



RACE
WITH
BASE

2021





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BASE PERFORMANCE FAMILY

CONGRATULATIONS ON BEING SELECTED TO JOIN THE 2021 BASE PERFORMANCE TEAM.

BRET HOOPAW STATES IT BEST HERE:

Like any family, we have those that are loved, our crazy cousins, weird aunts and uncles, and maybe even the creepy 2nd cousin. But, at the end of the day, no one on the BASE team is ever alone.

We are a team... we are a family...

Why this team:

I have been asked a lot lately about why am I on a team, and what are the benefits? Why THIS team?? It's not that hard. Team is what I do for a living. I have spent over 4 decades developing people to appreciate the benefits OF team. Watching success coming from a simple, but effective belief that we are stronger together, and achieve more.

So, Why THIS team?

Team is not JUST an idea. It is a feeling. It's acceptance on a level that those who choose not to understand, never will. Knowing that someone is not only there to pick you up, but actually understands where you are without explanation. I have teammates that I have only met through the ups and downs of the triathlon season... and yet, when together, there is no judgement, no expectation except that of passion, and excitement of the next event. I am not the fast guy... I do not only live for a race... I do not have the most expensive gear.

What I have, is a family... I have a Team.

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."












BASE PERFORMANCE FAMILY

HELLO DEAR FRIENDS,

2020 was a year that will go down in the history books. One we will never forget. We were all tested. Tested on our training views. Tested on our racing views. Tested on our political views. Tested on our moral views.

I can honestly say, I am extremely proud and grateful for our 2020 team. In the past 52 weeks of the year, not once, not a single time, did I ever see a team member get “out of line.” Not once did I ever see someone post something mean, say something mean, or do something which would be deemed inappropriate. Out of 1100 current team members, that is something to be proud of. We have an AMAZING TEAM with wonderful individuals on it. We are all different. We are fast and we are slow. Some of us are skinny and some of us are not (I fall into the not) Many of us are parents. We are all working adults. But at the end of the day, we are all a big family. A large unit. And I can’t thank each and every team member enough for being a good human.

During the summer we launched an internal team campaign of “Be The Change” - What’s your ? You can  anything. You can  inspiring. You can  motivational. You can  kind. You can  a jerk. You can  mean. You can  delightful. As the challenging year continued on, we all kept asking ourselves, what’s My ? And everyone continued to be kind and uplifting to one another. We are all hurting in one way or another. But our team was brought together and more friendships were born. It was amazing watching the team members bond during this troubling year.

We hope you will join our team and Be part of our amazing family again in 2021.

Sincerely,

Matt, Lauralee, Finn and Scout Miller





BASE PERFORMANCE FAMILY

IN 2021, YOU WILL HAVE THE OPPORTUNITY TO BE ON ONE OF THE MANY DIFFERENT BASE TEAMS WE HAVE AVAILABLE. YOU ARE ABLE TO BE ON MORE THAN ONE. THE TEAMS WHICH WE HAVE OPEN FOR 2021 ARE:

- **BASE TRIATHLON TEAM**
- **BASE CANADA TEAM**
- **BASE CYCLING GRAVEL TEAM**
- **BASE RUNNING TEAM**
- **BASE ADAPTIVE TEAM**
- **BASE AMBASSADOR TEAM**
- **BASE YOUTH TEAM**

PLEASE FOLLOW THE INSTRUCTIONS OVER THE NEXT FEW PAGES CAREFULLY

PLEASE NOTE, IN ORDER TO SIMPLIFY THINGS, WE PLACED ALL OF THE CYCLE TOPS INTO ONE ITEM WITH WHAT IS CALLED DIFFERENT VARIANTS. WHAT THIS MEANS IS THAT AS YOU ARE PLACING THE ITEM INTO YOUR CART, INSTEAD OF SCROLLING THROUGH ALL OF THESE DIFFERENT PRODUCTS, YOU WILL HAVE "BUTTONS" TO CLICK ON FOR THAT ITEM. FOR EXAMPLE, IN THE CYCLE TOP, YOU WILL SELECT MALE OR FEMALE, THEN YOUR STYLE (BLACK TEAM KIT, PURPLE, SPONSOR KIT, CANADA KIT, GRAVEL KIT, OR YOUTH KIT) - THE NEXT ITEM YOU WILL SELECT WILL BE YOUR SIZE. - **PLEASE REVIEW THIS CAREFULLY AS IF YOU DO NOT SELECT A "STYLE" THEN THE SYSTEM WILL DEFAULT YOU TO A MALE BLACK TEAM KIT. PLEASE SLOW DOWN AND MAKE SURE YOU DO THESE PROPERLY.**

AFTER HEARING FEEDBACK FROM MANY OF YOU, WE HAVE ADDED A LOT OF AMAZING NEW PIECES TO THE LINEUP, SO WE HOPE YOU APPRECIATE THEM AS MUCH AS WE DO. NEW FOR 2021 ARE:

- A TRI KIT AND CYCLE KIT WITH THE OPTION TO HAVE OUR TOP 3 SPONSORS ON IT (YOU ARE NOT REQUIRED TO PURCHASE THIS PARTICULAR KIT, BUT IT IS AN OPTION)
- GRAVEL CYCLE TOP - THIS IS A THICKER CYCLE TOP THAT IS NOT SKIN TIGHT, BUT LOOSE.
- LONG SLEEVE RUN SHIRT
- SLEEVELESS ONE PIECE TRI SUIT
- SLEEVED AERO TRI TOP (THIS FITS VERY VERY TIGHT, SO I WOULD SIZE UP)
- CYCLING GLOVES
- ARM WARMERS / SLEEVES
- FACE MASKS
- NECK GAITER / BUFF

THE OPTIONS LIKE THE ABOVE WILL BE AVAILABLE IN ALL PIECES.

