



**ESCAPE
CIVILIZATION.
WAKE UP IN
THE WILD.**

AMBASSADOR PROGRAM



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INTRODUCTION

Off Grid Trailers redefines camping with innovative trailers designed to connect people with nature, inviting everyone to explore the wild with unparalleled adventure. We're bringing backcountry camping into the mainstream; we build durable trailers that can withstand any climate and any terrain.

We don't just build trailers, we build relationships: with our customers and our team, with our partners and vendors. We are proud of our success and there is no greater gratification than being recognized by industry leaders.

Recently, Off Grid Trailers won two awards for best off-road trailer by Overland Journal and New Atlas.



AMBASSADOR TYPES

This document will help you understand our program, and guidelines. We expect ambassadors to act as advocates for the Off Grid Trailers brand. This involves having an understanding and knowledge of our current model lineup. Ambassadors must follow our brand guidelines which includes proper use of "Off Grid Trailers" and appropriate display of brand logos. Customer service is one of our top priorities. With that in mind, there are some rules that each ambassador must follow as explained in the agreement section of this document.



**OWNER
AMBASSADORS**



**OFF GRID
ADVENTURERS**





OWNER AMBASSADOR

As an Off Grid owner you are now a member of the Pack and an Owner Ambassadors. Upon purchase you would have received your referral code to distribute to friends and family which earns you a \$500 referral fee every time it is used. We also encourage you to leave reviews and upload photos to social platforms as well as our website.

WHY DOES OGT WANT YOU TO BE AN AMBASSADOR?

We value your word! Word of mouth has been essential to our growth up to this point and we believe it will be essential to our continued growth. We hope to see you spreading your love of OGT and the wilderness with your friends and family.

WHY SHOULD YOU WANT TO BE AN AMBASSADOR?

You are now a part of the OGT Pack and want to spread the OGT love to your friends and family. Ohh... and also you can get paid. Every time you use your referral code you will earn \$500 and there person you refer gets a \$250 discount on their purchase.

HOW TO EARN

TRAILER SALES

\$500 paid for every trailer sold and \$250 off for the new buyer



OFF GRID ADVENTURER

As an Off Grid owner you are now a member of the Pack and an Owner Ambassadors. Some of our owners go above and beyond, which makes them Off Grid Adventurers. As an adventurer we will feature your social channel, blog and website on our OGT Adventurers page. OGT will repost and share your content on social media.

WHY DOES OGT WANT YOU TO BE AN ADVENTURER?

We love seeing Off Grid Trailers out on adventures and we love sharing your stories. Owner generated content is something that we like to share on social media and our website to showcase what our trailers are really capable of.

WHY SHOULD YOU WANT TO BE AN ADVENTURER?

You love to adventure and share those adventures on-line. Whether your on-line presence is focused on a blog, youtube channel, instagram account or on any other social media channel we want to highlight your stories and share them with the OGT Community.





FAQ

WHY BECOME AN AMBASSADOR?

By becoming an ambassador you will share your love for adventure, grow your network, and meet new friends.

CAN I PICK TO BE MORE THAN ONE AMBASSADOR?

You can become a member of all Ambassador programs if you qualify.

HOW MANY PEOPLE CAN I REFER?

You can refer an unlimited number of friends.

WHAT IF I REFERRED MY FRIEND, HE OR SHE PLACED AN ORDER FOR A TRAILER, BUT I NEVER GOT A REWARD?

No problem - please send us an email to sales@offgridtrailers.com with your first and last name you used to register for the program. In this email, please send us the email address and name of your friend, and we'll investigate and get back to you ASAP.

DO LOCATION AMBASSADORS OWN SALES TERRITORY AND DOES OGT SUPPORT EACH LOCATION?

Location ambassadors do not have defined territory. OGT does promote each location as well as advertise inventory units available at each location. We also provide marketing education and support to each location to encourage growth.



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