

## **Crawford Performance Ambassador Agreement**

### **Introduction:**

To effectively engage with Crawford Performance fans and enthusiasts, we have implemented the Crawford Performance Ambassador program. This program is dedicated to Crawford Performance SUBARU enthusiasts; whether it be on the street, track, or dirt. **It is the Ambassador's job to promote Crawford Performance.** Without effective and consistent promotion from the Ambassador's we would not be able to offer this program. The Ambassador's promotion helps us increase product sales enabling this symbiotic relationship to exist.

### **Tiers:**

Tier I: Free Merchandise/Apparel & Product Discounts

Tier II: More Free Merchandise/Apparel & Better Product Discounts

Tier III: Most Free Merchandise/Apparel, Best Product Discounts, and the option to become apart of our Affiliate Program (Only discussed when you reach Tier 3).

Ambassador tier level is at the sole discretion of Crawford Performance. Initial tier decisions are based off of your Ambassador application. Key factors are:

- Previous work with Crawford Performance
- Relevant Vehicle to Crawford Performance Products
- Engagement in the industry
  - Car Shows / Events
  - Races
- Social Media Following/Presence
- Creative out of the box high quality social media content

After 6 months, Ambassador's can request a higher tier by emailing [marketing@crawfordperformance.com](mailto:marketing@crawfordperformance.com). The request must include a detailed report of how you have promoted Crawford Performance including all your social media engagement.

### **Ambassador Obligations:**

- The Ambassador agrees to be a Team representative that will promote Crawford Performance and it's products in a professional manner.
- You must follow/like all Crawford Performance social media pages:
  - Instagram: @crawfordperformance
  - Facebook: @crawfordperformance
  - YouTube: @crawfordsti
  - Twitter: @crawfordmotors
- Put a minimum of one Crawford Performance decal on your vehicle

- Acceptable decals include: 9" Sticker, 15" sticker, and/or windshield banner.
- Post a minimum of 4 Crawford Performance related posts per month to each one of your Social Media pages. You must tag @crawfordperformance, #crawfordperformance, #crawfordambassador
  - All CPI related social media posts must include Crawford Performance product images or video.
  - General images of vehicle do not qualify, unless a Crawford Performance decal is noticeably visible.
  - Video or images wearing Crawford Performance apparel is acceptable.
- We encourage you to tag Crawford Performance in all your posts but understand that this is not always possible. \*Please keep in mind; you must tag us in every Crawford Performance related post.
- We may request you to repost a product giveaway contest. You must be willing to repost this on your page or story.

**Social Media Repost:**

We encourage you to send us your social media content via direct message or email: [marketing@crawfordperformance.com](mailto:marketing@crawfordperformance.com) for the opportunity of us reposting it to our social media.

**Material Use:**

Crawford Performance Inc. reserves the right to use the Ambassador's name as well as any video or photos that include Crawford Performance Inc. products in print, video, electronic media, or any other form of Crawford Performance Inc. advertising.

**Logo Use:**

If Crawford Performance's logo is used, it must be done so with the proper logos. Artwork and other media is available at request via email: [marketing@crawfordperformance.com](mailto:marketing@crawfordperformance.com)

**Non-Transferability:**

The ambassador agreement is between Crawford Performance and the Ambassador only; it cannot be transferred.

**Warranty of Product:**

Standard warranties apply to any product whether purchased through the Ambassador program or not. (Reference our warranty on our website for any questions.)



## Ambassador Request Form

Please Complete and E-Mail to:  
marketing@crawfordperformance.com

\*Please write n/a next to all items that are not applicable to you.

### Contact Information:

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile Phone: \_\_\_\_\_

### Social Media Handle + Respective Followers:

Instagram: \_\_\_\_\_  
Facebook: \_\_\_\_\_  
YouTube: \_\_\_\_\_  
Twitter: \_\_\_\_\_  
Other: \_\_\_\_\_

### Business Information:

Business Name: \_\_\_\_\_  
Website: \_\_\_\_\_  
Business Phone: \_\_\_\_\_  
Business E-mail: \_\_\_\_\_  
Fax: \_\_\_\_\_

### Additional Information:

Team Name: \_\_\_\_\_  
Race Series: \_\_\_\_\_  
Race Class: \_\_\_\_\_  
Current Vehicle: \_\_\_\_\_  
Current Sponsors: \_\_\_\_\_

### Ambassador Information:

Do you currently own any Crawford Products? \_\_\_\_\_  
Has Crawford Performance previously worked with you or your organization?: \_\_\_\_\_  
If yes, please describe the details of your previous engagement: \_\_\_\_\_  
Are you willing to put Crawford Decals/Stickers on your vehicle: \_\_\_\_\_  
How do you plan to promote Crawford Performance: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### You will need to attach the following information for Ambassador Consideration:

1. This Ambassador Application
2. Brief Driver Biography
3. Current Photo of Vehicle (Please choose your best photo and only send that one)
4. Previous Season's Race Results Per Race (Or Shows Attended)
5. This year/next year Race/Show Schedule with dates (or estimated dates if they are unavailable at this time)

**I understand that completing this form is not a Ambassador Agreement, but a request to become a Crawford Performance Ambassador.**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_