EACH YEAR SOME OF YOU REACH OUT AND ASK WHY ONE HAS TO "PAY" TO BE ON THE TEAM. WELL, IT'S NOT THAT YOU HAVE TO "PAY" WE JUST CAN'T GIVE ALL OF THIS AWAY FOR FREE. WE PUT THESE ITEMS IN THE BASE BOXES TOGETHER AT COST AND TRY TO MAKE SURE OUR TEAM MEMBERS ARE TAKEN CARE OF. LET'S FACE IT, COVID ROCKED OUR WORLD. LAST YEARS TEAM BASE BOX WAS \$400 BUT HAD TWICE THE AMOUNT OF ITEMS IN IT. IN AN EFFORT TO BE CONSCIENTIOUS OF EVERYONES FINANCES, WE REMOVED A LOT OF ITEMS AND TRIED TO MAKE THE BASE BOXES MORE AFFORDABLE. THIS IS THE BEST WE CAN DO AT THIS TIME. ADDITIONALLY, WE ARE NOT ABLE TO OFFER FREE SHIPPING ON THE BASE BOXES. \$199 FOR ALL OF THESE ITEMS IS A MASSIVE DISCOUNT AND WE CANNOT DO FREE SHIPPING ON TOP OF IT.



BASE PERFORMANCE FAMILY

IN 2021 YOU GET TO BE AMAZING BOTH ON AND OFF THE RACE COURSE BY INSPIRING OTHER ATHLETES IN ALL YOU DO.

We are a big team. We are proud of our size. We have an amazing presence. Our private team Facebook page is drama free and awesome, and most importantly, we consider everyone to be family. We have fun, lots and lots of fun!

First and foremost, do NOT do this on your phone. I highly, highly recommend you do all of this on a computer.

Here are all the important details! There is a lot to process, but PLEASE read the entire document and use it as a reference as you place your team order.



You are an endurance athlete, we're confident you can manage. Seriously, stop what you are doing and read ALL PAGES in this document and follow along with it as you go. This document is broken into a few different areas:

GO TO our team section of the website. You can't miss it. On the main website is says "2021 BASE TEAM"

FILL your cart with the items which align with this document. You will specify your sizes, flavors, colors, etc. Once you enter everything, the orders will process. We will box everything up in February and ship out to you at one time. This is what is called the BASE Box. It will take us 10-12 weeks to get all of these custom items ordered and created. PLEASE NOTE that items WILL NOT ship until February.



BASE PERFORMANCE FAMILY



STEP 1. Go to our website: <https://www.baseperformance.com/> scroll half way down until you see the image to the left - click that image.

STEP 2. Enter this code to enter the store (2021TEAM) Must be in all caps



2020 TEAM BASE START HERE

☆☆☆☆ No reviews
\$1.00

YEAR

1ST YEAR ON TEAM 2ND YEAR ON TEAM 3RD YEAR ON TEAM 4TH YEAR ON TEAM

5TH YEAR ON TEAM 6TH YEAR ON TEAM 7TH YEAR ON TEAM

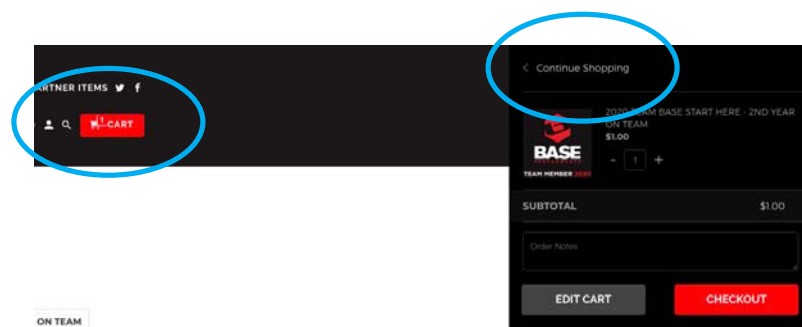
Qty
1

ADD TO CART

STEP 3. SELECT WHICH YEAR YOU ARE FOR THE TEAM, AND ADD THAT TO YOUR CART.

- This particular item is how you will receive future team emails
- This particular item is how you will get your team discounts
- This particular item is not a tangible item, so you will NOT receive an actual item in your box.

NO MATTER WHAT TEAM YOU ARE ON, YOU MUST START WITH THE ABOVE STEP. DO NOT MOVE ON TO THE NEXT STEP UNLESS YOU HAVE TOLD US WHICH YEAR YOU ARE ON THE TEAM.



STEP 4. Click on the **CART ICON** and make sure that you have added it. From there, click on **CONTINUE SHOPPING**



BASE PERFORMANCE FAMILY

AS A MEMBER OF THE BASE TRIATHLON TEAM, YOUR BASE BOX WILL CONTAIN THE FOLLOWING ITEMS. You will need to go through and add each of these items to your cart. Please do this very carefully and try to not make a mistake. Please do not select a youth kit if you need an adult item.

STEP 1



STEP 2

SELECT A SLEEVED OR SLEEVELESS TRISUIT OR SLEEVED OR SLEEVELESS TRI TOP AND TRI SHORTS



STEP 3

SELECT A TEE



STEP 4

SELECT HAT



STEP 5

SELECT BUFF / NECK GAITER



STEP 6



STEP 7



(PICK 1 STYLE)

STEP 8

GUMMIES



STEP 9

NUTRITION BUNDLE



The total retail value of your base box is \$477.00. So, when you place all of these items into your cart, your total must equal \$477.00 Or more or your base box discount code will not work. *** If you are \$1 short, you left of the start here which year team member are you. Please triple check.

Once all of these items are in your cart and your cart total equals or is greater than \$477.00, Enter this code **2021triteam** at checkout and it will reduce your total down to \$199 .*** This code will not work unless your total is greater than \$477.

