



RESPECT YOUR UNIVERSE

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Based in Vancouver B.C., RYU is an Urban Athletic Apparel brand targeted towards the multidiscipline athlete. RYU designs athletic apparel engineered with the highest quality technical fabrics made for any workout, and suited to wear for any urban setting.

RYU exists to *facilitate human performance*. You've chosen a healthy and active lifestyle that inspires everyone around you. You will facilitate and lead the way for others to strive in every aspect of their lives.

Being respectful is a way of life, not a tag line. It's about respecting your individualism, choices, and journey. It's about respecting others around you, empowering them to become the best versions of themselves. RYU believes beauty is achievement earned, not just aesthetic bestowed. Beauty is measured by our thoughts, actions and leadership demonstrated in our community. You are #BeautifulTough.

RYU Campus Connector- Description

As an RYU Campus Connector, you will be outfitted with RYU products to be a representative of the brand on your college/university campus.

Who You Are:

- You embody the values and culture of the RYU brand: aliveness, freedom, curiosity, discipline and respect
- You are passionate of RYU products
- You are athletic, outgoing, sociable, respectful and fun
- You are an influencer and leader on the school campus
- You are a student at the *University of California Los Angeles, University of Southern California, Loyola Marymount University, University of Arizona, New York University, University of Toronto or University of British Columbia.*

Responsibilities:

- Authentically interact with people about the RYU brand
- Share your energy and passion for RYU
- Distribute exclusive Connector discount cards to increase foot traffic at RYU retail locations
- Wear RYU during school activities, including:
 - o Classes
 - o Social events
 - o Sporting competitions
 - o Training at the gym
- Connect your social and professional networks to RYU community events
- Social Media Involvement
 - o Significant social media presence on one or more of the following platforms:
 - Instagram*
 - Blog/Vlog*



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- YouTube
- Consistent 1 monthly Instagram post (method of social media engagement is customizable)

**Preferred social media platforms for RYU Campus Connectors*

Education and Qualifications:

- Currently enrolled as a student at the *University of California Los Angeles, University of Southern California, Loyola Marymount University, University of Arizona, New York University, University of Toronto or University of British Columbia.*
- Maintain a high community & academic standing (minimum GPA of 2.5)
- Extra-Curricular (community) involvement such as:
 - Social clubs (e.g. Fraternities/Sororities)
 - Athletic teams (Recreational or Varsity level)
 - School gym membership
 - Faculty committees
 - Preferred fields of studies include: Health & Nutrition, Marketing, Fashion (Design, Styling, Modeling), Kinesiology, Physiotherapy, Sport Business
 - Philanthropy groups
 - International/ethnic student groups
 - Student governing body (Alma Mater Society)

Compensation:

Campus Connectors will be rewarded more RYU product based on continuous social media engagement and community involvement.

