



AMBASSADOR  
PROGRAM



# BECOMING A WARRIOR... IS NOT FOR THE FAINT OF HEART

## THE SPARTAN PRINCIPLES

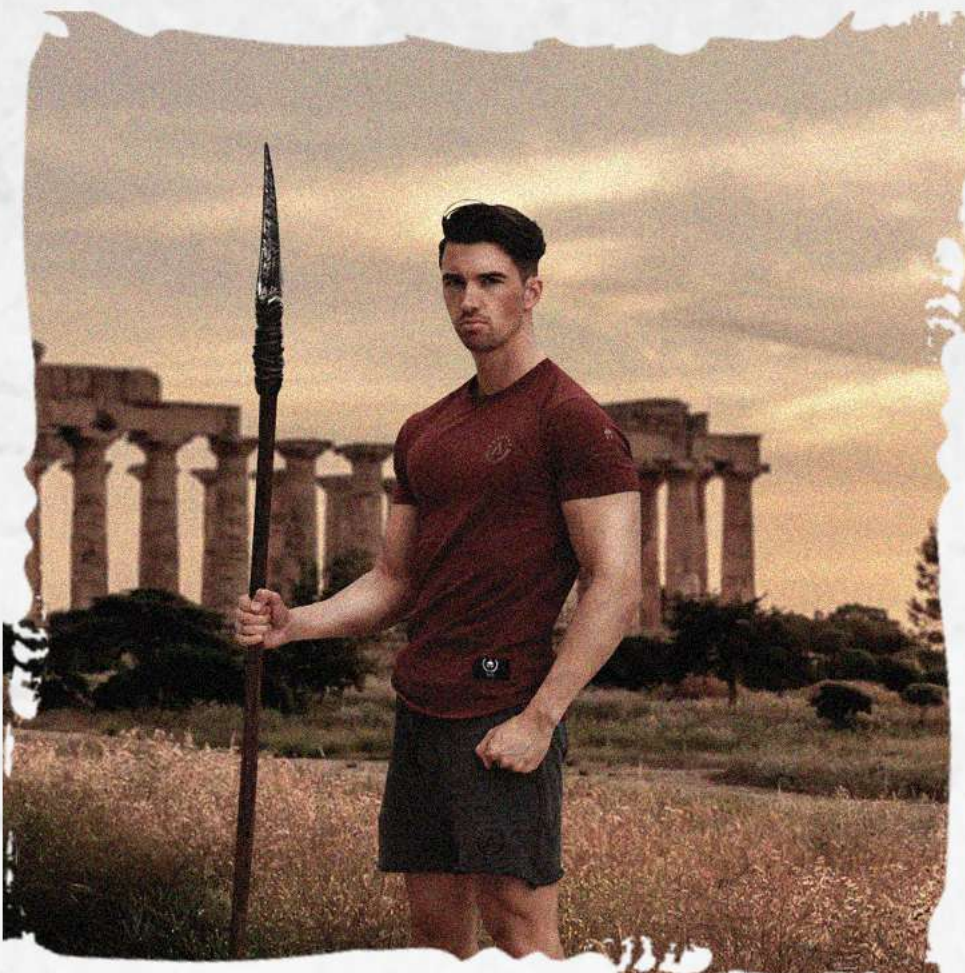
EMBRACE HARDSHIP  
APPRECIATE AESTHETICS  
PERSEVERE AND LEARN  
EMBRACE ETHICS  
STRIVE FOR STRENGTH

## WHAT'S IT ALL ABOUT?

AS AMBASSADOR YOU WILL REPRESENT  
THE BRAND FROM INSIDE AND TO THE  
OUTSIDE WORLD

YOUR OFFLINE AND ONLINE PRESENCE  
WILL COMMAND THE CORE 'SPARTAN'  
PRINCIPLES, FROM A PHILOSOPHICAL  
AND AESTHETIC STANDPOINT

"OUR GOAL IS TO INSPIRE OTHERS TO  
EMBRACE THE MINDSET AND LOOK  
OF A MODERN WARRIOR, WITH OUR ACTIONS  
AND GARMENT WE WEAR"



ROBERT | "DAY 1" AMBASSADOR | PT  
@ROBERTSUNTEN



OTTO | "DAY 1" AMBASSADOR | AIRMOBILE BRIGADE  
@OTTO\_CHS







“BY WEARING OUR BRAND YOU SIMPLY CHOOSE TO LOOK AND BE DIFFERENT. WE TAKE GREAT PRIDE IN OUR DESIGNS”

## WHAT MAKES US DIFFERENT?

A DEEP DIVE INTO OUR DESIGN PALETTE...

