



artist endorser program

Thank you for your interest in becoming an Artist Endorser for GRUV GEAR. We are very excited about our innovative gear and accessories for working musicians, and we look forward to creating some strong partnerships with dedicated artists like you moving forward.

PROGRAM GOALS

GRUV GEAR is looking to partner with some of the most prominent and influential musicians, DJs and performers from all styles and genres. We want you to experience the benefits of our products first-hand, and hopefully become our best ambassadors and promoters. In exchange, not only will you receive exclusive special pricing on our product, but you will also enjoy some unique and very compelling benefits that are designed to drive exposure back to you! We are dedicated to developing highly creative marketing strategies that will promote both our products as well as our Endorsers - Bottom-line, we have designed the program to drive traffic back to you! Still interested? Read on...

BENEFITS

Approved Endorsers will receive the following benefits:

- ✓ **20% OFF original retail price** on first-time purchase of a GRUV GEAR product. If applying as a band, each artist in the band will be eligible to receive the special Endorser pricing – Limit 1 (one) discount per artist.
- ✓ Inclusion in the Endorsers section of our company website, which will display your photo, bio, sample MP3 or video, and website link. Artists may be categorized based on genre as more Endorsers are added.
- ✓ When we feature your music or video on our homepage, it will be automatically played without any action from the user – This means immediate user engagement and instant exposure to you. Rotation will vary depending on availability of content submitted by other Endorsers.
- ✓ Free exposure generated from GRUV GEAR's marketing campaigns in both national publications and industry websites.
- ✓ Advanced notification and additional Endorser discounts on new GRUV GEAR products.

QUALIFICATIONS

- 1) Be actively performing at a public venue at least **10 (ten) times per month**. Provide proof (e.g. link to your online events calendar, copies of flyers, or similar verification). Nationally recognized recording artists may be an exception if currently on off-tour season.
- 2) Must not already be endorsing a competing product (e.g. V-STRAP endorsers should not endorse straps from other companies).

AGREEMENT

- Use your GRUV GEAR product as often as possible - Your avid use is your best testimony! Of course we ask that you promote GRUV GEAR as often as possible, whenever appropriate!
- You will receive a small packet of flyers or cards along with your first order. Please hand these out to other artists within one month of receipt.
- Add a special link on your primary website, Facebook, or MySpace site back to GRUV GEAR's website.
- Keep labels intact and visible on the product, and follow the proper usage guidelines as described on manuals or on the website.
- You are allowing the use of your name, photo, media and other provided information on our website and other marketing materials without further compensation and/or royalties. We will not provide direct download links to your media without your explicit permission.
- You agree to be an Endorser for at least 1 (year), but we are confident you will continue to use our product well past that. You will continue to receive the benefits for as long as you continue to endorse us! If you no longer wish to endorse us at any time past the first year, simply inform us and we will remove your information from our site immediately. If you wish to end the endorsement prior to the one year, you agree to pay the balance of the Endorser discount for the remaining months, with the total discount amount divided over 12 months.

READY TO SIGN UP?

Complete the attached application, or submit an Endorser application online at www.gruvgear.com/endorser. Once approved, you will receive an email confirmation with instructions on how to purchase a GRUV GEAR product at 20% OFF retail, excluding shipping/handling and tax. After purchase, send your photo, bio and website URL along with up to 3 (three) MP3 and/or video files to artists@gruvgear.com for priority inclusion on our website.