



BRAND AMBASSADOR

Application Acceptance

HELLO LOVELY!

Interested in becoming a Brand Ambassador for KISS MY HIDE – AUSTRALIA™?

STEP ONE	Carefully read our BRAND AMBASSADOR POLICY below
STEP TWO	Complete the Application Details
STEP THREE	Write your Profile Bio (see below instructions)
STEP FOUR	Email this application to kissmyhide@gmail.com
STEP FIVE	You will be notified in writing if your application has been accepted. Unfortunately, due to the high number of applications we are not able to notify you if your application has not been accepted.

Thank you for taking the time to apply to be a KISS MY HIDE – AUSTRALIA™ Brand Ambassador! We appreciate your interest and support of our small business.

Keep up with us on our various media platforms!

All the best,
KISS MY HIDE – AUSTRALIA™ team

APPLICATION Details

Name	
Age	
General Location	
Email Address	
Phone Number	
Social Media Platforms and Handles	Facebook Instagram TikTok SnapChat
Do you follow us on...(Y/N)	Facebook Instagram TikTok
Best Hours to be Reached	<i>(if all leave blank)</i>
Other memberships/associations	

PROFILE BIO

We will require a bio from each brand ambassador answering the below general questions (please feel free to provide as much information about you and what you do as possible).

Name, age, and general location	
What are your interests? (barrel racing, horse rescue, social media influencer)	
What country/western activities do you enjoy?	
Do you have any pets/animals? What are they and what are their names?	
What drew you to KISS MY HIDE – AUSTRALIA™?	
What are your favourite KISS MY HIDE – AUSTRALIA™ products? What do you love about KISS MY HIDE – AUSTRALIA™?	
What would like to see KISS MY HIDE – AUSTRALIA™ stock/manufacture in the future?	

We will also request some awesome action and posed shots of our brand ambassadors in KISS MY HIDE – AUSTRALIA™ gear. Bonus points if you get these in a gorgeous country setting or with an animal friend.

BRAND AMBASSADOR POLICY

A Brand Ambassador is a representative of our company, our brand, and our products. We are always on the lookout for talented, energetic, and positive individuals to promote our brand and products in their various communities:

- farming and agricultural advocates
- animal rescuers and support networkers
- cutters and barrel racers
- bull fighters/rodeo clowns
- camp drafters
- bull and bronco riders
- leather and hide suppliers and craftsmen
- social media influencers
- models
- rodeo frequenters
- fishers and anglers
- campers and 4WD fans
- Fashions of the Field fillies and fellas
- corporate cowgirls/boys
- Western fashion enthusiasts.

Ideally, our brand ambassadors will increase our audience and clientele base, provide regular and quality promotion on various social media platforms, build our reputation as a quality and reputable country and western fashion retailer amongst their communities, and help us to build and refine our product base and brand.

OUR OBLIGATION TO BRAND AMBASSADORS:

To our lovely brand ambassadors, we provide compensation for your support and work in the form of a KISS MY HIDE – AUSTRALIA™ cap free of charge and a discounted work shirt for use in competitions, social media posts, photos, and social events. We also highly encourage our brand ambassadors to peruse our multitude of products and, if something catches your eye, let us know and we can work out a discount for you. For those clients that you personally bring to KISS MY HIDE – AUSTRALIA™, we will offer discounts and promotions in your name. We aim to maintain regular contact with our brand ambassadors in the form of social media private messaging, shared posts and shout outs, future chat rooms to discuss products and social media branding, and general feedback.

SOCIAL MEDIA AND CONTACT DETAILS:

You may often be asked about how to reach our pages and get in contact with the KISS MY HIDE – AUSTRALIA™ retail team.

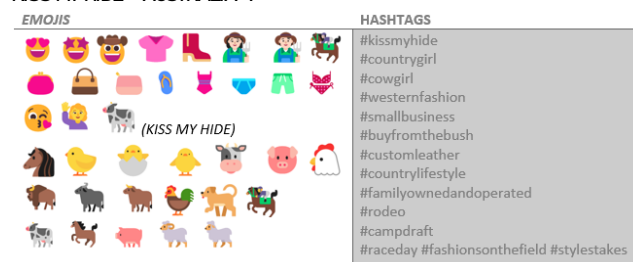
Until our website is up and running, please direct all KISS MY HIDE – AUSTRALIA™ customers to our Facebook and Instagram pages...

