

The PADI AmbassaDiver program consists of our most passionate divers, dive professionals, and ocean champions who are committed to elevating diving in their communities and across the planet. Their brand advocacy helps enrich a global community of engaged PADI divers while simultaneously bringing awareness to social or environmental issues, inspiring hope in others. We are committed to amplifying our AmbassaDivers mission to inspire more people to protect and connect with our water planet.

### A PADI AmbassaDiver...

- is passionate about diving, exploration and adventure.
- is mission-oriented and educates others about social or environmental issues that they themselves are driving forward.
- engages others effectively at the local or global level helping create positive global change.
- embodies PADI brand values and advocates for the company mission to be a force for good.
- inspires more people to start, keep or teach diving.
- believes that diving is a life-changing experience they want to share with others.

### PADI AmbassaDiver Responsibility

#### BRAND

- Representative of the PADI brand and mission to be a force for good.
- A voice of PADI within your community and spheres of influence.
- An influencer that inspires others to start, keep or teach diving.
- A brand advocate of PADI across social platforms, events and relevant engagements.
- A safe, responsible diver who respects marine life and champions the environment, above and below the surface .

#### ENGAGEMENT

- Commits to sharing quarterly updates of activations and any metrics that will benefit the PADI mission.
- Social media promotion. A strong and active social media following is preferred.
- Regular contact with your local Dive Center or Resort.
- Participates in local events or marketing activations.

**The PADI team hand picks Brand Ambassadors to represent PADI as the face of our brand.**