Important - do not go through the BASE website and add other random items to your cart. Please, just don't. Additionally, if you would like to order



BASE PERFORMANCE FAMILY

AS A MEMBER OF THE **BASE CANADA TEAM**, YOUR **BASE BOX** WILL CONTAIN THE FOLLOWING ITEMS. You will need to go through and add each of these items to your cart. Please do this very carefully and try to not make a mistake. Please do not select a youth kit if you need an adult item.

STEP 1



STEP 2

SELECT A SLEEVED OR SLEEVELESS TRISUIT *OR* SLEEVED OR SLEEVELESS TRI TOP AND TRI SHORTS



OR AND



STEP 3

SELECT A TEE



STEP 4

SELECT HAT



STEP 5

SELECT BUFF / NECK GAITER



STEP 6



STEP 7



(PICK 1 STYLE)

STEP 8

GUMMIES



STEP 9

NUTRITION BUNDLE



The total retail value of your base box is \$477.00. When you place all of these items into your cart, your total must equal \$477.00 or more or your BASE Box discount code will not work. *** If you are \$1 short, you left off the start here which year team member are you. Please triple check.

Once all of these items are in your cart and your cart total equals or is greater than \$477.00, Enter this code **2021canadateam**. at checkout and it will reduce your total down to \$199. *** This code will not work unless your total is greater than \$477.

**Important - do not go through the BASE website and add other random items to your cart. Please, just don't. Additionally, if you would like to order additional team gear in kit pieces, the instructions for that will be on page 14

**Important for CANADIAN CUSTOMERS- at checkout, do not enter your Canada shipping address. Instead, place your Canada shipping address in the notes within your cart, and enter this address at checkout. 6880 Winchester Circle, Boulder, CO 80301 - that is the address to Home BASE. We will ship your team boxes to you via a different method when they arrive.



BASE PERFORMANCE FAMILY

AS A MEMBER OF THE **BASE CYCLING / GRAVEL TEAM**, YOUR **BASE BOX** WILL CONTAIN THE FOLLOWING ITEMS. You will need to go through and add each of these items to your cart. Please do this very carefully and try to not make a mistake. Please do not select a youth kit if you need an adult item.

STEP 1



STEP 2

SELECT JERSEY & SHORTS



AND

OR YOU MAY UPGRADE TO BIB SHORTS FOR AN ADDITIONAL \$60



STEP 3

SELECT A TEE



STEP 4

SELECT HAT



STEP 5

SELECT BUFF / NECK GAITER



STEP 6

SELECT MASK



STEP 7



(PICK 1 STYLE)

STEP 8

SELECT GUMMIES



STEP 9

NUTRITION BUNDLE



The total retail value of your base box is \$477.00. When you place all of these items into your cart, your total must equal \$477.00 Or more or your BASE Box discount code will not work. *** If you are \$1 short, you left of the start here which year team member are you. Please triple check. *** Note - if you upgrade to the bib shorts instead of the cycle shorts, that is ok, but your subtotal will be \$537.00 and your final price will \$259.00.

Once all of these items are in your cart and your cart total equals or is greater than \$477.00, Enter this code **2021cycleteam** at checkout and it will reduce your total down to \$199. *** This code will not work unless your total is greater than \$477.

**Important - do not go through the BASE website and add other random items to your cart. Please, just don't. Additionally, if you would like to order additional team gear in kit pieces, the instructions for that will be on page 1.

**Important for CANADIAN CUSTOMERS- at checkout, do not enter your Canada shipping address. Instead, place your Canada shipping address in the notes within your cart,



BASE PERFORMANCE FAMILY

AS A MEMBER OF THE **BASE RUNNING TEAM**, YOUR **BASE BOX** WILL CONTAIN THE FOLLOWING ITEMS. You will need to go through and add each of these items to your cart. Please do this very carefully and try to not make a mistake. Please do not select a youth kit if you need an adult item.

STEP 1



STEP 2

SELECT A COTTON TEE OR TANK



STEP 3

SELECT A RUN TEE OR TANK



STEP 4

SELECT SHORTS



STEP 5

SELECT HAT



STEP 6

SELECT BUFF / NECK GAITER



STEP 7

SELECT MASK



STEP 8

SELECT GUMMIES



STEP 9

NUTRITION BUNDLE



The total retail value of your base box is \$307.00. So, when you place all of these items into your cart, your total must equal \$307.00 Or more or your BASE Box discount code will not work. *** If you are \$1 short, you left of the start here which year team member are you. Please triple check.

Once all of these items are in your cart and your cart total equals or is greater than \$307.00, Enter this code **2021runteam** at checkout and it will reduce your total down to \$159. *** This code will not work unless your total is greater than \$307.

**Important - do not go through the BASE website and add other random items to your cart. Please, just don't. Additionally, if you would like to order additional team gear in kit pieces, the instructions for that will be on page 14.

**Important for CANADIAN CUSTOMERS- at checkout, do not enter your Canada shipping address. Instead, place your Canada shipping address in the notes within your cart,



BASE PERFORMANCE FAMILY

WE HAVE ADDED A **BASE ADAPTIVE TEAM FOR 2021**. This is for athletes who have an adaptation when competing. I have a personal affinity to helping adaptive athletes. For these team members we have created a special place for them within our team. If you are on the adaptive team Jay will reach out to you directly.





BASE PERFORMANCE FAMILY

OVER THE YEARS MANY ATHLETES HAVE REACHED OUT AND ASKED ABOUT BEING JUST AN AMBASSADOR DUE TO THE FACT THEY HAD CONFLICTS, BUT STILL WANTED TO BE PART OF THE TEAM. SO FOR 2021, I AM TRYING OUT AN **AMBASSADOR TEAM.**

Athletes on the Ambassador Team will not have the ability to purchase partner items at discounted rates such as Quintana Roo bicycles. We provide lists to all of our partners as to who is on which team. Athletes on the Ambassador Team will still be equal to all of the other team members, but will not have all of the same perks. For example, if an athlete is a 4th year team member, that athlete receives 40% off all BASE nutrition products on the website. Ambassador members will only ever receive 25% off nutrition products.

