

PRO-TEAM | EXPECTATIONS

“You are part of the prestigious Abyss Battery Sponsorship team. To that end, we expect you to adhere to the following requirements.”



- ABYSS BATTERY MANAGEMENT TEAM

1. Use the product with utmost care and with the intent and result of promoting Abyss battery. This requirement specifically includes using all applicable Abyss Battery accessories.
2. Perform, at my expense, all required routine maintenance as described in the owner's manual. Damage due to misuse, abuse, or lack of proper maintenance is owner's responsibility; Abyss battery is only responsible for failures due to defects in material or workmanship, as described in the warranty statement contained in the owner's manual. Keep your product in top condition making battery terminals are always clean and well maintained.
3. Protect my (our) interest, as well as Abyss Battery by purchasing adequate insurance coverage, including but not limited to, liability, comprehensive and collision.
4. Display the Abyss Battery logo prominently on business cards, web site (if applicable), advertising, boat hull(s), jersey(s), and tow vehicle(s).
5. Wear Abyss Battery promotional apparel at any public speaking event such as, but not limited to tournaments, boat shows, seminars and other promotional occasions.
6. Not make changes to the appearance of the Battery without the prior, written consent of Abyss Battery, Inc.
7. Not accept sponsorship from any product that may be in direct conflict with Abyss Battery.
8. Make every effort to include Abyss Batteries in any press photo opportunity.
9. Provide upon request up to two (2) days of promotional activity, as appropriate, at no charge as requested by Abyss Battery, and/or my dealer.
10. Provide the right to use my (our) name, tournament name, voice, likeness, biographical material, articles and/or photograph to promote Abyss Battery.
11. Display the correct Abyss Battery logo on clothing worn during tournaments as follows: Upper Front of shirt AND middle portion back of shirt, directly under boat sponsor logo, minimum size 10" x 2" (ensure proper visibility).



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12. For anglers - wear Abyss Battery logo cap at least two (2) competition days of all tournaments fished and/or attended. (Note: angler may substitute the wearing of an Abyss Battery logo shirt for one [1] tournament hat day).

13. For events – be sure to show Abyss Battery banners, appropriate signage around the event and weigh-in area, show Abyss logo on flyers, entry forms, advertisements, web sites at minimum.

14. In general, to conduct business in a professional and courteous manner while guiding, angling or otherwise participating in promotional activities and represent Abyss Battery and the dealership with whom you are working in a positive, professional manner always.

15. Keep all agreements and promotional support supplied by Abyss Battery strictly confidential.

16. Use social media channels, including but not limited to YouTube, Facebook, Instagram, LinkedIn, and Twitter to promote Abyss Battery. This includes status posts, photos and videos that mention or feature the Abyss brand name and products. Any social media content featuring care, storage or maintenance recommendations should be reflective of the manufacturer's recommendations set forth in owner's manuals and other corporately published resources. When posting you must properly tag and hashtag #PowerYourPursuit so that we are properly notified of your post. The required hashtags are: #AbyssBattery #Poweryourpursuit if you are unsure of how to do this, please reference the social media playbook or contact the Abyss Battery social admin (angling@abyssbattery.com) prior to posting. Most importantly, connect with Abyss battery social media channels and join the conversations. Abyss Battery fans take your opinion and recommendations seriously and it is highly encouraged that you be a part of the conversation.

17. Early Termination – Abyss Battery, Inc. created the Competitive Angling Program to support the Abyss Battery brand. In return for support of the brand, program participants have access to certain benefits (described elsewhere in this program description). However, because brand support is the reason for the existence of the program, if the actions or inactions of a program participant compromises, or threatens to compromise, the Abyss Battery brand, Abyss Battery may terminate an individual's participation in the Competitive Angling Program on written notice (including via email), effective immediately. All Early Termination decisions will be made by Abyss Battery, Inc in its exclusive judgment.

18. All sponsored anglers and events will be required to submit a minimum of 2 electronic activity reports that clearly illustrate your Abyss Battery related promotional activities, to further promote accountability. Reports must outline in detail everything you are doing to promote the Abyss Battery brand and your dealership when applicable. Reports should include, but not be limited to guiding trips, tournaments fished with dates and placing, seminars, trade show participation, demo rides, all media and social media related activities that include Abyss Battery promotion and branding. Reports must be submitted during the program year and all reports must be received by August 1st, 2021. Failure to submit reports will result in a lower sponsorship level for the following year or the application being denied.



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