



Dear Applicant,

Thank you for your interest in Team Evolv.

Before you complete the application, we would like to help you understand the philosophy behind our athlete ambassador program.

Sponsorship is a form of endorsement, meaning that an athlete fully commits to Evolv products. In other words, athletes should feel that Evolv shoes and products are the best and only ones that the athletes want to and need to use.

From a business standpoint, we sponsor athletes/coaches/setters because they are influential enough and/or popular enough to influence consumers. Basically, the athletes' "job" is to enhance and promote the brand image through their actions as a brand ambassador and influence the buying public to try out buy more of our products.

We also expect athletes to be involved with what the brand is doing in their region and to assist in shoe demos, events, trade shows etc.

In such a deal each party will benefit from something:

- The athlete receives professional equipment that he/she believes is the best in supporting his/her climbing/athletic career.
- The brand's public image and awareness is increased and receives more sales due to the amount of exposure and climbers/fans the athlete influences.

Here are some of the considerations:

- Significant social media following
- Significant impact on local climbing area (route establishment, crag development stewardship etc.)
- Significant impact within a gym/s (owner, setter, coach etc.)
- Consistent placement in USAC and/or other high profile competitions
- Coverage on National/International climbing media outlets

In addition to these points we expect that every athlete on Team Evolv be a positive influence within their community and represent Evolv in a positive manner at all times.

Please answer the questions listed below and send your answers to the Athlete Manager
Matthew Hulet (matt@evolvesports.com)

What's your name?

Where do you live?

What's your Instagram handle?

Are you a part of a team or involved with a gym?

What do you do to be involved in your community?

What do you do every day that will make you a great ambassador for Evolv?

What is your favorite thing about Evolv?

What is your favorite Evolv product?

What's your most valuable asset that you bring to Evolv?

What else are you interested in other than climbing?

By signing below, I hereby acknowledge that I have completely read and fully understand the Team Evolv Application. I also affirm the truth of the following statements within the application.

Name

Date

Signature