MLS GO) and your role connecting families to opportunity.

2

Module 2: Recruitment

Best practices for schools, retail, and community events, complete with conversion scripts.

3

Module 3: Corporate Outreach

Pitching businesses on youth exposure, community impact, and brand visibility.

4

Module 4: Social Growth

Utilizing highlight videos and action shots to drive clicks to your referral link.

5

Module 5: Event Promotion

Maximizing turnout for tryouts, camps, and tournaments.

Turnkey Tools for Immediate Success



- ✓ **Personalized Referral Links:** Track every registration and sale automatically.
- ✓ **The Ambassador Dashboard:** Real-time visibility into your earnings and network.
- ✓ **Digital Marketing Assets:** High-quality promotional graphics and social media content.
- ✓ **Sponsor Pitch Templates:** Professional, ready-to-send decks for local businesses.
- ✓ **Leadership Mentorship:** Ongoing support to help you reach the Elite tiers.

A Model Where Everyone Wins

This system creates a scalable growth engine for youth sports nationwide by aligning incentives perfectly.



Join the Ambassador Network

Become part of the movement that is transforming youth sports. Earn income. Empower athletes. Build the future.

1. Apply online to receive your personalized tracking link.
2. Access the Ambassador Dashboard and Training Playbook.
3. Share your link and secure your first 5 registrations to unlock Tier 1.



Apply Now