As a member of the base Ambassador Team, your BASE Box will contain the following items.

- T-shirt
- Hat
- Jar of BASE Gummies
- Base nutrition bundle which consists of (1 bag of hydro flavor of your choice. 5 Base bars - 1 / flavor. 3 Base gels - 1 / flavor)

The total retail value of your base box is \$136.00. So, when you place all of these items into your cart, your total must equal \$136.00 Or more or your base box discount code will not work. *** If you are \$1 short, you left of the start here which year team member are you. Please triple check.

Once all of these items are in your cart and your cart total equals or is greater than \$136.00, Enter this code **2021ambassadorsteam** at checkout and it will reduce your total down to \$99. *** This code will not work unless your total is greater than \$136.

**Important - do not go through the BASE website and add other random items to your cart. Please, just don't. Additionally, if you would like to order additional team gear in kit pieces, the instructions for that will be on page 14

STEP 1



STEP 2



STEP 3



STEP 4



STEP 5





BASE PERFORMANCE FAMILY

AS MORE AND MORE OF OUR CURRENT TEAM MEMBERS HAVE KIDS WHO ARE GETTING OLDER AND GETTING INTO THE SPORT, WE REALIZED IT IS IMPORTANT TO LET THEM WEAR THE SAME KIT AS THEIR PARENTS, AND BE PART OF THE TEAM. I WILL COMMUNICATE WITH THE PARENTS ABOUT HOW TO GROW THIS **TEAM OF KIDS**.

If you only want to provide your kids with matching kits in their sizes, then create an additional order and add their pieces to it. Instructions on how to do that will be on page 14.

If you want your child to have their very own custom BASE Box, I think that will freaking rock. If you can please take care of placing the order and follow this info.

Place the order the same way you would for your adult tri or adult cycle box. Then at checkout, enter this code **2021Youthteam** it will bring the price down to \$199. If you are placing a youth run box order, enter this code **2021youthrun** and it will bring the price down to \$159.





BASE PERFORMANCE FAMILY





BASE PERFORMANCE FAMILY





BASE PERFORMANCE FAMILY





BASE PERFORMANCE FAMILY





BASE PERFORMANCE FAMILY

IMPORTANT INFO REGARDING ADDITIONAL ITEMS TO ORDER

If after you go through and order your team gear you would like to order additional items, you can do so at this time for 60% off until November 1st, 2020. You will need to create a new order and at checkout enter this code: **21team60** - I increased the amount from 50% to 60% this year, as I know that you are receiving less items in your original box and hopefully this will entice you to order extra team pieces.

You only receive 60% off of team gear such as jerseys, kits, gloves, etc. The items must start with 2021team in order for the discount to work. Do not order additional product such as nutrition or prior year gear.





BASE PERFORMANCE FAMILY

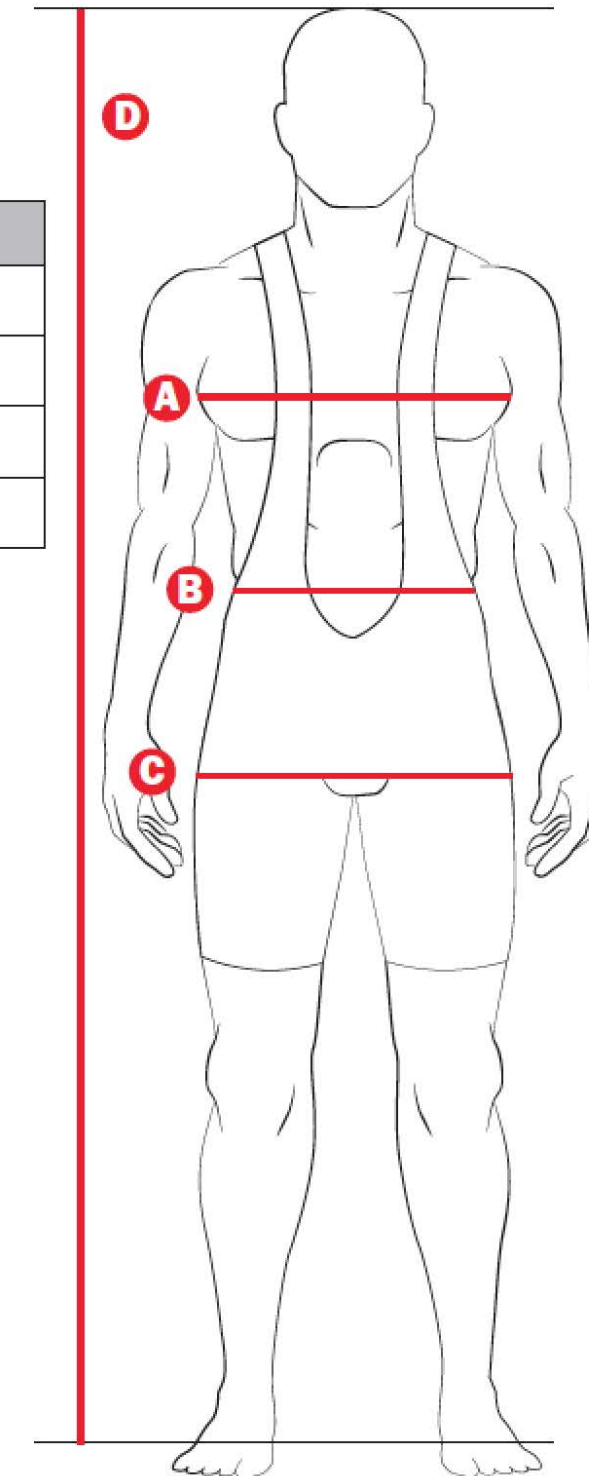
MEN'S SIZING CHART:

