



IPPOS IS LOOKING FOR NEW FACES FOR ITS BRAND AMBASSADOR PROGRAM

An IPPOS Brand Ambassador is a confident, independent thinker who loves horses, riding, and advancing the equestrian sport. An IPPOS Brand Ambassador appreciates great functionality and design in the products she uses. She is energetic, outgoing, and hardworking with a passion for and a strong commitment to the equestrian lifestyle.

IPPOS believes in paying it forward in the community. An IPPOS Brand Ambassador shares that philosophy and is active in supporting her local community at the barn, at the showgrounds, and in her everyday life. An IPPOS Brand Ambassador is a role model to young riders and inspires other riders not just with her skill and athleticism, but also by sticking to her core values.

If you have a passion for the equestrian lifestyle, a commitment to advancing the equestrian sport, and a love of IPPOS products, then IPPOS wants to hear from you.

WHO MAKES AN AWESOME IPPOS AMBASSADOR?

- A rider who is creative, great at taking photos, social media savvy, and good at engaging with people both on social media and in her daily life to spread the word about IPPOS.
- Shares our brand at least five times a month (photos, links, videos, etc.) on social media.
- Shares information about our brand and products at the barn, at school and college riding programs, and at horse shows and other events she attends.
- Identifies barns, schools, or other groups interested in ordering custom IPPOS bags to promote their team.
- Shares and posts IPPOS marketing materials (such as new products, sales information, etc.) in creative and dynamic ways.

IPPOS APPRECIATES ITS BRAND AMBASSADORS

Here's how we show our appreciation:

- You will receive a **20%** discount off your purchases of IPPOS products.
- You will be given a custom discount code to hand out for anyone to use that gives them **10%** off their purchase. For every purchase that is made on www.ippos.com, using your custom discount code, you will receive **10%** cash back commission paid to you monthly.
- You will have the unique opportunity to build your professional and riding resumes with valuable marketing experience.
- You will be connected with other influencers in the equestrian industry, thus expanding your own network and allowing you to meet other passionate equestrians.

APPLICATION

Please email the form below to jessica@ippos.com. This application is for the 2017 season.

Those selected will also be individually notified. Must be at least 18 to qualify, unless sponsored by a consenting parent.

Applicants must not be an ambassador for a similar or competing brand.

DEMOGRAPHICS

1. Name:
2. Age:
3. Location (City and State):

SOCIAL MEDIA

4. Email Address:
5. Instagram username:
6. Instagram number of followers:
7. Facebook profile link:
8. Twitter username:
9. Blog link:

EQUESTRIAN

10. Regions you compete in:
11. Discipline/Years of experience riding:
12. If you show, what level/classes do you show at?
13. Tell us about your horse or the horses in your life:

14. Describe your style:

15. Why do you want to be an IPPOS ambassador?

16. In what ways could you creatively display your love for our brand, our products and our IPPOS philosophy?

17. Have you been a brand ambassador in the past? If yes, who with?

18. Are you currently a brand ambassador for another company? If yes, who with?

19. Please include 3 photos of yourself. At least one of the photos should be a riding photo of yourself that showcases your talents.

20. Optional: Any additional information that you feel is important for us to know about you.

For questions about the application process or the brand ambassador program, send all inquiries to jessica@ippos.com with "Brand Ambassador Program" somewhere in the subject line.

We are happy to provide you with any additional information concerning the benefits and responsibilities of an IPPOS brand ambassador. If, after you are selected, you no longer desire to be an IPPOS Ambassador at any time, then you may withdraw by providing us with 30-days notice. This notice is important so that we have time to replace you with another IPPOS Ambassador. We also reserve the right to remove you

as a brand ambassador if you do not meet the minimum requirements we have listed above, or if you have not performed the aforementioned duties to a standard which IPPOS deems satisfactory.

Becoming an IPPOS brand ambassador may also entitle you to receive free products for yourself from time to time, and to receive stickers and flyers to hand out. We may also ask from time to time that you participate in new product reviews, as we value your input.

By submitting the above form to us, you are applying to become a brand ambassador for IPPOS for the 2016/2017 season. If you are selected, you agree that IPPOS may publish any photos you submit, biographical information about you and your horse(s), all photographs taken using our products and supplied images, and links to your social media accounts.

We look forward to hearing from you!