



Ambassador Program: Minimum Requirements to Join

- Must be 18 years of age or older.
- Resident and legal citizen of the USA.
- Must be able to submit a W-9 with proper documentation for year-end tax purposes.
- Must have an active PayPal account or the ability to set one up.
- Must possess the proper firearm to use with one or more of our products.

You must have an active social media account from **any** of the channels listed below and also meet the requirements listed for that channel.

Instagram

- 10K followers or more.
- Organic followers that engage in the content you post. (We do not want accounts that were purchased or have bot followers.)
- You engage with your followers when they comment on your posts.
- Must have content posted that is relevant to the firearm industry.
- Must have more than 20 posts that are somewhat recent with an average of 1 post per week.
- Must not have content posted that interferes with our brand voice or supports competing businesses.
- Profile must be public.

Facebook

- Account must be a business page not a personal profile.
- 5K followers or more.
- Organic followers that engage in the content you post. (We do not want pages that were purchased or have bot followers.)
- You engage with your followers when they comment on your posts.
- Must have content posted that is relevant to the firearm industry.
- Must have more than 20 posts that are somewhat recent with an average of 1 post per week.
- Must not have content posted that interferes with our brand voice or supports competing businesses.

YouTube

- Account must be public.
- 5K subscribers or more.
- At least 15 videos posted to your account. Latest video posted within the last 14 days.
- You engage with your subscribers when they comment on your videos.
- Your videos must have content relevant to the firearm industry.
- The content of your videos must not interfere with our brand voice or support competing businesses.