Men's (Unisex) Size Chart

		XS	S	M	L	XL	XXL
A	Chest	36 in	37.5 in	39 in	40.5 in	42.5 in	44.5 in
B	Waist	30 in	31.5 in	33 in	34.5 in	36.5 in	38.5 in
C	Hip	36 in	37.5 in	39 in	40.5 in	42.5 in	44.5 in
D	Height	5 ft 8 in	5 ft 9 in	5 ft 10 in	5 ft 11 in	6 ft	6 ft 1 in

- A** Chest/Bust: measure under your arms, around the fullest part of your chest
- B** Waist: measure around your natural waistline (bend side to side and where you bend is your natural waist, not where jeans sit)
- C** Hip: measure around the largest part of your hip
- D** Height: measure from the floor to the top of your head

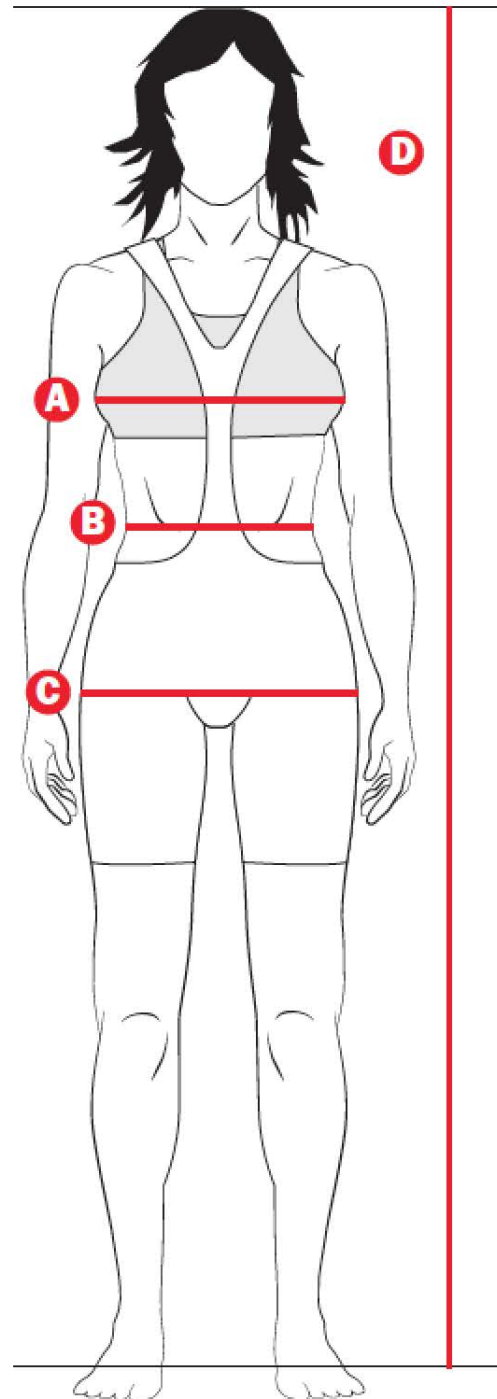
Measuring: please take measurements over your underwear or tight fitting clothing, standing with your feet shoulder width apart facing forward. If your measurements fall in between sizes, we suggest that you size up for a better fit.





BASE PERFORMANCE FAMILY

WOMEN'S SIZING CHART:



Women's Size Chart

		XS	S	M	L	XL	XXL
A	Bust	33 in	34.5 in	36 in	37.5 in	39.5 in	41.5 in
B	Waist	25 in	26.5 in	28 in	29.5 in	31.5 in	33.5 in
C	Hip	35 in	36.5 in	38 in	39.5 in	41.5 in	43.5 in
D	Height	5 ft 4 in	5 ft 5 in	5 ft 6 in	5 ft 7 in	5 ft 8 in	5 ft 9 in

A Bust: measure under your arms, around the fullest part of your chest

B Waist: measure around your natural waistline (bend side to side and where you bend is your natural waist, not where jeans sit)

C Hip: measure around the largest part of your hip

D Height: measure from the floor to the top of your head

Measuring: please take measurements over your underwear or tight fitting clothing, standing with your feet shoulder width apart facing forward. If your measurements fall in between sizes, we suggest that you size up for a better fit.



BASE PERFORMANCE FAMILY

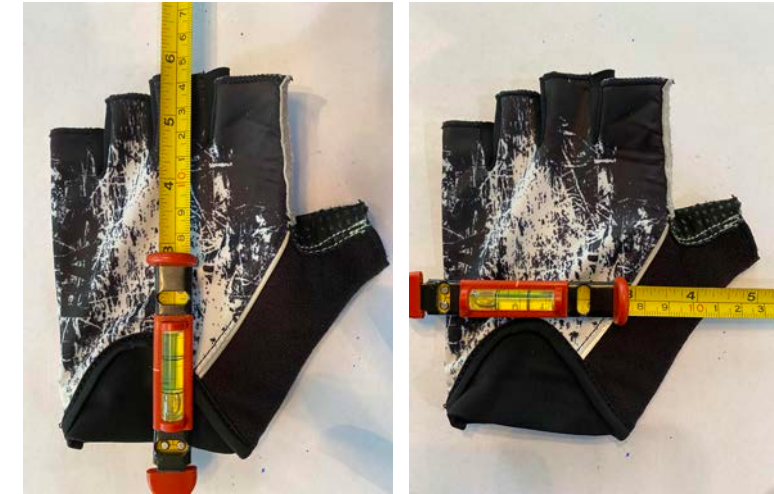
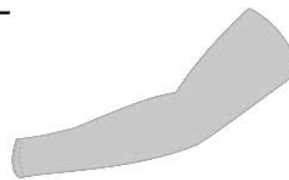


In the picture is Matt's Personal Medium Arm Sleeve which is 44 cm long and 12 cm wide at the bicep.

