

# ADIDAS NCAA NIL: AFFILIATE AMBASSADOR PROGRAM

GETTING STARTED



# AFFILIATE AMBASSADOR PROGRAM

Our NCAA affiliate program offers a competitive way to monetize traffic from your website or social media presence. adidas is looking to partner with students who can bring compelling content to life through social media.

## Benefits

- › Earn a commission on sales you send to [adidas.com](https://adidas.com)
- › The inside scoop on product releases and promotions to help you prep content before they go live on our site
- › 30-day cookie duration



# COMMONLY ASKED QUESTIONS

## What is an Affiliate Program?

- › An affiliate program is a commission-based referral program. By incorporating tracking links on your site and sending shoppers back to adidas.com you can earn a commission if they click on those links and make a purchase. The commission is awarded after the shopper checks out.
- › As you know your audience best, you create the content as you see fit and incorporate tracking links where you think they will get the most engagement.
- › **How do I get started?**
- › Please use your school's individual sign-up page by contacting your university's athletic department or Postgame.

## Are there any hidden fees or costs when joining the affiliate program?

- › Nope! It is free to sign up.

## What is a cookie?

- › Affiliate programs are based on cookie tracking. Think of it like a digital suitcase. When a user comes to your site and clicks an affiliate link, a cookie is placed on that user's device. Then, even if the user leaves your site and makes a purchase up to 30 days later, you will get credit for the sale and receive a commission.



## READY TO SIGN-UP?

To join the adidas Affiliate Ambassador Program, please use your universities individual sign-up page. You may need to contact your athletic department or Postgame to receive. Then, create a Postgame account to apply. We also suggest downloading the Postgame app.

You will receive a confirmation e-mail and your application will be reviewed.

Upon approval, you will receive a notice that you have been accepted to the adidas NCAA Affiliate Program and will be sent your unique tracking link.

