

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:

- 4 10% commission on every sale (depending on volume and promotion).
- A 30-day cookie duration, giving you an entire month 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 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 10% commission 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.
- Search/Ad Policy: Affiliates may not bid on WorldwideCyclery.com or any other WorldwideCyclery.com corporation trademarks, misspellings or variations through Google Adwords, Yahoo Search Marketing or Microsoft Ad Center (Bing) or any other search engine. The combination of trademark plus keyword bidding is also not acceptable.

Affiliates may not direct link to WorldwideCyclery.com using Google Adwords, Yahoo Search Marketing or Microsoft Ad Center (Bing) or any other search engine.

Affiliates may not place ads and direct link on Google Display Network; this includes text, image, video and media rich ads. Affiliates can use Google Display Network if landing traffic on their website first. Affiliates may not bid on WorldwideCyclery.com's vendors or competitors keywords. Affiliates cannot use our display url or direct link on any keyword in traditional paid search.

• 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 \$250. This means if your earnings aren't at \$50 then you will have to wait until your earnings exceed that amount.

Legal

This Agreement may be terminated immediately by WorldwideCyclery.com in the event that the Affiliate: (i) violates this agreement; or (ii) if it is found by the Worldwide Cyclery legal team that our association with the Affiliate could put our tax status at risk that could cause Worldwide Cyclery substantial financial damage.

Upon any termination of this Agreement, WorldwideCyclery.com and the Affiliate will be released from all obligations and liabilities to the other party occurring or arising after the date of such termination or the transactions contemplated hereby. No such termination will relieve the Affiliate from any liability arising from any breach of this Agreement occurring prior to termination. Notwithstanding anything else contained herein.

Indemnification and Additional Warranties:

The Affiliate warrants that it will comply with all applicable Federal, state, local, and foreign laws, rules, regulations, ordinances, and directives including but not limited to the Federal Trade Commission Endorsement Guidelines. In the event the Affiliate endorses or otherwise recommends WorldwideCyclery.com's products, the Affiliate warrants that it will disclose that it receives compensation for such endorsement or recommendation. If applicable, the Affiliate warrants that it is compliant with Canada's Anti-Spam Legislation (CASL), agrees to maintain records of CASL compliance for five years following the end of each year, and agrees to promptly notify WorldwideCyclery.com if cited by the Canadian Radio- television and Telecommunications Commission (CRTC), or similar Canadian regulatory agency, for a violation of CASL.

The Affiliate shall indemnify, defend, and hold WorldwideCyclery.com harmless from and against any and all actions, suits, proceedings, hearings, investigations, charges, demands, claims, injunctions, costs, amounts paid in settlement and fees, including court costs and reasonable attorneys' fees and expenses arising out of or relating to (a) the Affiliate's breach or failure to comply with the terms of this Agreement; (b) the Affiliate's failure to comply with any federal, state, local or foreign law, statute, regulation or ordinance; (c) the Affiliate's breach of a representation, warranty, covenant, or certification; or (d) actions taken with the intent to cause harm to WorldwideCyclery.com's business or its computer systems by the Affiliate.

Confidentiality:

The Affiliate agrees to hold in confidence and not disclose to any third party Confidential Information or proprietary information of WorldwideCyclery.com. "Confidential Information" shall include all information, written or oral, disclosed through any means of communication by WorldwideCyclery.com

or its Affiliate or representatives to the Affiliate. Confidential Information may include, without limitation, commission rates and slotting fees, promotional calendars, information about marketing plans and strategies, goods and services, customers and prospective customers (including customer information subject to protection under a party's privacy policy), vendors and suppliers, buying practices, product pricing, miscellaneous business relationships, personnel and compensation, financial and accounting data, operational and other business affairs and methods, technical data, know-how, trade secrets, computer software and other proprietary and intellectual property and plans and strategies for future developments relating to any of the foregoing. Confidential Information shall not include information which: (a) was in the public domain prior to being disclosed by WorldwideCyclery.com or learned or discovered by the Affiliate, or enters the public domain after such disclosure, learning or discovery through no actor fault of the Affiliate; (b) was known to the Affiliate prior to disclosure by the WorldwideCyclery.com and was not otherwise protected as confidential; (c) was rightfully received by the Affiliate from a third party who was not in breach of any obligation of confidentiality to WorldwideCyclery.com; or (d) is required to be disclosed by the Affiliate in defense of a claim, or otherwise to protect the Affiliate's rights, or is required to be disclosed by law or by any federal, state, local or foreign court or governmental or regulatory agency or authority.

Additional Terms:

The provisions of this Agreement are severable. If any provision of this Agreement, or the application thereof to any person or circumstance shall be deemed invalid or unenforceable under any applicable law, such invalidity or unenforceability shall not affect the other provisions of this Agreement that can be given effect.

No delay or failure by WorldwideCyclery.com in exercising any right under this Agreement, and no partial or single exercise of that right, shall constitute a waiver of that or any other right. This Agreement shall be governed by the laws of the State of California, USA. The exclusive forum for any actions related to this Agreement shall be in the state and/or federal courts located in California. The Affiliate consents to such venue and jurisdiction.

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.