INSTAGRAM @kissmyhideaustralia
FACEBOOK Kiss My Hide – Australia
TIKTOK @kissmyhideaustralia

We have not set up the Shop on these programs yet as this will be automated from the website catalogue that is in progress.

We will continue to post available stock and are accepting private messages to place orders and discuss laybys and special orders. At any time that you need to reach us, please do so through our social media private messaging forums as these are monitored most regularly.

Our email address is kissmyhide@gmail.com but we primarily use this email address for internal business purposes at this stage. We wish to reserve the use of this email for when our website is set up to send automated orders. We encourage our brand ambassadors to research trending emojis, hashtags, and music (with consideration for copyright laws), and to proactively use these on social media platforms when posting on behalf of KISS MY HIDE – AUSTRALIA™.



We do not encourage or tolerate copyright infringement so please make yourself aware of these laws on the platform you chose to use. Always be mindful of copyright infringement regarding your posted content.

The KISS MY HIDE – AUSTRALIA™ team also receive the right to request you adjust or remove a post. We will chat with you about any issues we have with regards to posts during the preview process. To avoid disappointment, please ensure you follow the preview process and have posts/videos cleared prior to posting.

BRAND AMBASSADORS' ROLES AND RESPONSIBILITIES:

Communication with KISS MY HIDE – AUSTRALIA™ Staff

- We love to hear what you are up to, please keep us in the loop...
 - Upcoming events where you will be representing us (we'll repost on our page too).
 - Shout outs and promotions for KISS MY HIDE – AUSTRALIA™ products.
 - Draft your BA posts and let us have a preview – we have ideas about trending hashtags/emojis to help you reach even greater audiences!
- You are our boots on the ground, we want to hear your feedback and ideas (even if we can't necessarily implement them all, it gets the imagination going)...
 - Communicate these to us via private message (PM) on our social media platforms.
 - Share with us which posts and products are receiving the most love in your circles.
 - Let us know what your audiences want to see more of.

- Help us 'maintain the rage' amongst the KISS MY HIDE – AUSTRALIA™ Team and keep the energy on the KISS MY HIDE – AUSTRALIA™ main public pages positive...
 - If you hear about any negative remarks, posts, or complaints/concerns that are relevant to KISS MY HIDE – AUSTRALIA™ please let us know via private message. We want to address these as soon as possible.
 - If at any time you're having issues or concerns, feel free to contact us via private message. We are human too and we are here to support you however we can.

Social Media Outreach

- We are all about reaching audiences and communities beyond those in our immediate circle, help us out by joining us on our various platforms (Facebook, Instagram, TikTok, and soon our wonderful website)...
 - We've loved your active, positive, and energetic vibes from the moment you touched base, and we want to see more of it!
 - Like, share, react, and comment on our posts, products, and pages. If you are a whizz on TikTok, send us some videos for sharing. Build your follower base and ours!
 - Remember we have a wide range of audience, keep it respectful and positive – no need to be crass when you can be cheeky!
 - Brand Ambassadors and KISS MY HIDE – AUSTRALIA™ will always seek permission from each other to post something relevant to one another – nobody likes a bad photo of themselves up for the public to see.
 - Show us you and your family/friends getting around in KISS MY HIDE – AUSTRALIA™ gear. Tag and invite friends. Bring the love!
 - If you are also active on another form of social media, please feel free to repost to these platforms (just send us a quick preview so we can get amongst it).

Representation of our Brand Online and at Events

- KISS MY HIDE – AUSTRALIA™ is a small Australian business. We rely on our reputation and customer service to attend to our clients. We seek to embody the morale and energy of the typical Aussie Battler: salt of the earth, simple living, hardworking & harder playing, and showing humour in the face of adversity.
 - As our BA, you will be a good role model, a professional, and embody the values and morale of the KISS MY HIDE – AUSTRALIA™ brand. You will not seek to tarnish/attack our competitors' brands on behalf of nor as a representative of KISS MY HIDE – AUSTRALIA™.
 - If you are representing the brand at social events/competitions, you will be a good sportsperson, encouraging others, and showing the best of what you/KISS MY HIDE – AUSTRALIA™ have to offer. We win with dignity and lose with grace – there is always a silver lining and sometimes it's enough just being present.

SHOWING OFF OUR BRAND AMBASSADORS:

We will want to display our wonderful Brand Ambassadors on our various platforms and website.

