



# Brand Ambassador Details and Agreement

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## AGREEMENT

The builder/owner must provide photos/videos of the completed vehicle **posted to social media with Pop & Lock (@officialpopandlock) tagged** within 30 days of receiving the product.

The builder/owner agrees that they may NOT sell their vehicle for 3 months unless unforeseen circumstances occur.

Requests for additional product for existing or new vehicle will not be reviewed until at least 6 months after beginning of partnership. The builder/owner must follow all photo and Brand Ambassador level requirements in order to qualify for an additional product review.

## **Photo Requirements**

- Photos/Videos of the vehicle **posted to social media** must have the Pop & Lock logo decal visible. You will receive the decal upon sponsorship approval. If you would like to make a custom-colored Pop & Lock logo decal, you can request a digital logo below.
- **ALL** photos/videos of the vehicle/build posted on the builder/owner's social media account must have the following:
  - **Tag** Pop & Lock on image AND/OR mention Pop & Lock in caption/post
  - **AND** include **#popandlock #lockyourworld #tailgatesecurity**
- The builder/owner is required to follow Brand Ambassador level requirements when posting to social media.
- The builder/owner acknowledges and gives rights to Pop & Lock to use pictures/videos of vehicle on marketing materials including but not limited to Facebook, Instagram, catalogs, and **www.popandlock.net**.

## Brand Ambassador Program Rules

The builder/owner must have minimum of 1000 followers on social account and follow all Brand Ambassador (BA) requirements in order to qualify for an additional product review or to move up a BA level.

- Bi-Monthly reviews will be conducted by Pop & Lock, and if the requirements are not being met, you will be dropped a BA level.
- Beginner sponsors will be dropped from the program entirely and will not be able to join the program again.



# Brand Ambassador Levels

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## **Beginner Brand Ambassador**

### **Requirements**

- Tag Pop & Lock in a post at least once a month
- Include brand hashtags on post (#popandlock #lockyourworld #tailgatesecurity)
- Include Pop & Lock decal on vehicle

## **Pop & Lock Swag & Products**

- Decals
- 1 Pop & Lock product at 60% off website price

## **Active Brand Ambassador**

### **Requirements**

- Must have a minimum of 2000 followers
- Post one product video review to social account of either an install or using the product
- Tag Pop & Lock in a post at least twice a month
- Include brand hashtags on post (#popandlock #lockyourworld #tailgatesecurity)
- Include Pop & Lock decal on vehicle
- Tags Pop & Lock in all events, shows and gatherings

## **Pop & Lock Swag & Products**

- Decals
- 1 Pop & Lock product
- Personalized Brand Ambassador promo code active during milestones, holidays or events

## **Super Brand Ambassador**

### **Requirements**

- Must have a minimum of 5000 followers
- Post one product video review to social account of either an install or using the product
- Tags Pop & Lock in specific sponsor post at least once a week
- Tags Pop & Lock in all posts regarding build sponsors
- Includes brand hashtags on post (#popandlock #lockyourworld #tailgatesecurity)
- Include Pop & Lock decal on vehicle
- Tags Pop & Lock in all events, shows and gatherings

## **Pop & Lock Swag & Products**

- Decals
  - 1 Pop & Lock product
  - Personalized Brand Ambassador promo code active during milestones, holidays or events
  - 3% Commission on sales (before taxes and shipping) associated with personalized BA promo code.
- Commissions will be paid out quarterly and sent to address on file.



# Brand Ambassador Agreement

## SHIPPING INFORMATION

NAME (Builder/Owner)

SOCIAL ACCOUNT

COMPANY

ADDRESS

CITY

STATE

ZIP

## PRODUCT INFORMATION

PRODUCT REQUESTED (PART #)

BA LEVEL REQUESTED

DATE PRODUCT NEEDED BY

Pop & Lock will attempt to meet the specific date requested above, however shipments are dependent on available stock.  
All other product requests will be processed within 72 hours of approval and shipped within 7 days of being processed dependent on available stock.

I would like to receive a digital Pop & Lock Logo (Check if yes)

By signing your name below you agree to the terms of the Pop & Lock Brand Ambassador program. These terms can be modified at any time with due notice.

## AUTHORIZED SIGNATURE

**BUILDER/OWNER**

**DATE**

Submit to the 'Contact Us' page or email to [marketing@vsilocks.com](mailto:marketing@vsilocks.com)

## POP & LOCK INTERNAL USE ONLY

Approved

Denied

BA Level Approved

Approved By

Date