## EVERYWHERE YOU SEE OUR BRAND, THE LOOK STICKS HOW IS THAT POSSIBLE?

SIMPLE: THE CORE OF OUR LOOK LAYS WITHIN THE DESIGN SPECTRUM

OUR DESIGN SPECTRUM BEGINS AT THE APPRECIATION OF AESTHETICS. ON THIS SIDE, YOU FIND PRECIOUS METAL PRINTS, SUCH AS GOLD AND SILVER PRESSED AGAINST A ROYAL COLOR SUCH AS SPARTAN BURGUNDY OR TYRIAN PURPLE HONORING OR SHOWING AN ANCIENT HERO OR GOD

AT THE OTHER END LIES THE GRITTIER AND HARSHER LOOK USING DARKER COLORS OR REFLECTIVE PRINT WITH HARSH LOOKING LOGO'S



RAW DESIGN OF OUR SHADOW OPS OVERSIZED T-SHIRTS



COLLECTION OF NEMESIS GOD T-SHIRTS



ONE THING ALL DESIGNS HAVE IN COMMON: ATTENTION TO DETAIL AND SYMBOLISM RANGING FROM WOVEN COLLECTION LABELS TO THE TYPES OF PRINT ON ITEMS



## WHAT IS REQUIRED AND ASKED?

### MOVING UP THE RANKS

#### \*HARD REQUIREMENTS:

1. AT LEAST 1000 FOLLOWERS ON EITHER/BOTH TIKTOK OR IG
2. NO PRIVATE/CLOSED SOCIAL MEDIA PROFILE
3. EXPERIENCE WITH DOING PHOTOSHOOTS
4. BASIC KNOWLEDGE OF EITHER DUTCH OR ENGLISH LANGUAGE

## HOPLITE (SILVER)

### TASK

PROVIDE 15 OR MORE PHOTOS OR VIDEOS OF HIGH/PHOTOSHOOT QUALITY

GENERATE AT LEAST 10 SALES WITH A PERSONAL COUPON

### GIVEN TO YOU

YOU WILL BE GIFTED 1 PACKAGE OF PRODUCTS OF OUR CHOICE FOR FREE

COUPON + 'AMBASSADOR' TITLE IN SOCIAL MEDIA PROFILES

YOUR PHOTOS WILL BE FEATURED ON SOCIAL MEDIA AND, IF CHOSEN BY US, ON THE WEBSITE

YOUR PHOTOS WILL BE TAGGED ON OUR PAGE WITH YOUR SOCIAL MEDIA HANDLE

## OLYMPIC WARRIOR (GOLD)

### TASK

PROMOTE OUR BUSINESS ON TIKTOK OR IG THROUGH ORIGINAL VIDEO/PHOTO CONTENT. PURPOSE: PROMOTION OF (NEW) PRODUCTS FOR SOCIAL MEDIA/ADS/WEBSITE

### GIVEN TO YOU

ACCESS TO EXCLUSIVE NEW RELEASES ON REQUEST

15% COMMISSION ON ALL ORDERS WITH YOUR COUPON CODE (GIVEN AFTER ORDER NUMBER 11, AFTER THE 10 IN THE HOPLITE TIER HAVE BEEN REACHED)

EVERYTHING AT THE 'HOPLITE' TIER



# WHAT TYPE OF CONTENT DO WE LOOK FOR?

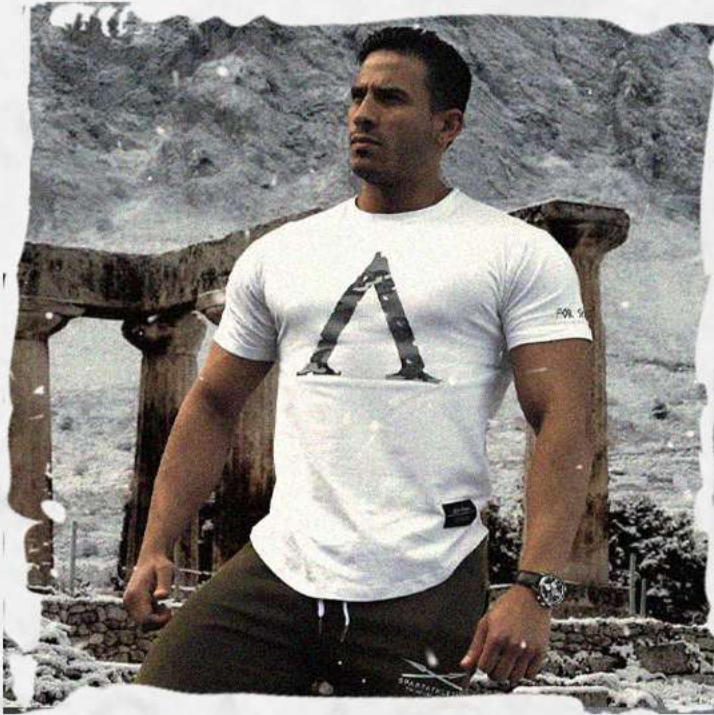
## PHOTOSHOOT

CONTENT FOR: INSTAGRAM, TIKTOK, FACEBOOK & WEBSITE

SETTING: NEUTRAL, RESEMBLING (ANCIENT) GREECE OR NATURE

### WHAT TO AVOID

- URBAN AREAS
- GRAFFITI WALLS
- WRINKLED CLOTHING
- POSING WITH CARS/MOTOR
- POOR COLOR COMBINATIONS
- COMMERCIAL GYMS
- NOISY BACKGROUNDS
- EXCESSIVE ACCESSORIES



