## Expectations & Process

- 1. Install products in a timely manner after delivery and provide & post at least three images per product (unboxing, before & after, one or more best pics). Videos are also encouraged.
- Each post needs to include the following language: "Use [your promo] today at <u>www.F150LEDs.com</u> to upgrade your truck & get 10% OFF now!" along with the following hashtags []
- **3.** Ambassadors are expected to actively & positively interact within their own social postings as well as within the F150LEDs social postings by responding to comments, tagging F150LEDs when appropriate, story features etc.
- 4. Once postings are made please notify us via bobby@F150LEDs.com and send us your best pics. Photos, content & communications levels are reviewed to ensure they meet high standards. If met, the next product set will be sent directly to you!

## Code of Ethics

- **1.** Be respectful to every person while conducting F150LEDs related business.
- **2.** Conduct themselves and their business activities in an ethical, moral, legal and financially honest manner.
- 3. Be truthful in representations of F150LEDs products.
- **4.** Abide by all F150LEDs policies and procedures as they are currently and as they may be amended in the future.
- 5. Use appropriate language and photos on any social media accounts that will be used to represent our brand.

## Typical Ambassador Product Schedule:

**Stage 1:** Cargo and Third Brake Lights, Tags, Reverse Bulbs

Stage 2: Front Maps, Rear Domes, Vanity Mirror Lights, Gauge Cluster, Gear

Selector, Raptor Kits

Stage 3: Tail Lights, Front Blinkers, Headlights, Spartans (Hood and Reverse),

Light Bars