/ ARM WARMERS RECOMMEND TABLE /

Size	S	M	L	XL	XXL
Bicep Circumference	23	24	25	26	27
Length	43	44	45	46,	47

All measurements in CM

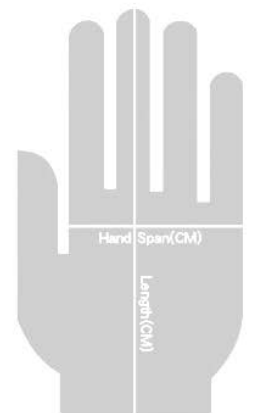


Please use this image as reference as this is a BASE LARGE cycling glove

/ CYCLING GLOVES RECOMMEND TABLE /

Size	S	M	L	XL
Hand Span	9	9.5	10	10.5
Length	15	16	17	18

All measurements in CM

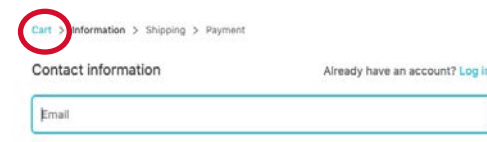




BASE PERFORMANCE FAMILY

ORDER SUMMARY PAGE

Please, before you hit submit and pay, triple check your order. I cannot tell you how many times every year mistakes are made. We make them. We all make them. Please make sure that if you need an XL you did not order an XS (it happens every year) please make sure if you are an adult you did not order a youth (happens) - please, please, please triple check your work. We cannot go back and fix this after November 1. I'm sorry, we just can't.



**WHEN YOU GO BACK AND FORTH BETWEEN CART AND THE ITEM PAGES, SOMETIMES A GLITCH OCCURS WHICH STATES:
Some items in your cart don't ship to your location. Contact the store for more information.
Above your email address is a BLUE CART link - click that link. This will return you to the web page. Click Checkout. This should alleviate the glitch**



BASE PERFORMANCE FAMILY

FREQUENTLY ASKED QUESTIONS

Q: Why do I have to pay so much to join the team? Why is it not free?

A: Well, we are a team. As you can see, you receive nearly \$500 worth of product and items. We already have over 1,000 team members and growing, and therefore everyone has a vested interest in the team. Which is what helps make it special. If this were a free team, and we had 5000 free team members, we would just be another Facebook group that is not truly connected.

Q: What is the final cutoff date for me to order all of my team gear for the BASE Box?

A: The absolute drop cutoff date is October 25th, 2020. We will be placing one large order with all of our suppliers. If you order after October 25th, it will not get in, nor will we be able to do this at such a reduced, high volume price.

Q: What if I meant to order an XL item, and I accidentally ordered an XS. What can be done about this.

A: Do not do this. Double check, TRIPLE CHECK YOUR ORDER before hitting submit. We do not have the ability to correct mistakes such as this in February after you receive your order. I will tell you this happens about 30-40 times every year.

Q: Will BASE have additional team gear items in inventory this spring or summer if I don't want to order today?

A: We carry a few items in inventory, but honestly they go fast. If you do order at a later date, you will only receive 25% off. This initial order is the only one that is 60% off.

Q: When does my team discount apply for BASE Products from the website?

A: After all of the team orders are in the store and updated, we will then go in and start to get everyone changed over. Mid-December we will send an email out to the 2nd year (30%) 3rd year (35%) and 4th year (40%) ETC.

Q: If I have a question about something, anything, whom should I ask?

A: Please search the BASE Team Facebook page first. If you do not see the question in there, feel free to post the question there. Many members have been on the team multiple years and can answer the question quickly. Please post all questions to the Team Facebook page. All team questions go there. Do not email BASE Employees team related questions. Please do not send the BASE Main Facebook page messenger messages about the team.

Q: Who are some of the BASE Partners and how do we access the partner discounts?

A: BASE has a ton of partners such as Quintana Roo, NormaTec, IRWIN Wheels, Zealios, Ceramic Speed, XLAB, Pro Compression, and Garmin. In December, we will provide you with one document which has all of the partner codes and info on how they work and how the discount works.



BASE PERFORMANCE FAMILY

Q: Is there a place I can go to read old team newsletters and catch up on information such as partner discounts?

A: Yes. On the main BASE Website, there is a team member section titled 2020 BASE TEAM INFORMATION PAGE. We post all old information in here. Please search here for answers first. The access code to enter is 2020TEAM

Q: Where can I access Logos or Images to add to Facebook or logos for blog, website, or kits?

A: All of our logos are posted on the BASE website under the link Logos and Images Page

Q: When are the two BASE Camps?

FEBRUARY 24 - FEBRUARY 28 - CLERMONT FLORIDA, more of a social camp. \$199 / athlete. (covers pool rental fees and team dinners Thursday, Friday and Saturday).

MAY 21 - 25 MEMORIAL DAY WEEKEND - BOULDER, COLORADO: a little more intense, but very social. \$199/ athlete. (covers pool rental fees and team dinners Thursday, Friday and Saturday).

Q: How will the BASE Team Leaders be communicating with us?

A: Most of our communication is passed along through the Team Facebook page. About 1 or 2 times each month we will send email newsletters to the team via our Marketing software. Please make sure you can receive Promo Emails from matt@baseperformance.com This is why using a valid email address to place your order is so essential.

Q: What do I do if after I order my BASE Box Items I need to make an adjustment to size?

