



Influencer Agreement

This agreement entered into on _____ by and between _____ (hereinafter referred to as "Influencer") and Virtue Bowling Supply (hereinafter referred to as "VBS") will follow the terms and conditions stated below and will expire on _____. After the expiration of this agreement, terms will default to a month-to-month basis on these same terms unless written notice is provided by the influencer or VBS of a requested change to the agreement.

_____ is signing as a _____ tier influencer on the basis mode of influence being _____.

VBS's Responsibilities & Influencer's Benefits

1. **Discounts** - The influencer will be given all the following discounts (based on tier) listed to assist in their growth as a bowler and influencer:

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	Balls	Products (Non-Ball)	Services
Bronze	5%	10%	25%
Silver	10%	25%	50%
Gold	15%	30%	75%

2. **Incentive Programs** - The influencer can receive credit to be used at VBS based on their performance at positively influencing bowling through their mode of influence.
 - a. **Online Orders** – If any customer uses the influencer’s code at check out, the customer will get a discount (first purchase only) and the influencer will get credit based on their influencer tier.
 - i. **Bronze – 5%**
 - ii. **Silver – 7%**
 - iii. **Gold – 10%**
 - b. **League/Event Promotion** – If the influencer is responsible for organizing any league or event there will always be the option for Virtue’s sponsorship of their event or league that can be negotiated in a separate agreement. Additionally, they can request store credit of \$0.25 per unique participant per year for their event. This covers leagues, tournaments, or coaching.
 - c. **Accomplishment Promotion** – The influencer can earn credit by tagging and promoting VBS in any post on social media for any of the following accomplishments based on influencer tier:

	Honor Score (300/800)	Hndicp Win	Scratch Win (Non-PBA)	PBA (Regional) Matchplay	PBA (Regional) Title	PBA (National) Matchplay	PBA (National) Telecast	PBA (National) Title
Bronze	\$5	\$10	\$15	\$10	\$25	\$25	\$35	\$50
Silver	\$10	\$20	\$25	\$20	\$50	\$50	\$75	\$100
Gold	\$20	\$30	\$35	\$30	\$75	\$75	\$100	\$150

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- d. **Receiving Credit** – The way that all Virtue Bowling Supply credit is received is on a gift card. The influencer will submit any requests for owed credit to VBS through the credit request form on www.virtuebowling.com/influencer. All credit will be added to the gift card given to you upon becoming an influencer.
 - e. **Cash Incentives & Stipends** – Influencers can earn cash instead of credit for any incentives above, as well as monthly cash stipends. These are only available to gold-tier influencers and will have their own individualized agreements.
3. **Benefit Programs** – The influencer will also receive various benefits listed below.

- a. **Early Access To New Releases & Content Creation Opportunities** - Influencers will have early access to new release bowling balls and content creation with Virtue’s marketing team. Priority for these situations will go in order of gold, then silver, then Bronze, before becoming available to the public. Discounts do not apply to early-release products
- b. **Play an active role in shaping future products, services, events, and programs** – Our team will reach out to the influencer's private Facebook group with ideas and information that we want them to help us improve and develop.
- c. **Assistance In Personal Brand Development** – For any influencers looking to grow their brand through merch, products or other services, VBS will assist you with hosting your merch on our website, or providing access to our team of experts for technical or general advice.
- d. **Apparel & Merch Compensation & Discounts** – Influencers will receive the following apparel and merch annually, complimentary depending on their tier. All influencers can purchase additional apparel and merch at cost (ask the VBS Director of Influence for the exact price).

	Patches	T-Shirt	Polo	Jersey	Shammy	Towel	Grip Sack	Spare Ball
Bronze	3	2	1	1	0	1	0	0
Silver	5	3	2	2	1	1	1	0
Gold	7	4	2	2	2	2	2	1

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Influencer’s Responsibilities & VBS’s Expectations

1. **Promotion of VBS Products and Services** - The influencer must have the VBS logo on their shirt or hat at all times during **tournament play** and a minimum of 50% of the time during **league or open play**. Any leagues or tournaments w/o the logo present will not qualify for any incentives. The influencer will recommend VBS products and services when applicable.
2. **PBA Jersey Agreement** – If the influencer is a PBA member or ever becomes a PBA member, it is agreed that a PBA jersey agreement will be signed allowing Virtue Bowling Supply to be advertised in the PBA-approved locations. The influencer agrees that the benefits in this agreement will suffice for the PBA recommended sponsorship amounts and that the influencer will be responsible for paying the 5% fee required by the PBA by the PBA member. Any questions and concerns regarding this topic can also be discussed and addressed by emailing msledz@pba.com. This is ONLY NECESSARY for any years that Virtue Bowling Supply is NOT a registered product partner of the PBA.
3. **Influencer’s Behavior** - The influencer’s behavior in public settings and on social media must always reflect a professional, and sportsman-like manner. The influencer must always keep in mind that their verbal and non-verbal language may be a direct reflection of bowling and VBS. Any behavior deemed by the VBS management team to contradict the growth or positive perception of bowling will be addressed accordingly and could lead to suspension or breach of the agreement.
4. **Influencer Program Guidelines** – The influencer agrees they are aware of the minimum guidelines for their tier and mode of influencer. These guidelines are available at www.virtuebowling.com/influencer. The influencer understands that if their performance in being a positive influence in bowling falls below these guidelines, it could merit the termination of this agreement.

Circumstances For Breach of Agreement

If the influencer doesn’t follow any of the above expectations or fails to assume any of the above responsibilities or VBS deems any social media post, or verbal or non-verbal actions unprofessional and unacceptable this agreement will be terminated immediately. The influencer will be notified regarding any breach and all credit received by incentives will be null and void.

The following parties agree to all aspects of this agreement upon printing and signing below.

Influencer

Print: _____ **Sign:** _____ **Date:** _____

Virtue Bowling Supply

Print: _____ **Sign:** _____ **Date:** _____