



## CHOSEN RIDER FAQ

### What is a Chosen Rider?

A Chosen Rider is an individual who is selected by our company to use, wear and promote our products through social media, word-of-mouth, and any other avenues of promotion, such as using and wearing our products in competition. American Equus Chosen Riders receive exciting perks such as discounts on products, freebies, and exclusive first access to new products!

### Who are we looking for in a Chosen Rider?

At American Equus, we love stylish, enthusiastic riders who are excited about our products and have a genuine desire to promote them in the equestrian community. Our ideal ambassador is friendly, approachable, and is familiar with our products by using them themselves and on their horses. Chosen Riders should maintain an active competition or clinic schedule, and be actively competing in their chosen discipline(s). They will need to have an active and building Social Media following on (Facebook, Instagram, Twitter etc.)

### Ambassador Conduct

By agreeing to become an American Equus Chosen Rider, riders must agree to conduct themselves in a congenial and professional manner in all public forums. Chosen Riders seen bullying, using foul language, posting lewd photos, or reflecting poorly on American Equus or themselves, will be removed from the ambassador program.

### Chosen Riders Responsibilities:

- Use #americanequus on Facebook, Twitter, Instagram, and Tumblr posts
- Post photos of American Equus products in action
- Tweet, Facebook, Instagram, blog, post about why they use AE products
- Include the American Equus logo on their blogs and/or websites
- Post a minimum of twice a month on each of their social media platforms

### Chosen Riders Benefits:

Initial Pack of American Equus swag including the following:

- AE Signature Vintage Fit Hat
- AE Logo V-Neck T-Shirt and/or Tank Top
- AE Signature Belt Buckle
- A 40% discount on your first purchase of Custom Stirrups and Spurs.
- Ongoing products for you to purchase at a discounted pricing.