We will require a bio from each brand ambassador answering the below general questions (please feel free to provide as much information about you and what you do as possible).

- Name, age, and general location
- When did you become a KISS MY HIDE – AUSTRALIA™ Brand Ambassador?
- What are your interests? (barrel racing, horse rescue, social media influencer)
- What country/western activities do you enjoy?
- Do you have any pets/animals? What are they and what are their names?
- What drew you to KISS MY HIDE – AUSTRALIA™?
- What is your favourite KISS MY HIDE – AUSTRALIA™ product?
- What do you love about KISS MY HIDE – AUSTRALIA™?
- What would like to see KISS MY HIDE – AUSTRALIA™ stock/manufacture in the future?

We will also request some awesome action and posed shots of our brand ambassadors in KISS MY HIDE – AUSTRALIA™ gear. Bonus points if you get these in a gorgeous country setting or with an animal friend.

EVENTS:

The KISS MY HIDE – AUSTRALIA™ team love to step out to events. We aim to participate in as many rodeos, camp drafts, race days, and country/western events as possible. Unfortunately, we can't make them all. Luckily, we encourage our fun and energetic brand ambassadors to step out on our behalf. Let us know when you are heading out so we can rally support for you either online or in person.

ACCESS TO KISS MY HIDE – AUSTRALIA™ LOGO:

If you require access or use of our official logo at any stage or our business cards, please put through a request to the KISS MY HIDE – AUSTRALIA™ team. Please do not use our logo or trademarks without prior approval.

CEASING KISS MY HIDE – AUSTRALIA™ REPRESENTATION:

Though it's one of the unfortunate sides that we hope doesn't occur, there are times when we must say goodbye to a brand ambassador.

At any time that the KISS MY HIDE – AUSTRALIA™ team sees a brand ambassador is not upholding their roles and responsibilities or have gone against the values of the KISS MY HIDE – AUSTRALIA™ brand, we will hold an open dialogue to discuss these issues with our brand ambassador. Sometimes a difference of opinion occurs, but as a KISS MY HIDE – AUSTRALIA™ brand we must maintain the reputation of our business and its clientele. We must also make difficult decisions regarding the best representation for our business. If a resolution during these circumstances is not able to be reached, the KISS MY HIDE – AUSTRALIA™ team reserves the right to terminate the brand ambassador's representation rights.

Other than for reasons of not upholding their roles and responsibilities, every Brand Ambassador will also be subject to a three-month probationary period. At the end of the three-month probationary period, if either you or our team are not satisfied with your role, your representation, or your promotional content, we will cease representation rights in accordance with this policy. This is not to say you won't remain a valued connection and client of KISS MY HIDE – AUSTRALIA™! Like boots, sometimes it just isn't quite the right fit. We love our team getting in and having a go and will always appreciate your stint as our Brand Ambassador – no matter how long or short it is.

You will be able to keep any provided Brand Ambassador promotional products and you are of course welcome to keep kicking around and posting in KISS MY HIDE – AUSTRALIA™ gear – even unofficially.

PROMOTIONS and DISCOUNTS made in your name will be ceased.

Rest assured, we will always respect your privacy and will not publicize the ceasing of the representation rights in any way. Likewise, in accordance with our BRAND AMBASSADOR POLICY that you acknowledged via the Brand Ambassador Package, we hope you will respect the tough decisions we have to make for our small business and won't take it personally.

The brand ambassador will be notified of this decision in writing.

We request that you not take this decision personally or with anger – this is a natural course of action in business, especially for small businesses who do not have the necessary funds to maintain a large representation base.

We ask that you respect the KISS MY HIDE – AUSTRALIA™ team's right to this action without seeking to blackmail or tarnish KISS MY HIDE – AUSTRALIA™ on public forums.

We will always cherish your support and respect what you have brought to the KISS MY HIDE – AUSTRALIA™ brand and will part ways as amicably as possible.

READY?

If this sounds like your type of team, please complete the above application and return it to our email address kissmyhide@gmail.com. Feel free to ask any pressing questions or share ideas at any time. We are fun and easy going – no stick-in-the-muds here.

Make sure you also provide us with a shirt size/colour and cap colour, and postal address so we can begin organising your KISS MY HIDE – AUSTRALIA™ gear ASAP upon receipt of your shirt payment.

We can't wait to see your first post – maybe it will be a photo and/or video of receiving and unpacking your first KISS MY HIDE – AUSTRALIA™ merchandise...?!