



## **U.S. Sherpa Brand Ambassador Policies, and Agreements**

A Brand Ambassador for this company helps to increase brand-awareness, sales and the company's social responsibility mission by promoting U.S. Sherpa products and events through social media.

### **Qualifications:**

- 1 Social Media Account [Required]
- Minimum of 500 Followers, or Friends [Required]
- U.S. Sherpa is looking for Ambassadors with some of the following characteristics: adventurous, outgoing, social, friendly, athletic, creative, etc.
- We want people who have interests, or skills in the following: leadership, marketing & sales, entrepreneurship, sustainability, environmental awareness, international fair-trade & artisans, etc.

### **Duties/Responsibilities:**

- At least 1 photo posted every 2 weeks = 2 posts per month minimum.
- All photos must highlight our product, and if exclusively a product shot, it must clearly show our label/logo.
- Photos must include tagging our social media account, hastaging US Sherpa, and/or include website URL
- Each photo should be appropriate in both language, and content
- At least 1 of the 2 photos posted during the month should have a description encouraging people to visit our website, follow our social media.
- Promoting US Sherpa by spreading awareness about our social mission and the goals of our company. (ie...)
  - US Sherpa produces fine artisan goods that are handcrafted in Nepal. Our deep roots in Nepal allows us to produce high quality products, while valuing the artisan's labor and their need to have sustainable and viable economic opportunities. We work to build equitable and sustainable trading partnerships that contribute to the well-being of our artisans, promote an environmental consciousness, and preserve the authentic Nepalese culture. With this mission in mind and through collaboration with generous partners, we can continue to create meaningful and beautiful products from our home base in the Green Mountains of Vermont.

### **Benefits:**

- You will receive a starter package of 3 free products, and thereafter will 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. With the opportunity to receive more free products, with more posting.
- Your 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 apart of a group, team, or organization you may have the ability to establish collaborations/ sponsorship for said organizations through US Sherpa.

### **Contract Details:**

- 3 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**

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