

**MEDIA KIT**



[HTTPS://BLUELIFECHARTERS.COM](https://bluelifecharters.com)

**Ambassador Program**

# Enjoy & Earn

Charleston's scenic harbor offers the perfect backdrop for stunning influencer content. Blue Life Charters – a family-owned luxury sailboat charter in Charleston, SC – is inviting select influencers to join our crew as brand ambassadors.

We pride ourselves on delivering exclusive private sailing experiences (TripAdvisor Travelers' Choice "Best of the Best" winner, 2021–2023 and now we want to partner with you to share these adventures with the world.

As a Blue Life Charters ambassador, you'll enjoy unforgettable sailing trips and earn incredible commissions for spreading the word. This media kit outlines everything you need to know to come aboard our ambassador program and start earning with us in style!



We Want You to Enjoy, During & After Your  
Experience with Blue Life Charters



# INFLUENCER REQUIREMENTS

We value quality and authenticity. To ensure a great fit, applicants should meet the following criteria (similar to other top-tier yacht programs):

By fulfilling these commitments, you unlock the full range of ambassador benefits. We're here to collaborate on content ideas too – if you have a creative vision (like a themed photoshoot or a vlog concept), let us know and we'll support it! This partnership is about creating awesome content together. 📷📱

- **Experience & Capture:** Come sail with us and **capture content**. We'll host you on a private charter (bring a friend or two!) so you can fully experience Blue Life Charters. During the trip, snap photos and **shoot at least 3 short video clips** of your adventure. Feel free to get creative – drone shots, dolphin sightings, cheers with champagne at sunset, etc.
- **Social Media Posts:** Share the journey with your audience! Create a minimum of **3 posts** (Instagram feed posts, TikToks, or a mix) about your Blue Life Charters experience. Spread them out over a week or two. In each post, **tag us** (@BlueLife.Charters on IG) and use our official hashtag (e.g., **#BlueLifeCharters**). Show your followers what makes a Charleston sailing trip special.
- **Stories & Reels:** Post **Instagram Stories** or TikTok updates during or soon after your charter – at least 3 story frames tagging @BlueLife.Charters. Additionally, put together **at least one Reel or TikTok video** highlighting the experience (e.g., a montage of the sunset cruise or a fun moment when dolphins swim by). This real-time content drives excitement and FOMO among your audience!
- **Include Your Promo Code:** In your captions and videos, mention your **unique discount code** (we'll provide this) for your followers. Encourage them to **use your code for 10% off** their own Blue Life charter. For example: "Book a dreamy sunset sail with @BlueLife.Charters and use my code **SAILWITHME** for 10% off – thank me later!"
- **Share Content with Us:** After your trip, send us the **3 best raw video clips** or a selection of high-res photos via Google Drive or email. We'd love to feature your perspective on our channels (with credit to you, of course). This also helps maintain a consistent brand aesthetic.

Setting Sail for  
Social Success



# AMBASSADOR PERKS – WHAT YOU GET

As a Blue Life Charters ambassador, you'll raise a toast to rewarding adventures – earning commissions and enjoying an incredible experience in Charleston, SC.

We believe that great partnerships are a two-way street. Here's what you'll receive as an ambassador:

- 💰 **\$50 Commission per Booking:** For **every charter booking** you generate with your promo code, you earn **\$50 USD**. No caps, no limits – if 10 of your followers book, that's \$500 in your pocket! Commissions are paid out **monthly** (via PayPal or Venmo) after the guest's trip is completed. We provide a tracking report so you can see exactly how many bookings came from your code.
- 🏷️ **10% Off Promo Code for Followers:** Your audience gets a **10% discount** on any Blue Life Charters tour when they use your unique code. This makes it easier to encourage bookings (everyone loves a deal!), and it's how we track your referrals. It's truly a *win-win*: your followers save on an amazing experience, and you earn a commission for each booking.
- 🚤 **Discounted (or Free) Personal Charter:** We want you to enjoy our services firsthand. Once approved, you'll receive either a **complimentary sailing excursion** or a **deep discount (e.g. 25% off)** on a charter for you and your friends to experience Blue Life Charters. Use this trip to gather content – sunset selfies, stories, and more. Essentially, a free mini-vacation on us as a thank-you for joining the program!
- 🍷 **VIP Treatment:** As part of the Blue Life family, you'll have **direct access to our team**. Need a custom booking slot to catch a perfect sunrise? Want to host a giveaway for your followers? We're here to help. You'll have a dedicated contact for any questions or special requests, essentially **concierge service** for our ambassadors. Plus, you'll be first to know about new tour packages, events, or partnership opportunities.

These perks are designed to reward you and enhance your experience with Blue Life Charters. We truly value the content you create and the clients you refer – **your success is our success**. We'll even shout out top ambassadors on our social media and website (free publicity for you!). 🎉

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We make tracking and earning commissions simple and transparent:

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With this system, you can focus on creating and promoting content, and watch your earnings grow whenever your followers set sail with us.

