

# Skein Squad Brand Ambassador Agreement

## ***Program Overview***

The Skein Squad is the official brand ambassador team for Mickey & Marie. Ambassadors receive early access to upcoming yarn collections, exclusive discounts, and the opportunity to earn rewards by sharing content and referral codes.

## ***Discount Access***

Upon application acceptance, a new ambassador will receive the password to the ambassador portal via email. Each ambassador will also receive a personalized coupon code that provides 50% off and free shipping on all yarns available in the ambassador portal. Only one of each yarn is available at a time, and each skein is approximately 5 grams lighter than retail skeins due to yarn used for swatches.

## ***Content Requirements***

For every yarn purchased through the ambassador portal, ambassadors must submit:

- One lifestyle photo of a finished item using the yarn.
- One vertical video (10-20 seconds) highlighting the yarn or project.
- At least three social media posts or videos tagging Mickey and Marie.

Facebook: @mickeyandmarie

Instagram: @mickey\_and\_marie

TikTok: @mickeyandmarieyarn

YouTube: @mickeyandmarie2023

For all other platforms, please link to the site: [mickeyandmarie.com](http://mickeyandmarie.com)

Each collection will include specific posting and submission dates that must be followed.

### ***Referral Program***

Ambassadors will receive a second personalized coupon code to share with their audience. This code offers 20% off to their followers. For each sale made using this code, the ambassador will earn a \$10 gift card to Mickey and Marie, delivered via email. Gift cards may be used on any item in the shop, excluding gift cards.

### ***Staying Active***

Ambassadors must make at least one purchase every three collection launches to remain active. If an ambassador skips three consecutive launches, their code will be temporarily deactivated. They may request to rejoin at any time. Ambassadors who are deactivated more than twice may be removed from the program permanently.

Failure to submit required content within the provided timelines may result in a warning. After two warnings, a third missed deadline may result in removal from the program.

### ***Ambassador Termination Policy***

Mickey and Marie reserves the right to end an ambassador partnership at any time, at our sole discretion. We appreciate your understanding that this allows us to maintain a positive and supportive community for everyone involved.

### ***Questions***

If you have any questions at all, please don't hesitate to reach out anytime. You can contact us at [admin@mickeyandmarie.com](mailto:admin@mickeyandmarie.com). Please use the subject line – Skein Squad Question.