CLAUDIO | AMBASSADOR SINCE 2019  
@CLAUDIOWP



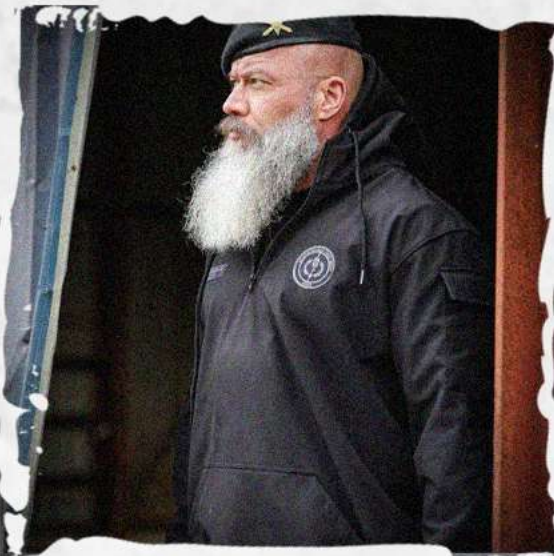
JUSSI | AMBASSADOR SINCE 2021  
@BEARDBEEF



ROBERT | AMBASSADOR SINCE 2016  
@ROBERTSUNTEN



POSING: PROUD, CONFIDENT (& 'ON MISSION')



