



MERCATO MAVENS

Ambassador Program 2024



MERCATO

WHAT IS A MERCATO MAVEN?

A Mercato Maven is someone who has a passion for setting trends and having influence in the Southwest Florida community. We're looking for sociable go-getters who love meeting new people, experiencing new things & are lovers of all things Mercato.



MERCATO



Promote & Attend Events

Mercato hosts over 100 events annually on top of grand openings, meet-ups & sneak previews; you will be responsible for capturing and sharing your experiences at some of these events throughout the year.

Tell Our Story

Sharing who we are and what sets us apart is a big part of the Mercato experience & we want your authentic self to support that.



MERCATO

EXPERIENCE MERCATO THROUGH YOUR LENS

Capture & share your experiences at Mercato! We are looking for real, authentic moments of you enjoying all the unique opportunities that Mercato has to offer.

Examples include:

- Posting during your time on property
- In-store try ons
- Dining experiences
- Event coverage (leading up to & during the event)
- Mercato purchases in your home
- & more!

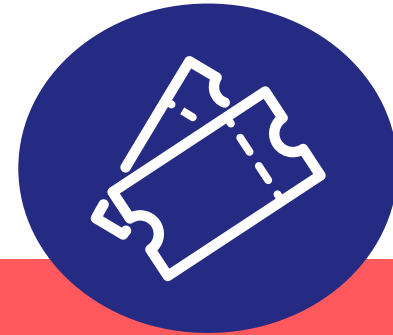




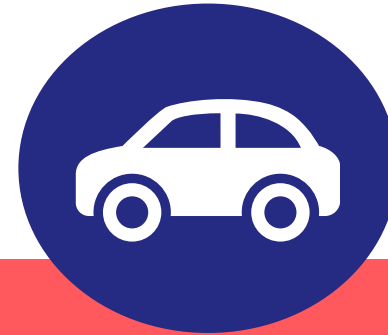
PERKS OF MAVEN STATUS



Maven Status Sack -
Swag bag filled with
gift cards and
premium Mercato
merch



Complimentary
ticket(s) to select
events



Complimentary
valet with each
visit



Discounts at select
Mercato retailers &
restaurants



Invites to sneak
peeks, grand
openings & more!



MERCATO

EXPECTATIONS & REQUIREMENTS



Personal Requirements

- Minimum of (1) unique Instagram Reel a month
- Outgoing & friendly personality to all Mercato guests
- Above average photography skills (iPhone or professional)
- Deliver all assets on time as requested
- Instagram account must be set to Creator or Business account for reporting purposes
- 21 years of age or older

Event Requirements

- Advance promotion of select Mercato events on your social channels throughout the year (content will be provided)
- Attendance at (1) signature event and (1) seasonal event each quarter & share your experience on your social channels. Attendance at select sneak preview events, retail & restaurant grand openings, etc.

Please note, as a Mercato Maven, you will be expected to adhere Mercato social media guidelines. This will be further explained if you are chosen as a Maven.

FAQs



How long will I be a Mercato Maven?

- If selected, you are officially a Maven for (1) calendar year. You will be evaluated at the end of the year with the potential to sign on for another year. Mercato reserves the right to remove Mavens from the program at their discretion, at any point in the year.

When do I receive my rewards?

- You will receive your complimentary valet tag when you start the program & Maven Status Sack upon completion of your first quarter. All other rewards will be earned throughout the year.

What reports are needed from me?

- You will be responsible for submitting a short monthly report which highlights your social media initiatives. The report template will be provided & further explained should you be selected.

THINK
YOU'D BE A
GREAT FIT?



Applications are due December 31, 2023

Must be 21+ and have public social media profile to apply.

Click here to apply!