



ONCE UPON A COCONUT - AMBASSADOR PROGRAM

The benefit of becoming a ONCE UPON A COCONUT Brand Ambassador is the guaranteed residual income the ambassador can bring in through a pre-engaged audience over social media. The following outlines the details involving our program.

REQUIREMENTS

The Brand ambassador must:

- Be 18 years of age or older
- Have a legitimate and authentic social media presence

POSTING

As a Brand Ambassador, you will be required to post a minimum of two (2) times per month to one of the following social media channels*, where you showcase the ONCE UPON A COCONUT brand/product, encouraging your audience to follow or purchase in a way that is true to your personal brand and audience expectations:

- Instagram
- Facebook
- TikTok
- YouTube
- Twitter
- Snap

*Social Media channel to be determined based on which has the highest engagement for ambassador

CONTENT

Content should reflect the ONCE UPON A COCONUT brand in accordance with its positioning as 'a premium coconut water made with a story'.

Content should also naturally fit with ambassadors personal brand and not feel forced.

All content should be in good taste and free of inappropriate language and/or any content promoting bigotry, racism or discrimination on race, gender, religion, nationality, disability, sexual orientation, or age.

COUPON CODE

The Brand Ambassador will receive their own custom coupon code. This is how you track sales and will be credited. For example: 'CoconutsJane'

PRODUCT USE

The Brand Ambassador shall be provided ONCE UPON A COCONUT products at no expense.

COMMISSIONS / BONUSES

You shall receive 10% of all Net Revenue generated on sales from and designated with your personal social media marketing code. (Note: Pure retails for \$21.99, Sparkling Caffeine for \$23.99)

The sales period runs from the first of the month to the last day of the month. Payday for that month will be directly deposited into the ambassadors bank account by the 15th of the following month. Ambassadors get paid once monthly. All ambassadors will be independent contractors thus being in the 1099 tax bracket, and be responsible for paying their own taxes at the end of the year.

A discretionary bonus will be issued for every 50 cases sold and will be issued as a bonus on top of your 10% commission. This gives the you the drive to sell more, and push bulk orders. We want you to be incentivized and be recognized for your value.

USE OF CONTENT

The Brand Ambassador agrees to let ONCE UPON A COCONUT use or reference the content influencer creates regarding their product, including the influencer name, images, and social media profiles.

SPECIFICATIONS

- Consultants will be 1099
- All orders will ship directly through ONCE UPON A COCONUT
- Consultants will hold zero inventory, except for what they consume, and use for their own marketing,.
- ONCE UPON A COCONUT will not incur marketing or advertising expenses; each consultant will be responsible for any marketing or advertising via social media and word of mouth. The more you post, and talk about it. The more sales you will have.