



Affiliate Sign Up Terms:

At Worldwide Cyclery, we believe the best way for us to grow our mountain bike brand is to grow the entire mountain bike industry and get as many people riding mountain bikes as possible! We all started as recreational riders and racers of all disciplines, so we are always happy to support our biking family, regardless of your riding background!

We have put together a unique, best-in-industry affiliate program for bicycle athletes and industry influencers, which focuses on you and your audience.

Join our Affiliate team! You might as well, it's free and easy! ;)

The program offers:

- 7 - 9% commission on every sale (depending on volume).
- A 45-day cookie duration, giving you an entire month and a half after the click to receive credit for sales.
- Access to official banners, and text links
- Dedicated program management. A Worldwide Cyclery expert is available to answer your questions and help you succeed.
- weekly newsletters that keep you informed of the our latest mountain bike news and activities.

Qualifications (You Can Be One or All Four)

- You are an enthusiastic mountain biker who loves riding, loves mountain bike technology, and loves taking photos and/or videos!
- You are a mountain bike influencer with at least 500 Youtube subscribers.
- You are a mountain bike influencer with at least 300 Instagram followers.
- You have a mountain bike related website. (NOT A DISCOUNT SITE).
- You want to be part of the *best damn bike shop* Affiliate Team!

Becoming an Affiliate for Worldwide Cyclery comes with many perks. You might be asking yourself, “why would I want to become an affiliate?” Partnering with Worldwide Cyclery allows you to collaborate with one of the most popular and fastest growing online retailers in the industry. With this, we will help share your content with our following on all media platforms. The extra publicity will surely help you grow your influence. Being an affiliate also allows you the opportunity to make money off your content. Please note, becoming an Affiliate provides Worldwide Cyclery the right to use your content for advertising, social media or marketing purposes.

With our Affiliate Program, you are able to make up to **7% commision off every sale** you drive on our site through a customized link that is connected to your affiliate account.

Working with Worldwide Cyclery also gives you access to numerous bikes and components. We have access to some of the most prestigious brands in the business and that means you do too. For any product related questions, or questions relating to tracking please email info@worldwidecyclery.com. For custom orders and questions with the program, please email Affiliates@worldwidecyclery.com.

Required info:

Athlete:

- Race results from previous and current season (please leave results in the comment section when you apply).
- Future racing plans/events.
- Social media account names

Influencer:

- Link to your social media to show followers/subscribers.
- Short description of your channel or page. (i.e. what type of content you post. Please leave write description in the comment section when you apply)
- Future channel/page plans.

Each participant will be reviewed and either approved or denied from the affiliate program. Please make sure to be honest with the information you present to us!

Required Actions:

- We do not ask much of you, but the only requirements are simple **mentions and tags in your posts**.
- Instagram will require hashtagging #Worldwidecyclery in every post as well as tagging us @worldwidecyclery (Excluding family photos or anything not bike related).
- Youtube will require a mention in every video and at least one affiliate link in the description of each video. The more links the better as you have a greater chance of making a sale!
- Websites should also be utilizing the affiliate links and provided images for a better chance at converting a visitor into a customer.

Things to avoid

- Each Affiliate is **closely monitored** by our team of blood thirsty Honey Badgers. We ask that each affiliate respect our company and in doing so, will not post any crude, offensive, and hurtful posts with our name attached. Please refrain from posting anything involving the use of drugs, anything racist, and anything that will blatantly harm our business.
- **Consequences** are simple. The 3-strike rule. Although we do appreciate you representing our company, we do have to put our foot down every once and awhile. If you are not familiar with the 3-strike rule, it is very simple. Make a mistake once, it's okay you learn from it. Make a mistake twice, you should think about what you are doing because you are now on a thin line with us. Strike 3, you are removed from our affiliate program and will be stripped of your access to affiliate links. Please don't disappoint us! The only real mistake is the one from which we learn nothing.

Payments

- Payments will be sent over around the 15th of every month.
- Payments will only be sent out if they have exceeded a minimum of \$50. This means if your earnings aren't at \$50 then you will have to wait until your earnings exceed that amount.

Thank you for your interest in working with Worldwide Cyclery. We are really excited to support the riding community and help you grow as much as possible.