A: First, this is very, very hard on us, so PLEASE take your time during your order and try to get it correct. If you must change something, send an email to: info@baseperformance.com with your order number and tell us what needs to be changed up. There is a very high chance it will not go perfect since we are dealing with so many orders at one time, but we will try.

Q: What do I do if once I receive my BASE box some items don't fit?

A: Please refer to the size chart that we provided in this PDF. It is accurate. All of our pieces fit true to size. Meaning they are not Euro cut or anything. If you wear a medium T-Shirt, order a Medium Cycle top or Medium Tri top. But, if you need to exchange in March, we will set up an exchange site via Facebook where members can exchange amongst themselves. Do not ask us to exchange it. Please go through the Facebook Swap Page when it is setup. BASE does not order hundreds of additional items in all sizes to account for sizing errors. All of the pieces are custom.



BASE PERFORMANCE FAMILY

Q: What if I want to return items from the BASE Box after I receive the box?

A: We are sorry, but there are NO returns. These items are all at cost and 100% custom. We do not have the ability to take returns on BASE box items.

Q: What if I do not live in the United States?

A: If you do not live in the US, send an email to: matt@baseperformance.com and he will get you set up. We will work with you on the duties and the shipping and make sure you are not crushed on these charges.





BASE PERFORMANCE FAMILY

RETURN / EXCHANGE POLICY

THERE ARE NO RETURNS OR EXCHANGES ON THE BASE BOXES. THESE ARE ALL CUSTOM ITEMS. EACH YEAR WE SET UP AN EXCHANGE PAGE VIA FACEBOOK SO IF YOU WANT TO SWITCH IT OUT, YOU CAN. BUT WE DO NOT ORDER HUNDREDS OF EXTRA CUSTOM PIECES PER SIZE IN THE EVENT OF A MISTAKE. SORRY, BUT THAT IS NOT POSSIBLE. IN RARE INSTANCES AS A LAST RESORT, WE CAN PROBABLY SWITCH SOMETHING OUT, BUT THAT IS NOT A GUARANTEE. PLEASE TRIPLE CHECK THE ORDER YOU PLACE.





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PARTNER PRODUCTS

All of our team partners will be extending a BASE TEAM ONLY deal for the month of March which is greater than what has ever been. Just wait until February and support our sponsors.





BASE PERFORMANCE FAMILY

YOUR RESPONSIBILITIES

AS A BASE TEAM MEMBER YOU AGREE TO:

- Assist for a minimum of 1 day at either an expo or race day. We understand that you may be racing and we want to see you succeed. Your help is imperative to the success of the season, plus we think you're great and want to spend time with you.
- You must race in 2021 BASE Triathlon KIT or a Running Shirt in 3 of your races.
- Be active on social media and help promote the team and BASE products in a positive way. You are achieving pure greatness everyday, so let's see it.
- Share products with your friends and family so they can experience the BASE 2021 team spirit.
- BASE RACE TEAM DUES: This year's BASE RACE TEAM dues will be around \$199. Your cart will automatically discount to \$199 plus shipping. You will be responsible for the shipping costs of your welcome kit as we cannot control the shipping locations for where everyone lives.
- VERY IMPORTANT DEADLINE: You must register and have all of your information in and uploaded prior to October 20th. Please do not delay.

DELIVERY INFORMATION

- Once BASE receives all of the kits, BASE will send you (1) very large care package which will include all of your items in one shipment. You will receive your pieces all in one shipment. PLEASE NOTE YOU WILL NOT RECEIVE ANYTHING PRIOR TO YOUR WELCOME KIT. IT WILL ALL ARRIVE AT ONE TIME IN FEBRUARY and MARCH.

ORDERING PRODUCT IN THE FUTURE

As a team member, you are granted large discounts when ordering BASE Products. 1st year team members will receive 25% off of their order, 2nd year 30%, 3rd, 35%, 4th 40%, 5th 45%, 6th 50% and 7th 55%. I'm criticized heavily for offering such large discounts to my 6th and 7th years, but honestly, they have stuck by my side and believed in me this long. It's the least I can do. Hopefully everyone becomes an 8th year. On November 1st I will email out all of the new 2021 codes, and you can start using them on that date. Meaning, 1st year members can begin to order product. And if you were a 1st year team member in 2020, you can now use the new 2021 2nd year team member code.

