

Certified Ambassador Guidelines and Contract

Goal: To generate brand awareness by creating a sense of excitement and loyalty around Fresh Water Cannabis Co. on social media.

We are super excited that you have decided to partner on the Fresh Water Crew! See the following Requirements and Benefits to get started!

Ambassador Perks

1. 20% discount (stackable with other sales or discounts)
2. 2 free pieces of Fresh Water Apparel
3. Free access to Fresh Water events, concerts, 30 mins prior on Vendor Days
4. Birthday Gift \$25.00 in Fresh Water Bucks
5. Welcome box (Including free gifts, Fresh Water apparel/merchandise, stickers)
6. Monthly box of samples from our vendors

Brand Ambassador Requirements

1. Must live within Michigan (preferably in a town where we have a store)
2. Account(s) must be public
3. Must be 21+
4. Please understand that by signing this you are agreement to a six month contract that will be reevaluated for potential renewal after its duration.

Responsibilities

If over 5,000 followers - please seek specific guidelines

Must post at least two (2) FWCC related posts each month (on your personal Facebook/Facebook Stories, Instagram/Instagram Stories, Snapchat or Twitter accounts(s)). (One post should be a video and one post should be a photo.)

These posts should include:

- a. The FWCC hashtag (#FWCC) (#freshwatercanna) and the ambassador specific hashtags (#fwccambassador) (#fwcccertifiedambassador)
 - b. Tag to the official FWCC account in all posts (@freshwatercannabiscomi)
 - c. Prominently featuring the Fresh Water brand, including things such as wearing Fresh Water merch/apparel or featuring a Fresh Water store or natural water resource location or Fresh Water products you love.
 - d. Facebook must be connected to your Instagram.
 - e. Must have our website links in all posts and videos (www.freshwatercannabisco.com).
 - f. All Posts need to have this language at the end as a disclaimer: “Not an official Fresh Water Cannabis Co. posting”
 - g. Also please Invite your Facebook friends to like and follow (at least 2 or 3).
 - h. Video post ideas:
 - Application video/using the product
 - Thoughts about the product
 - Positive benefits they have experienced while using the product
 - Box Opening Video
5. Must check email regularly for monthly event updates and announcements.
 6. Must agree not to post content promoting any other retail cannabis store or company during the length of your contract.
 7. Must agree to participate in at least one meeting with Fresh Water marketing staff during the duration of your contract.

Ambassador Signature and Date