

DIRTY T'S FAB & OFFROAD

CREATOR PARTNERSHIP PROGRAM

Approved creators receive **10% off up front**. Additional savings are earned only after the agreed content is completed and verified by Dirty T's.

10% UP FRONT | +5% OR +10% EARNED ON THE BACK END | 20% TOTAL MAXIMUM

WHO CAN QUALIFY?

Creators must meet **at least one** of the following minimum reach requirements:

- **10,000+ followers** on at least one established social media platform; **OR**
- If under 10,000 followers, at least **one relevant off-road/UTV video with 50,000+ organic views within the previous 12 months**.

Meeting a minimum does **not** guarantee approval. Dirty T's also reviews content quality, audience relevance, engagement, consistency, build quality, professionalism, and overall brand fit. Paid/promoted views do not count. Dirty T's may request screenshots or analytics to verify reach.

All creator partnerships must be approved before the order is placed.

HOW THE DISCOUNT WORKS

LEVEL	AT PURCHASE	BACK-END REBATE	TOTAL
Approved Creator	10% off	—	10%
Content Partner	10% off	+5% after completion	15%
Featured Creator	10% off	+10% after completion	20% MAX

EARN AN ADDITIONAL 5% — 15% TOTAL

- 1 installation/build video or Reel clearly showing the Dirty T's product.
- 1 finished-build post, Reel or video featuring the completed setup.
- At least 3 story posts during the build, install, reveal or first use.
- At least 5 quality finished-build photos provided to Dirty T's.
- Tag Dirty T's and identify the product by name in applicable content.
- Allow Dirty T's to repost the submitted content on its owned social media and website.

EARN AN ADDITIONAL 10% — 20% TOTAL MAXIMUM

- 1 dedicated installation/build video with meaningful coverage of the Dirty T's product.
- 1 dedicated finished-build/feature video or Reel showing and discussing the Dirty T's setup.
- At least 5 story posts throughout the build, reveal and/or use.
- At least 10 high-quality finished-build photos provided to Dirty T's.
- 1 follow-up post, Reel or video after real-world use of the product.
- Tag Dirty T's, identify the products used, and link to Dirty T's when the platform reasonably allows.
- Provide original, unwatermarked versions of agreed photos/video clips when reasonably available.
- Allow Dirty T's to repost the submitted content on its owned social media and website.

TIMELINE & REBATE

The target completion period is **60 days after receiving the product**. Reasonable extensions may be approved for legitimate build delays when the creator communicates with Dirty T's before the deadline and both sides agree on a revised completion date.

The first 10% is the only discount given up front. The additional 5% or 10% is paid on the back end as a creator rebate only after the selected package is fully completed and verified by Dirty T's. The +5% and +10% options do not stack. Maximum total creator benefit is 20%.

CLEAR EXPECTATIONS

The partnership level and deliverables are agreed to **before purchase**. Nothing beyond the initial 10% is owed unless the selected package is completed. Missing deliverables do not automatically qualify for a partial rebate. Creators may share their genuine experience; a positive review or scripted endorsement is not required.

PARTNERSHIP APPROVAL

Creator / Business: _____

Social Handle(s): _____

Vehicle / Build: _____

Approved Products: _____

Selected Level: ☐ 10% only ☐ 10% + 5% ☐ 10% + 10%

Target Completion Date: _____

Creator Signature / Date: _____

Dirty T's Approval / Date: _____

Dirty T's Fab & Offroad | Creator Partnership Program