

ADIDAS NCAA NIL: AFFILIATE AMBASSADOR PROGRAM

HOW TO EARN & BEST PRACTICES



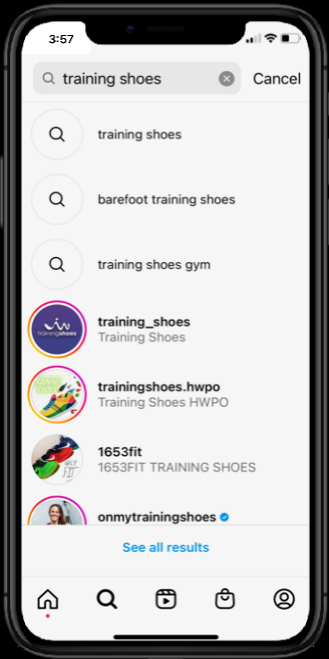
HOW TO EARN: LINK TRACKING BASICS

- Postgame will provide unique affiliate tracking link for all Affiliate Ambassadors.
- This link is unique to YOU and must be used in order to identify you and earn commissions on the sales you drive to adidas.com.
- You can earn commissions on almost all products listed on the website with a few exclusions (Exclusions include but not limited to Yeezy, 4D, Ivy Park, Gift Cards, etc).
- Links can be placed almost anywhere:
 - Social Media Bio
 - Post Captions (“Link in Bio”)
 - Linked in a Story
- When a shopper clicks on the tracking link, they will be taken to adidas.com or the app to make a purchase. Once the purchase is completed, the commission is recorded.



EARNING AS AN AMBASSADOR > WHAT IT LOOKS LIKE

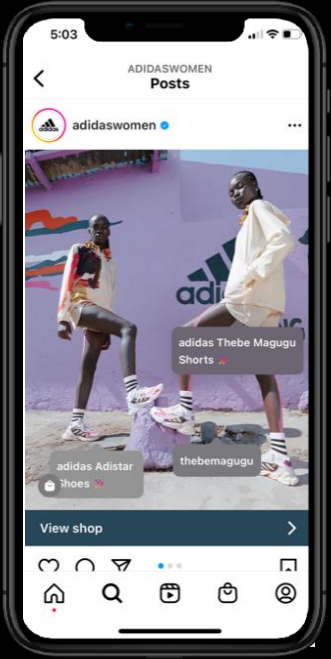
CONSUMER JOURNEY – EXAMPLE



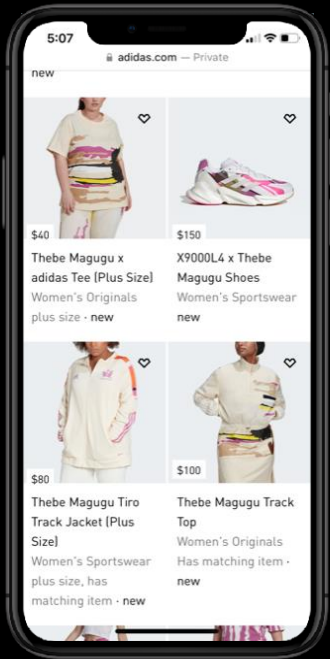
CONSUMER SEARCHES FOR FASHION INSPIRATION



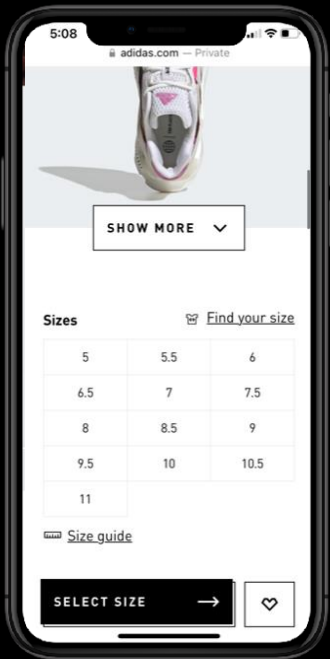
DISCOVERS POST ON AFFILIATE SITE OR SOCIAL



FINDS SHOPPING MOMENT AND CLICKS AFFILIATE LINKS TO SHOP



CLICKS INTO ADIDAS WEBSITE OR APP



MAKES PURCHASE AND PARTNER IS AWARDED COMMISSION

HOW TO EARN: BEST PRACTICES

- Original content and refreshed links typically see the best conversion rates.
- If you're unable to produce original photos, you can also use product images from the website or app to promote a product you like. Please do not use images from other creators or websites.
- Speak to your audience in an authentic voice. You know your audience best.
- Stay seasonally relevant with product recommendations.
- Sales and promotions running on the site may also be promoted.



HOW TO EARN: CREATIVE EXAMPLES

FULL BODY



Do: Find bright lighting, simple backgrounds, and keep the product clear and in focus.

PRODUCT FOCUSED



Don't Wear competitor labels, cut off footwear, use busy backgrounds and dark lighting.