

Getting Started

Last Modified on 12/11/2024 1:31 pm EST

Activating or Purchasing an Ambassador Program

HBA Ambassador Programs can be activated if included in an HBA Corporate Partnership or purchased by eligible HBA Corporate Partners. Please refer to the [Activation Toolkit](#) for more information to help you get started.

[Click here](#) for a quick walk-through video of how to activate/purchase an Ambassador Program.

To Activate an Ambassador program included in your Corporate Partner Package

Only *designated* Corporate Partnership contacts have access to activate programs included in the partnership package. The Activation Form can be found in the HBA Corporate Partner Portal under Ambassador programs. On this page, designated contacts will also find a link to a shareable version of the form should they wish to provide it to another representative of the company to complete.

To Purchase an Ambassador Program

Representatives from eligible HBA Corporate Partner companies are eligible to purchase Ambassador Programs outside of those included in the partnership package. Please [click here](#) to access our program purchase page (note: you will need to be logged into your HBA profile to access this page). Once processed, the Activation Form will be sent to you via email with your purchase confirmation to kick off the setup process.

Program Launch Windows and Deadlines

The HBA launches new Ambassador Programs during designated launch windows throughout the year. **Upcoming launch windows and deadlines to complete the GAP Activation form are posted on the [HBA website](#)** and updated regularly. Eligible HBA Corporate Partners intending to launch an Ambassador Program must indicate their intent to launch their program(d) during an upcoming launch window by submitting a completed [Activation Form](#) by the window's deadline.

Please note that it can take (on average) 6 weeks to determine the details needed internally to complete and submit the Activation Form. The HBA recommends considering this timing when deciding which launch window to pursue.

Getting started: quick guide

Preparing to launch an HBA Ambassador Program can take between 3-6 months leading up to a designated program launch window (*multiple windows annually, published [here](#)*).



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*Required details to activate an Ambassador Program
See notes for Milestone definitions



Activation Toolkit

To assist eligible HBA Corporate Partners in getting their program(s) set up for success, the HBA has created the GAP Activation toolkit to walk you step-by-step through how to find/complete the form and important planning considerations to determine before you submit. Please keep in mind HBA's launch windows and average timelines [as published here](#).

[HBA GAP Activation Toolkit Final.pdf](#)

What happens after Activation?

Soon after submission, Champions and Executive Sponsors designated in the Activation Form will receive communications with:

- Their tools/resources to get started
- Access to the HBA GAP Resource Center
- Community of Practice schedule of live meetings to get set up for launch

The HBA will:

- Assign Advisors, Program Excellence Manager, and Launch Leader, making introductions once assignments are made
- Host Community of Practice Sessions to guide Champions step by step through the setup process

The Communities of Practice and additional setup details are outlined in the Global Ambassador Program Resource Center by role to help you walk step by step through the process.