DIMITRY | AMBASSADOR SINCE 2021  
@PINKY\_BALLS



ALEX | AMBASSADOR SINCE 2022  
@ALEXTHEFURY



ANA | AMBASSADOR SINCE 2019  
@BODYBEEFIT



DETAILS : FOCUS ON CLOTHING FEATURES, SHARP AND HIGH QUALITY





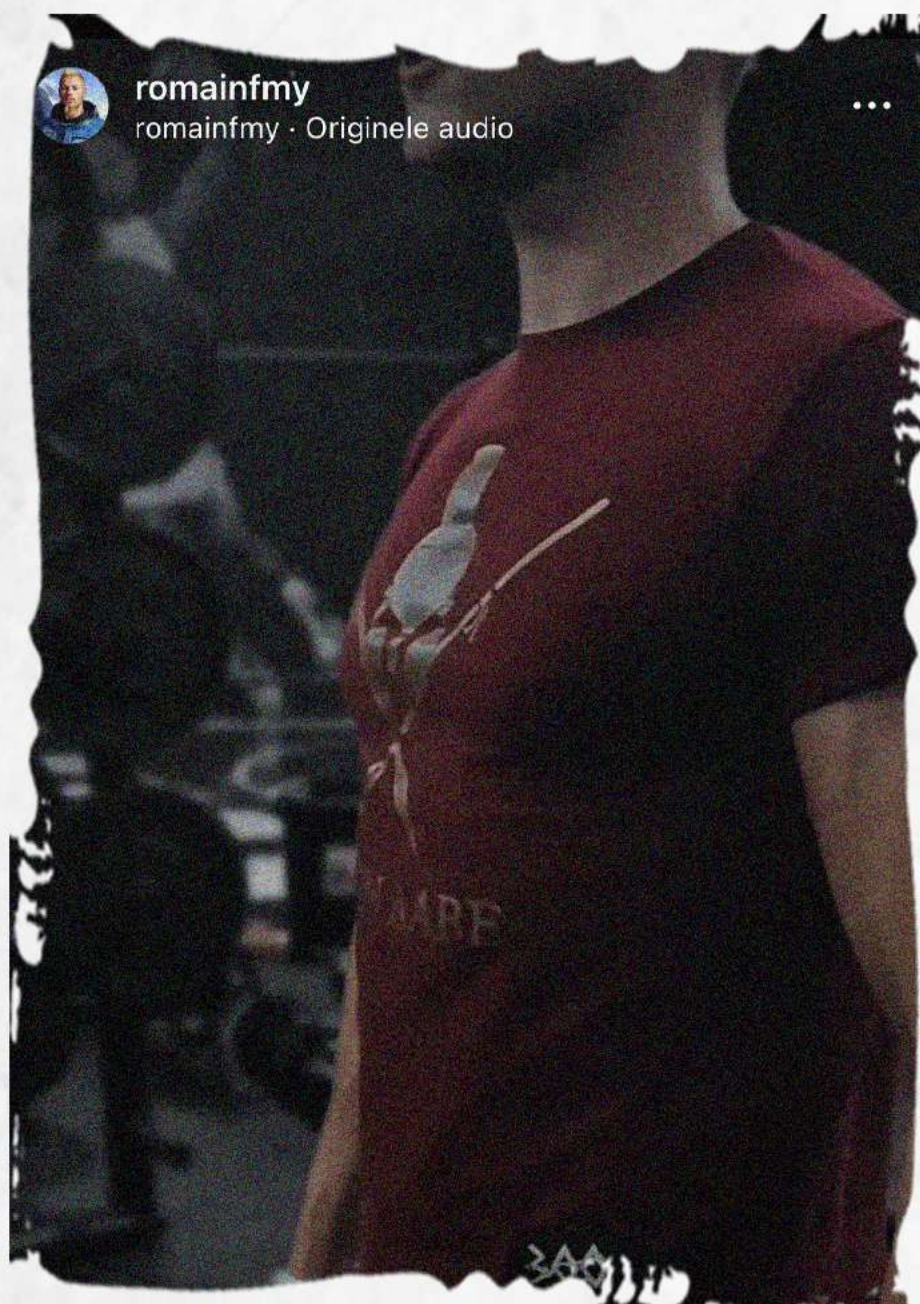
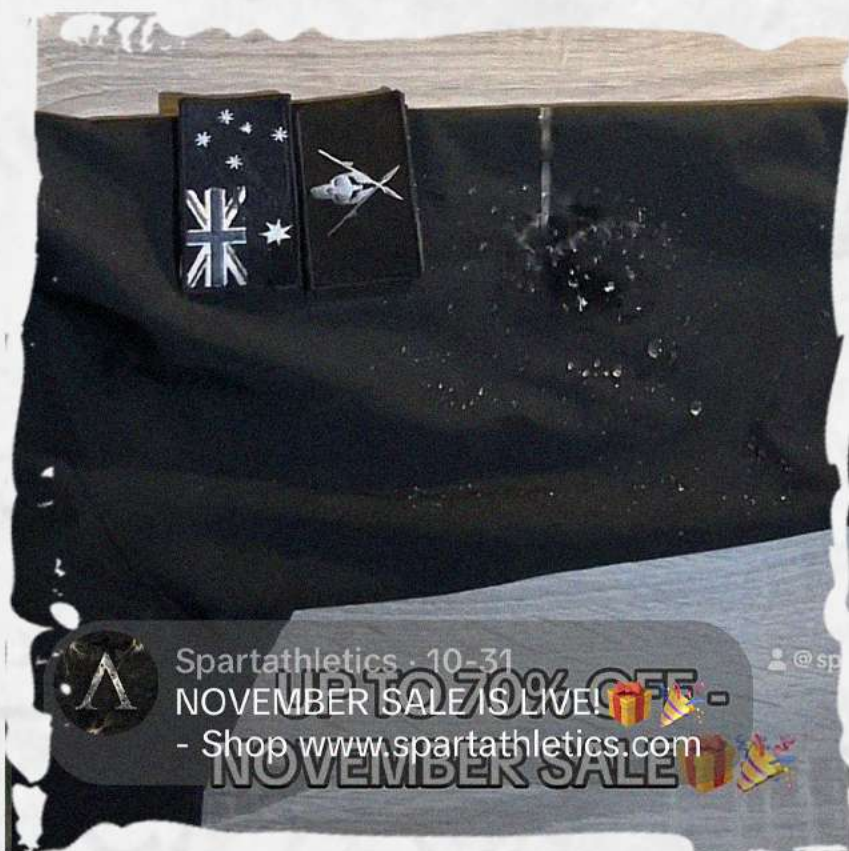
# WHAT TYPE OF CONTENT DO WE LOOK FOR?

## THE BEST CONTENT

- UNBOXING VIDEOS
- SNAPSHOTS OF PRODUCT DETA.
- SLO-MOTION WORKOUT
- TRY-ONS
- PRODUCT DEMONSTRATION

## VIDEO CONTENT

CONTENT FOR: INSTAGRAM, TIKTOK, FACEBOOK & WEBSITE



VIDEO CONTENT IS GOING TO BECOME MORE AND MORE IMPORTANT TO SPREAD THE WARRIOR MINDSET WE NEED YOUR INPUT AND CREATIVITY

CONTENT WILL BE USED FOR **ADVERTISING, PROMOTION, PRODUCT PAGES ON THE WEBSITE AND SOCIAL MEDIA CONTENT**

IN A WORLD WHERE THE BAR OF CONTENT CREATION IS SET HIGHER AND WHERE THE ATTENTION SPAN GETS MORE NARROW  
**VIDEO CONTENT IS THE FUTURE**