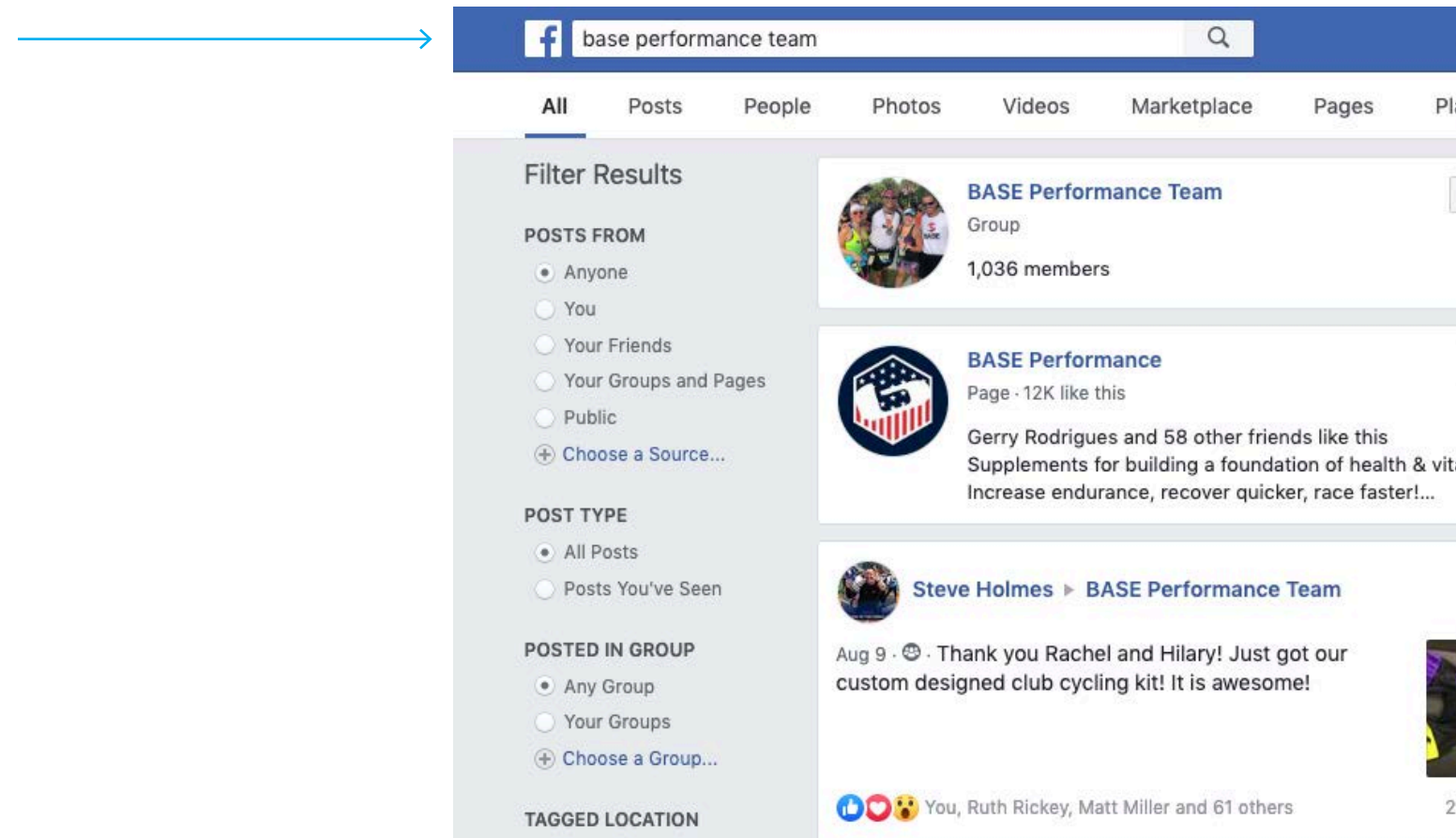


BASE PERFORMANCE FAMILY

TEAM FACEBOOK PAGE

Q: When will I be added to the BASE Team Private Facebook page?

A: We will add you to the page as soon as you complete your team BASE Box. Go to Facebook, and in the search bar up at the top, search for BASE PERFORMANCE TEAM. Submit a request to join. Answer the 3 questions that are on there. We will then approve you. You MUST answer the questions as we will not know it is you (We get spammed with about 100 princes of Zimbabwe wanting to join the team every day, so we delete everyone who does not answer the questions) Please do not message Matt or Lauralee and ask them to add you to the team page. We try to streamline everything, and the easiest way is by doing the above. It will occur quickly. The sooner you do this, the faster we can add you.





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FINAL NOTES

We are extremely grateful for the outpouring of support and wish we could take everyone. Unfortunately we were not able to select everyone, but know there are a LOT of you and we will do our best to respond to your questions in a timely manner. Our goal throughout the year is to provide you with opportunities to cultivate friendships, to support each other through racing, to make the sport inclusive for athletes of all levels, to make our communities a better place, and most importantly have fun while doing it. The year will start with the BASE Camp in Clermont, Florida February 24-28.

It is not required to attend events, but if you can make some or all of them, you will have an amazing time. What we have learned from past years is this, we promise you will get out of the BASE Team what you put into it. For those who were on the team in 2015, 2016, 2017, 2018, and 2019, and came to events, team dinners, helped at expos, or passed out salt on the IRONMAN courses, they had an amazing time. Let's make 2021 a phenomenal year filled with fast racing, fun camps, and kick ass experiences.





BASE PERFORMANCE FAMILY

LAST BUT NOT LEAST

This is a General Release, dated as of October 1st 2020, by the person below to BASE PERFORMANCE LLC. In consideration of my becoming associated with and/or my association with BASE PERFORMANCE LLC. I hereby release, hold harmless and indemnify BASE PERFORMANCE LLC. from any and all claims and rights which I have or may have, directly or indirectly, against BASE PERFORMANCE LLC. as a, direct or indirect, result of the association with them.

My acceptance and purchase of the team dues is intended to bind me to the foregoing. BASE Performance is nutrition for athletes of all abilities striving to accomplish their goals, live healthy lives and achieve greatness. We here at BASE promote an inclusive community that allows everyone, from the weekend warrior to the professional athlete to thrive in a supportive environment with access to amazing nutritional products.

BASE transcends far from just being a nutritional company. We have worked hard to cultivate a collaborative community that fosters relationships among athletes of all ages and abilities. The heart of the BASE family is its authenticity and unwavering support of our race team members, ambassadors and the race community. That being said, BASE Performance does not tolerate misconduct, including cheating, bullying whether on the internet or in person of any form. Accusations of misconduct and misrepresentation are taken seriously here at BASE. Integrity, honesty, and the dedication to competing with dignity and grace are core values to which all BASE Performance athletes must adhere. As an inclusive nutritional company and team, BASE Performance does not tolerate or condone misconduct in the form of hateful vitriol on social media platforms. Athletes that choose to conduct themselves in such a manner will no longer be a part of the BASE family.

As we continue to grow and expand, we look forward to our continued commitment to cultivating an inclusive and supportive community for athletes of all ages and abilities.

BASE Performance would like to thank our customers, race members, team members, family, partners, and the race community for your ongoing support.

Thank you so much for everything!

Matt and Lauralee

LET'S DO THIS



BASE