



Kings Camps Member Ambassador

Discount and Reward Scheme 2025

Kings Camps Member Ambassadors

As a **not-for-profit organisation** we've been getting children active, having fun and learning together since 1991, and over 1 million children have attended our camps! We're a **registered charity** that always puts children first. Kings Camps is part of the [Kings Active Foundation](#), a charity with a vision of a world where children love being active. Our **Kings Camps Member Ambassador** scheme is designed to spread the word about Kings Camps, and offers a group booking discount using a personalised discount code allocated to you, the Member Ambassador. The Member Ambassador shares the code, spreads the word, and reaps the rewards!

The code offers an immediate discount off bookings made by you and anyone using your code!

To say thank you for your efforts in promoting Kings Camps and helping us to get more children active; in addition to the group booking discount, you'll also be rewarded at the end of the year based on the number of days booked (by all families using your code). Not only that, the total number of new members you have introduced could earn you a bigger discount the following year, with a promotion to a Bronze, Silver or Gold Ambassador!

Each year we reward our Member Ambassadors with shopping vouchers which could be anywhere between £25 and £1000 in rewards!

In return, we would like to ask for your support in our work, with a number of simple commitments that we require from you in order to receive your rewards at the end of the year.

For more information about how the scheme works, please read through this pack and let us know if you'd like to be one of our Kings Camps Member Ambassadors.

If you would like to chat about the scheme or have any questions, you can reach us at membership@kingscamps.org or on 0114 263 2160.

Many thanks,

Kings Camps Membership Team



Automatic Discount

For yourself, and anyone who books using your Member Ambassador unique code they will get an instant discount. This will make it easy for you to explain the scheme to your family and friends and means you can guarantee them a discount throughout the year!

The discount **cannot be used in conjunction with other discounts**, but may be used on multiple bookings (e.g. Easter and summer)

NB: Codes are specific to a venue, so they won't work when booking somewhere else. If you have family or friends in other areas, please let us know.

We Really Mean Automatic.

The discount is applied automatically by our system the moment your code is added to a booking. This means that we can track from our system how many bookers you have using your code, and how many days, so that we can total your rewards at the end of the year.

Member Ambassador Rewards

At the end of the year, you will be rewarded for your efforts based on the number of days booked by everyone using your code. These rewards will be offered in shopping vouchers via our preferred online shopping voucher provider. The total number of days will exclude the KCMA's own booking/s.

Please see the reward milestones below:

Total days booked	Total reward in vouchers
50 - 74 days	£25
75 - 99 days	£50
100 - 149 days	£75
150 - 299 days	£125
300 - 499 days	£250
500 - 749 days	£500
750 - 999 days	£750
1000+ days	£1,000

It is worth noting that the maximum value of vouchers you can achieve is £1,000 should you hit a total of 1000+ days booked using your code throughout the year!



As well as our AMAZING rewards available! We've introduced an extra reward to say thank you for all your hard work.

Our Kings Camps Member Ambassador Promotion Scheme!

Tier group	New members booked	% discount increase (for the Ambassador only).
Bronze	5 new members	5%
Silver	10 new members	10%
Gold	20+ new members	15%

At the end of the year, the number of new members in your group could lead to you being promoted next year. A promotion would mean a bigger discount on **your** booking/s the following year.

*Please note the discount for anyone else using your code would remain at the same.

* Rewards will only be sent at the end of each year or after the last season for that venue, whichever is first.

Member Ambassador Commitments

In order to receive your rewards at the end of the year, and to continue using the scheme, we ask that members sign up to our Member Ambassador Commitments. These commitments outline what we expect from you as a Member Ambassador and what you'll be required to complete to gain your rewards.

- 1 Feefo review every season that you've booked.
- Social Media engagement: likes and shares across our social platforms.
- Minimum of 50 days booked per year (excludes your own bookings)
- Minimum of 2 new members introduced each year.

*We kindly ask you to ensure that you do not unsubscribe to Feefo, as we are unable to forward Feefo review emails once they have been emailed post camp.

Sharing Your Code

When it comes to sharing your code, we encourage you, as the Kings Camps Member Ambassador, to fairly distribute and promote your code to your family, friends and acquaintances. We are grateful for the work that our Member Ambassadors do in spreading the word of Kings Camps, however for the scheme to be sustainable we do have some limitations regarding what methods of promotion we can allow.

While we support the use of all communication routes to effectively share your code with people you know, we ask for you not to abuse social media and the internet.

Specifically, we ask you not to place your code on any online discount platforms, or public social media platforms.



In the event that this occurs, our Membership Team will reach out and ask you to remove your code from any national online discount platform and may deactivate your code, or other websites where you have made the code nationally available. We understand that as a Member Ambassador you may want to use Facebook and other social media for sharing your code (which we think is a great idea), however, please ensure that this is within the confinements of a closed group or chat (not public).

Similarly, we ask that you do not share your code on camp, as although you are a valued member of the Kings Camps community, promoting to existing parents, who are currently attending is not in good faith of the scheme and spreading the word about Kings Camps.

Please see below tips from our top ambassadors to help you get started.

- Share with your family and friends
- Share in your child's class WhatsApp group
- Share in your child's school newsletter
- Share in an extra-curricular club e.g. after school club, dance class, scouts
- Share on any closed fb or social media (private not public)
- Share at your local church, gym or other local community organisation

Continuing as a coordinator next year

To continue as a Kings Camps Member Ambassador the following year, you must have completed all of the above Ambassador commitments, adhere to our policies and procedures, promote and be a positive advocate for Kings Camps. Member Ambassadors will be invited to apply each year if all commitments have been met, via an online form which will be emailed out at the beginning of each year.

Terms and Conditions

For any Member Ambassadors who do not follow the scheme as laid out in this document, we reserve the right to terminate your discount code with immediate effect, and you'll not be able to continue as a Member Ambassador with us. It will be at Kings Camps discretion whether you will be able to collect your rewards. Kings Camps also have the right to change the terms and conditions each year.

* Military and subsidised bookings are excluded from the KCMA scheme.