# REFERRAL TRACKING & COMMISSION PAYOUTS

- **Unique Promo Code:** You'll get your personal promo code (e.g., SAILWITHJANE). Every time someone uses it to book on our website, the system attributes that booking to you automatically. No manual tracking needed on your part.
- **Real-Time Tracking:** Our reporting system captures all details about our guests bookings. On a monthly basis, or when requested, we will provide a full report with updates showing the number of bookings and pending commissions from your code. You'll always know how you're doing. (If you prefer, we can also communicate each booking to you via email as they come in.)
- **Payout Schedule:** Commissions are paid out at the end of each month for all completed trips in that month. For example, if three of your followers took tours in March using your code, you'll receive \$150 at the beginning of April. Payments can be sent via PayPal or Venmo - whichever you prefer. (We'll coordinate details when you join.)
- **No Expiry & Unlimited Earnings:** Your promo code doesn't expire, and you can earn on unlimited bookings. If one of your posts goes viral six months from now and sends us 50 new customers, you get paid for all 50. We're in this for the long term!
- **Transparency:** We're happy to answer any questions about how many bookings came through or to verify any commission calculation. Our goal is to build trust, so we keep an open line of communication and provide proof of each referred booking.

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# HOW TO JOIN – EASY SIGN-UP PROCESS

We've made joining the Blue Life Charters Ambassador Program as easy as a sea breeze. Here's how the sign-up works:

- **Send us an email with your media kit/social links.** We'll ask for basics like your name, contact info, social media handles, follower counts, and a short note on why you'd like to collaborate. Have questions before applying? Feel free to DM us on Instagram or email [info@bluelifecharters.com](mailto:info@bluelifecharters.com) - we're happy to chat.
- **Application Review & Approval:** Our team will review your application promptly (expect a response within a week). We just want to ensure a mutually good fit (checking that you meet our follower/engagement criteria and brand alignment). If approved, we'll reach out via email. This email will include your unique promo code, an agreement outlining the program terms, and your digital welcome kit. (If for some reason you don't qualify, we'll let you know politely - and perhaps revisit in the future as your profile grows.)
- **Onboarding & First Sail:** Once you're approved, we'll help you schedule your complimentary/discounted charter experience at a date that works for you. This is where you get to enjoy Blue Life Charters firsthand and gather content. We'll coordinate logistics directly (you'll have a point person to handle your booking and any special requests).



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- **Start Promoting:** After (or even during) your charter, start sharing your experience on social media per the content guidelines above. Announce your partnership and promo code to your followers. You'll also be featured as an ambassador on our social platforms, giving you a bit of extra exposure.
- **Earn & Sail More:** As your followers use your code, you'll begin earning \$50 per booking. We'll keep you updated on progress. You can continue to promote Blue Life Charters in new posts, stories, or even in conversations with friends - there's no requirement on how often you must post after the initial content, but consistent promotion means more bookings (and more \$\$ for you!). We're here to support with fresh content ideas, seasonal campaign suggestions (e.g., "Summer in Charleston" or holiday gift packages), and anything else to help you succeed.

It's that simple - apply, get onboarded, share your genuine love of sailing with Blue Life, and get rewarded. We handle all the heavy lifting for bookings and logistics; you get to focus on creativity and engagement. Many of our steps are flexible - we're happy to accommodate your schedule and creative process. The key is making this collaboration smooth and enjoyable for you.



# FAQ – YOU ASKED, WE ANSWERED

## **Do I have to live in Charleston to join?**

Not at all! We welcome ambassadors from anywhere. You just need to be able to join us in Charleston for your hosted charter to create content.

## **What if I don't meet the follower or engagement requirements?**

We review applications holistically. If your content is high-quality and your audience is a strong fit, we still encourage you to apply.

## **How do I get paid?**

You'll earn \$50 per completed booking made with your code. Payouts are sent monthly via PayPal or Venmo – your choice.

## **How long does my promo code last?**

Your code doesn't expire, and there's no limit to how many bookings you can earn from.

## **Can I do giveaways or special promotions?**

Yes! We're open to giveaways or campaign ideas that boost engagement. Just reach out and we'll work with you.

## **What kind of content works best?**

Authentic, experience-driven content performs best – think sunsets, dolphins, laughter on deck. Use trending sounds, share your excitement, and always include your code.





# READY TO SET SAIL WITH US?

**LET'S SET SAIL ON THIS PARTNERSHIP – TOGETHER, WE'LL MAKE WAVES!** 🌊🤝

We hope this kit has answered your questions and gotten you excited to come aboard as a Blue Life Charters ambassador.

🌟 Influencer partnerships are at the heart of our growth, and we truly treat our ambassadors as part of the family. From sunny afternoon cruises to golden hour sails, there's so much magic to share about Charleston's waterways – and we want to share it with your audience, together.

If you're ready to join, we'd love to have you! Shoot us an email at [info@bluelifecharters.com](mailto:info@bluelifecharters.com) with your interest.

We're happy to discuss any ideas or accommodate any needs to make this collaboration amazing for you.

Come sail the Charleston coast with us, create incredible content, earn great rewards, and inspire others to discover the Blue Life experience. We can't wait to welcome you on deck as our newest ambassador! 🌊🌞



**BLUE LIFE  
CHARTERS**  
CHARLESTON, SC



Setting Sail on Social  
Success Together!

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