



Logo Meaning: World's highest mountain, Mt. Everest skyline on the top & Vermont's highest mountain, Mt. Mansfield skyline on the bottom. Red is the national color of Nepal, green is the Vermont state color & blue is US Sherpa where they meet.

US Sherpa Brand Ambassador Policies, and Agreements

A Brand Ambassador for this company helps to increase brand-awareness of our Authentic Sherpa Brand, demonstrates the functionality of our handcrafted - natural fiber products, and the company's social responsibility mission by promoting US Sherpa products and events through social media.

Qualifications:

- 1 Social Media Account [Required]
- Approximately 3000 Followers, or Friends [Required]
- Lover of the outdoors who is adventurous, outgoing, social, energetic, compassionate, friendly, and athletic.

Duties/Responsibilities:

- Prefer at least 1 photo posted every 2 weeks = 2 posts per month minimum.
- Our number one preference is active, outdoor candid posts - all photos should highlight our product/story
- Photos should our social media account name (@USSherpa), #US Sherpa and/or website URL www.ussherpa.com
- Each photo should be appropriate in both language, and content
- We'd appreciate meaningful posts related to your outdoor adventure and if you can make any related connections to Nepal.

Benefits:

- Starter package of 3 products without charge. Then products will be sent based on performance, current season and the brand's marketing goals. Brand Ambassadors will also receive a prorated discount of 60% off MSRP of any items you buy to supply your 'work wardrobe'. You will also have access to the latest items including samples that have not been released yet. There's an opportunity to receive more free products, with more postings.
- Friends, and family will receive a special discount of 40% off on items sold at <http://www.ussherpa.com> with a given code.
- We will repost/highlight you, and the information provided in the application on our social media accounts. (ie.. "meet our ambassador")
- If you are a part of a group, team, or organization you may have the ability to establish collaborations/ sponsorship for said organizations through US Sherpa. For example: fundraising through raffles and/or prize giveaways.

Contract Details:

- 6 month beginner contract, with opportunities of length increase. (If duties/responsibilities are not met during the agreement period, it could result in loss of benefits, and annulment of contract without option of renewal.)

SIGNATURE

DATE
