

AMBASSADOR CODE OF CONDUCT

GET FIRED UP!

As a passionate Heat fan, we'd like to not only welcome you, but thank you for volunteering to help improve the Stockton community and Stockton Heat brand, as extensions of the Heat staff through the Heat365 Ambassador Program.

As Ambassadors of the Stockton Heat, we must also hold one another accountable as we all try to make a positive impact. We ask that you read and agree to the following Code of Conduct.

Ambassadors of the Stockton Heat should do the right thing - follow the law, act honorably and treat colleagues with courtesy and respect.

We expect all Ambassadors to know and follow this Code of Conduct. Failure to do so can result in termination of your ambassador privileges.

We rely on one another's good judgment to uphold a high standard of integrity for ourselves and our company. We expect all Ambassadors to be guided by the spirit of the Code.

Most importantly, volunteers are prohibited from accepting any sort of compensation in connection with the performance of their volunteering services.

If you have any questions please let us know! Thank you!

I. Serve Our Fanbase

We deliver great products and services to our fanbase, and we hold ourselves to a higher standard in how we treat our fans. Keeping the following principles in mind will help us to maintain that high standard:

Integrity

Our reputation as a company that our fans can trust is our most valuable asset, and it is up to all of us to make sure that we continually earn that trust. All of our communications and other interactions with our fans should increase their trust in us.

Ambassadors should always reflect our values. As we hold ourselves to a higher standard, our behavior at Heat games and at community events should "lead by example." For example, at the games, Ammbassadors should never use objectionable language and shouldn't leave their seats while the puck is in play.

Responsiveness

Part of being useful and honest is being responsive: We recognize fan feedback when we receive it, and we do something about it. We take pride in responding to communications from our fans, whether questions, problems or compliments. If something is broken, fix it, by sharing information and providing feedback by emailing tickets@stocktonheat.com or speaking with a Heat ticketing executive at 209.373.1500.

Take Action

Any time you feel our fans aren't being well-served, don't be bashful - let someone on the Heat staff know about it. Continually improving our products and services takes all of us, and we're proud that Stockton Heat fans champion our patrons and take the initiative to step forward when the interests of our patrons are at stake.

Appearance & Behavior

As Ambassadors, we always want you to look the part, so while volunteering Ambassadors should be dressed in Heat gear. That could mean your Heat365 jersey you received, a home, away, third or specialty Heat jersey, Heat polos, etc. In addition to the Heat attire you'll wear, we ask that you wear your nametag that will be provided to you while volunteering as well.

When volunteering, we also ask that all Ambassadors be in the correct state of mind, which means no eating or drinking while volunteering on the floor.

II. Conflicts of Interest

While we recognize that everyone has differing opinions, we ask all Ambassadors to ensure their loyalty to the Stockton Heat Hockey Team when conflicts occur.

Voicing Complaints

All Ambassadors, along with Stockton Heat players, are reminded that giving, making, issuing, authorizing or endorsing any statements (including through social media) that have or are designed to have an effect prejudicial to the welfare of the league, the game, or any Member Clubs of the AHL, or that are publicly critical of officiating staff, may constitute a violation of the AHL By-Laws and/or Constitution, along with this Code of Conduct, and may be subject to potential discipline.

Social Media Policy

For the purpose of this Social Media Guidelines and Policy, "social media" shall mean public internet communication in any form on any platform on any device. The list of platforms includes, but is not limited to, Twitter, Facebook, Instagram, Snapchat, LinkedIn and future similar platforms.

The purpose of this policy is:

1. To outline important considerations to keep in mind when publishing anything on social media and/or participating in a conversation; and
2. To set forth rules for Ambassadors as they pertain to social media activity. This policy recognizes that social media offers people a multitude of innovative ways to share our game with fans. Whether it's a tweet, a live video stream, or a comment on someone else's post, each time you hit "Publish" you have the potential to offer a unique window into our sport and brand, and to the fans who follow it with unrivaled passion. The Heat intend to leverage social media to fulfill those objectives to their fullest extent.

Best Practices

1. Anything you publish on social media is on the record. Every post is visible to the public and the media. Even if your account is set to "Private," the content you share on that platform is now public within the network of followers who follow your account.
2. You should make every effort to be professional, accurate and respectful. The way you conduct yourself and the content you share is a personal choice, but your choices have the potential to reflect back on the Heat and the League overall. Please honor that responsibility as a representative of the Heat and the League.

3. Refrain from divulging confidential or proprietary information.
4. You are personally responsible (and in some cases legally liable) for anything you publish on social media.
5. Don't sweat the comments. "Social media trolls" are very common. Someone who is purposefully negative and demeaning should not be taken seriously unless they are using threatening or abusive language. If you do come across negative posts that need to be taken seriously, please report them to Heat staff.

III. Relationships with Players & Staff

In the course of volunteering, Ambassadors may become aware of privileged information or may learn trade secrets. These must stay private and should not be communicated to anyone. Ambassadors do not have access to the Heat locker room or gym.

For example, you may notice while walking through the tunnel, a player not dressed or warming up, and you may learn that player is injured or scratched. We must maintain our competitive advantage so these kinds of information shouldn't be communicated to anyone, be it in person or over social media.

Any time you deal with the players or hockey operations staff, professionalism is key. Ambassadors must maintain a professional relationship with the players and hockey operations staff.

Fraternalizing with the players is discouraged, and in some cases can result in disciplinary action including discontinued volunteer services.