

KA Ambassador Information Pack

2008

Please take the time to read this document as it contains some important information about the benefits and obligations of a KA Ambassador.



What is a KA Ambassador?

KA Ambassadors are proficient windsurfers who sail regularly at local beaches using KA sails supplied at a discount by KA. Ambassadors are visible, local contact points for existing and potential KA customers.

How are KA Ambassadors selected?

The applicants that best meet the following objectives for KA will be selected (note that selection is not based solely on your windsurfing abilities or reputation):

- Provide coverage for KA at a wide range of popular windsurfing spots
- Provide a blend of up-and-coming and experienced sailors
- Provide a mix of male and female riders
- Assess the communication and promotional capabilities of potential Ambassadors
- Gain commitment of sailors to meet the responsibilities of the KA Ambassador program

What are the responsibilities of a KA Ambassador?

As a KA Ambassador, you will be expected to:

- represent the KA brand in a positive manner,
- sail only with 100% KA brand sails from the latest season range,
- “encourage and assist” others to learn about KA products,
- give KA good visibility by sailing your KA gear frequently,
- assist your local KA reseller at promotional events (such as demo days, clinics, etc), and
- keep KA informed about local news and events.

News, photos and stories

You will be expected to make occasional contributions of news items, photos and stories about what's happening at your beach or club, and your experiences as a windsurfer or sailor, which can be used as articles in the KA Newsletter and special articles for other publications.



What does “encourage and assist” mean?

As the resident KA guru at your beach or club, you will give other KA riders assistance and advice on rigging and tuning their equipment; you will engage other sailors about their choice of sailing equipment, and the merits of the KA brand; and when you think it appropriate and safe, you will allow other sailors to try out your rig.

If your equipment is damaged by another sailor, KA will replace, repair or compensate you for the damage.

What can I expect from KA in return?

As a KA Ambassador,

- KA will add your name, contact details and photo to the KA Team web pages,
- you may be invited to participate in testing and evaluation of new designs and products, and
- you will be able to purchase KA products (sails, masts, booms and fins) at very attractive prices.

What do I get from KA?

You will be provided with the following kit when you are selected as a KA Ambassador:

- A KA Ambassador Pack for your personal use including KA branded T-shirts, sticker packs and other merchandise
- A quantity of KA brochures, sticker-packs and other promotional items for you to use as give-aways and gifts

Additional supplies of brochures and promotional items will be available from your local reseller or KA on request.

KA Ambassador Discounts

Discounts are based on the RRP of current season products as advertised on www.kasail.com

Item	Discount
Sails, masts, booms and fins	30%
GPS	15%



How do I order gear from KA?

We are in the process of moving to an online ordering and tracking system, which will allow you to login, check prices, place orders and view your history with KA. This online service (called KA.Live) will be introduced with the release of the new '08 product range. In the meantime, use the Quotations page on the KA website to request a quote on the gear you are interested in.

You are responsible for paying freight and import duty (if applicable) costs, which will be added to your quotation / order.

You must place your order for the new season sails in June for delivery in October. The following calendar outlines the annual timings on key events in the Ambassador program.

Questions & Answers

How do I apply to be a KA Ambassador?

The application process is easy. You need to complete the online form located at www.kaambassador.com. We will contact you to advise you of the outcome. We may ask you for more information. If you are successful we will contact you at various intervals via email with more details about the program as per the calendar.

Can I sell KA gear?

The Ambassador programme does not allow you to act as a reseller.

Ambassadors will normally work in association with a local reseller. Where there is no reseller in your area, you will have the opportunity to earn credits against your own purchases from sales you refer to KA. This will be available when we move to the KA.Live online ordering system.

As the expectation of the programme is that you will use current season sails, this means that you will be expected to sell your used last season sails to offset the cost of the changeover to the new sails. We can't tell you what price to sell them for, but you will find that the sails hold their value well after only one season. We do however insist on a "no dumping" rule, that is, don't dump the sails at silly prices, and never sell on eBay.

How many sails can I get?

The Ambassador programme allows you to get a suitable quantity of sails and other equipment (masts, booms, etc) for your own personal use only. You can obtain a range of sails that best suits your sailing. This can include a mix of any models in the KA range to reflect where and how you sail. Based on how most people sail it is anticipated that the minimum sail commitment would be around 3 sizes.

Do I have to use KA masts & booms?

All KA sails are designed for KA masts. Our preference is that you use KA masts and booms. However if the masts and booms you already have provide suitable performance then there is no need to change these over.



Contacts

	KA	Ambassador
Company	KA Sail Australia a division of Kingston Range Pty Ltd ABN 39 053 749 116	
Banking	<p>Australian Dollar Payments: Bank: Commonwealth Bank BSB: 063-149 Account No: 1004 1874</p> <p>US Dollar Payments: Beneficiary: Kingston Range Pty Ltd Bank: Commonwealth Bank Account No: 100633092 USD1156 01 Swift: CTBAAU2S</p> <p>GB Pound Payments: Barclays Banks 1, Bell Street Reigate, Surrey. RH2 7AA Account Number 23016226 Sort code 20 23 97</p>	
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