



2022 AMBASSADOR PROGRAM

WHAT IS THE TOON BOOM AMBASSADOR PROGRAM, AND WHO QUALIFIES?

Each year, we select fifty creators to participate in the Toon Boom Ambassador Program. This program is intended to recognize animation artists who make exceptional use of our software, whether they are industry professionals, freelancers, educators or hobbyists. We will consider any candidate who advances the craft of animation in their work using Toon Boom Harmony or Storyboard Pro. In addition, we take the following criteria into account:

- Previous activity in Toon Boom's community as well as our Ambassador Program.
- Experience in animation, including credits on television or film productions.
- Audience size on video and social media platforms.
- Industry recognition and awards.
- Professionalism and conduct.

All nominations for the Ambassador Program are subject to approval by Toon Boom Animation.

Artwork featured in this document includes samples from Alexa Seidner, Aria Analise Dines, Hanna Lea Wytenbach, Nacho Subirats, Shaz Lym, Tim Hodge and Zi Chen, who each participated as Toon Boom Ambassadors in 2021.

WHAT DOES A TOON BOOM AMBASSADOR DO?

Depending on the participants' interests and expertise, Toon Boom Ambassadors may choose to periodically:

- Participate in interviews on the topic of their experience in animation.
- Share examples of their work made using Toon Boom Harmony or Storyboard Pro on social media and video platforms.
- Share work-in-progress and behind-the-scenes material, including thumbnail sketches, animatics, and rough animation made using Toon Boom Harmony or Storyboard Pro.
- Engage with our community of animators and artists on social media and across the web.
- Inspire and mentor the next generation of animators and artists.

ARE THERE BENEFITS TO BEING A TOON BOOM AMBASSADOR?

The Toon Boom Ambassador Program comes with perks, which can be used during your awarded year as an Ambassador:

- An ambassador profile on Toon Boom's website, with links to your recent projects.
- A one-year, personal license for the current version of Harmony Premium and Storyboard Pro.
- Access to new versions of Harmony and Storyboard Pro prior to launch.
- Permission to use the current year's Toon Boom Ambassador badge on your website, portfolio, and projects.
- Validation and identification as a Toon Boom Ambassador on the Toon Boom Discord Server.
- An invitation to the Ambassador and MVP channel on the Toon Boom Discord Server.
- Access to the exclusive Toon Boom Ambassador mailing list, invitations to online events and networking opportunities, and interviews about your projects.

We may also approach our network of past and present Toon Boom Ambassadors for paid work on demo videos, online training, tutorials and other animated projects.

ADDITIONAL TERMS AND CONDITIONS

Participating in the ambassador program is voluntary and contingent on agreeing to the following terms:

- The tenure for participants in Toon Boom's Ambassador's program is one year, with new participants chosen each December.
- Selection in the Ambassador Program is not an endorsement of the participants' services, training courses or materials.
- We reserve the right to revoke Ambassador nominations and benefits under certain circumstances; including but not limited to acts of racism, sexism, homophobia and harassment.
- Ambassadors are expected to abide by Toon Boom's brand-use guidelines when mentioning our products publicly.
- Internal communications about the ambassador program and information about upcoming products are subject to NDAs and embargoes.
- We ask that participants refrain from promoting competing software during their tenure as a Toon Boom Ambassador.



Apply to be an ambassador at
[www.toonboom.com/
community/ambassador-program](http://www.toonboom.com/community/ambassador-program)

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