

RAZZ WHEELS IS SEEKING ELLSWORTH AMBASSADORS!

Maybe you haven't heard the news... RAZZ Wheels is bringing Ellsworth bicycles back to northern, CA! That's right! Ellsworth (the boutique bike brand of the 90's) is on the comeback trail, and in a big way! Ellsworth Handcrafted has been designing and manufacturing bicycles for over 27 years with a heritage centered around the mountain bike culture that developed in Southern California in the late 80s. Ellsworth Handcrafted is known for its uncompromised full suspension mountain bikes that provide more Traction, Control and Efficiency which translates into a riding experience like no other. Razz Wheels is the exclusive Sonoma County Ellsworth Dealer.

SWEET INCENTIVES FOR AMBASSADORS

Quite simply, a RAZZ Ambassador is passionate, energetic, connected with our local community, and they love excelling in the sport of cycling! In exchange for being a pillar in our community and helping us share the RAZZ & Ellsworth love, here's what our Ambassadors receive in return:

- 20% off all purchases on Ellsworth bikes!
- Ellsworth and RAZZ cycling gear!
- Personal invites to Team events & rides!
- Discounts on wheelsets, parts and more!

AN AMBASSADORS ROLE

- Canvas our local Sonoma County community. We are seeking ways to amplify the Ellsworth brand throughout Sonoma County and the greater northern regions. This includes local riding / racing events, etc.
- Our Ambassadors will amplify the Ellsworth brand locally by utilizing online promotional tools (Facebook/Instagram) to build and brand a regional fan base. The fan base will be engaged and appreciate news, announcing new products, services and occasional promotional / discount codes on Ellsworth and RAZZ products our Ambassadors have for them!

- We will have quarterly gatherings with all of our local Ambassadors to share Best Practices, and latest developments at RAZZ headquarters.
- Ambassadors will be called upon to lead or be part of bimonthly group rides.
- Go big. In April 2019, our most active Ambassador will be rewarded with a FREE entry into the Enduro or XC race at the 2019 Sea Otter Classic!