



THE CAPTAIN'S CIRCLE PRESENTS

WAVE MAKERS



An Invitation-Only Ambassador Program at Chicago Fleet Charters

You make the waves. We bring the boat.

Wave Makers is the official Ambassador Program of The Captain's Circle — a trusted group of individuals who represent our brand in their everyday lives and bring their people to Lake Michigan. Share experiences you'd already recommend, offer meaningful perks to your network, and earn on-the-water hours along the way.

CHICAGO FLEET CHARTERS • LAKE MICHIGAN

HAND-SELECTED

WHO WE INVITE



Invite your people. Build your experience.

Community Connectors

People who naturally bring others together and know their city.

Social Storytellers

Those who share the moments they love in their own authentic voice.

Experience Creators

Hosts and planners who turn an outing into something memorable.

WHY IT'S DIFFERENT

THE WAVE MAKERS DIFFERENCE



Limited & Exclusive

Intentionally selective — a small group of ambassadors representing our brand.

Real Rewards Earned

Qualifying bookings earn you real on-the-water hours toward your own experiences.

Exclusive Access

Invitations to ambassador open houses and Wave Makers events throughout the season.

Share Naturally

Share through social, conversations, events, and your community — however feels authentic.

WHAT YOU'LL SHARE

OUR EXPERIENCES



Private Cruise

A private Lake Michigan cruise for up to 6 guests with a licensed captain, fuel, onboard restroom, and freshly catered food — offered as a 2-hour *Harbor Social Cruise* or a 4-hour *Signature Celebration Cruise* with a dockside social at Burnham Harbor. Skyline views; BYOB, one bottle per guest.

Dockside Social

An exclusive dockside yacht experience for up to 10 guests with freshly catered food, a curated social atmosphere, and marina restroom access — offered as a 2-hour *Dockside Social* or a 4-hour *Signature Dockside Experience*. Available daily, 11 AM–11 PM.

Summer Canvas Society

Our signature paint-and-sip series on the water — part class, part social hour.

Lakefront Lounge

Our premium shoreside hospitality experience. *Lakefront Lounge bookings do not accept Wave Makers codes.*

THE SIMPLE VERSION

HOW IT WORKS



- 1 You're assigned personalized booking codes — one for each experience type.
- 2 You share those codes through your network however feels natural — social, word of mouth, group chats, events.
- 3 Your guests book at chicagofleetcharters.com, apply your code, and include your name on the booking.
- 4 Each qualifying, completed booking earns you banked hours toward your own experience with us.
- 5 We send you a monthly summary so you can see the hours you've earned.

YOUR IDENTITY

YOUR BOOKING CODES



Each Wave Maker is issued a unique numeric identifier. Your three codes follow the pattern below — the trailing number identifies you. Your actual codes are issued privately when you join.

CRUISE# — Private Cruise · 20% off

DOCKSIDE# — Dockside · \$200 off

SUMCANVAS# — Summer Canvas Society · 10% off

Discounts apply to set tiers — **CRUISE#**: Signature Celebration (4 hrs + catering); **DOCKSIDE#**: Signature Dockside Experience (4 hrs); **SUMCANVAS#**: Summer Canvas Society. The trailing number is yours (e.g., Wave Maker 04 = **CRUISE4**).

WHAT YOU EARN

HOW YOU EARN HOURS



Wave Makers earn banked hours for every qualifying, completed booking made through your code — you earn one hour for every two hours booked, redeemable toward your own experiences.

QUALIFYING BOOKING	YOU EARN
2-hour experience (Private Cruise or Dockside Social)	1 hour
4-hour experience (Private Cruise or Dockside Social)	2 hours
Summer Canvas Society booking	1 hour

USING YOUR HOURS

REDEEMING YOUR HOURS

Redeem your banked hours toward your own Private Cruises or Dockside Socials. These guest limits apply per redeemed booking (in addition to you):

EXPERIENCE	MAXIMUM GUESTS (IN ADDITION TO YOU)
<i>Private Cruise</i>	Up to 6 guests
<i>Dockside Social</i>	Up to 10 guests

Your hours don't expire. If you're unable to use your benefits during the current season, they simply roll over to next year's season.

Redemptions are subject to the **available dates shown on our site** and weather conditions on the lake.

MEMBERS ONLY

WAVE MAKERS EVENTS

Throughout the season we host **ambassador open houses and Wave Makers events**. We'll let you know at least **1-2 weeks before** each one. Come out, socialize, meet the team, and connect with other Wave Makers — we encourage every ambassador to attend and bring **2-3 new people** each time.

ONCE YOU'RE IN

WHAT YOU'LL RECEIVE

- A welcome note with your codes and program details.
- Our brand guidelines (including the Lakefront Lounge guidelines) and simple social do's and don'ts.
- Our logo in several formats to include in your own posts.
- Content examples for stories and posts to reference — look at these so the content you create stays within the brand guidelines.
- A monthly summary of bookings and hours earned.
- Direct contact with our team for booking coordination and questions.

GOOD TO KNOW

PROGRAM RULES AT A GLANCE

- **Lakefront Lounge** — no Wave Makers discount codes are accepted at the Lakefront Lounge.
- **One code per booking** — guests cannot stack discounts.
- Guests must apply your code and include your name on the booking for it to count toward hours.
- A booking only counts once it is **completed and non-refundable** — cancellations and refunds do not earn hours.
- Self-bookings using your own code, and bookings by immediate household members, do not earn hours.
- You're free to create content as you see fit, as long as it stays within the brand guidelines provided (shared at onboarding).
- We may release a Wave Maker from the program if their personal content doesn't reflect what our brand represents. A released ambassador can still redeem hours already earned, but no longer participates in the program.

BY INVITATION

BECOMING A WAVE MAKER

INVITATION ONLY · PERSONALLY SELECTED

Wave Makers is invitation-only — members are personally selected by the Chicago Fleet Charters team. If you've received an invitation, welcome aboard. When you accept, we'll send a short Wave Makers Ambassador Agreement — a light, clear contract — along with your codes, brand guidelines, and everything you need to start sharing.

Questions? info@chicagofleetcharters.com



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WAVE MAKERS · JOINING THE CIRCLE