



Pfamily Program

The Pfeifer Drum Co. Pfamily Program is unlike any other endorsement program, and is open for anyone to apply. The Pfamily Program (Pfamily) is designed to be mutually beneficial for you (the Artist) and Pfeifer Drum Co.

Fill out the Pfamily Program Application at www.pfeiferdrumco.com/pfamily

Pfeifer Drum Co. will review the information submitted and confirm or deny admission to the Pfamily. If admitted, the Artist will be a Pfamily member for a period of up to two calendar years, and may renew upon expiration. Pfamily membership can be terminated by Pfeifer Drum Co. or the Artist at any time for any reason.

Upon admission, the Artist may purchase a product from the Pfeifer Drum Co. collection of drums, at the current listed price. Upon delivery confirmation (from the parcel carrier), including in-person hand-offs, a one-year Payback Period begins. The Payback Period will terminate either at one calendar year, or when the full payback (\$200) is met, whichever comes first. Pfamily members are not required to make a purchase, however, none of the Payback or promotion aspects of the Pfamily program will take place until a purchase, taking place after the date of admission, will take place.

Payback Period:

Pfeifer Drum Co. will pay the artist \$5 for every approved Social Media video and/or photo post. Each post is subject to approval, denial, or revision requests from Pfeifer Drum Co. and must include the following articles:

- The Artist with a Pfeifer Drum Co. drum
- The Pfeifer Drum Co. badge clearly showing in the photo and/or video
- The Pfeifer Drum Co. URL (<http://www.pfeiferdrumco.com>) in the post text
- The Pfeifer Drum Co. Facebook and/or Instagram tag (@pfeiferdrumco and #pfeiferdrumco)
- Drummer-appropriate hashtags (ex, #drum #drumming #snare, etc.)
- The post must be public and remain publicly posted indefinitely
- No offensive or derogatory statements, images or video

The Artist agrees that Pfeifer Drum Co. is authorized to share all videos or photo posts, with the Artist's link, tags and appropriate hashtags. The Artist grants unrestricted permission to Pfeifer

Drum Co. to use those photos and/or videos for any promotional purposes online, in print and verbally.

Multi-platform posting:

Only organic posts will be considered for Payback. Posts automatically posted or forwarded to other platforms will be considered as one post. Posts may be shared by you or your social media network connections, on the same or alternative platforms, but only the original post will be considered.

Payout:

At one calendar month, a \$5 payment, per approved post will be issued to the Artist. If the Artist posts a photo or video once a week, and those posts are each approved by Pfeifer Drum Co, the Artist will receive \$20 per month (1 month in arrears) totaling of up to the maximum Payback of \$200 within one calendar year from the date of purchase. Payment will be processed by Paypal, Venmo or Zelle, and will be marked as advertising and marketing.

Artist Coupon Code:

Each Artist in the Pfamily will receive a one-time-use Coupon Code to share with a person, outside of the Pfamily, who would like to buy a Pfeifer Drum Co. drum product. The Artist cannot use their own Coupon Code to make a purchase, and cannot share that code with another Pfamily member. If that person outside the Pfamily uses the Artist's Coupon Code on checkout, that person will receive a \$20 discount, and the Artist will receive a \$20 bonus credit toward the \$200 maximum Payback amount. The Artist will then be given a new Coupon Code. If another person uses that Coupon C2ode for a purchase, the Artist will receive another \$20 bonus credit up to the \$200 Payback amount. This Coupon Code program will continue as described for the duration of the Payback program period and will also terminate at one calendar year from the original admission date into the Pfamily.

Non-Exclusivity:

The Artist is encouraged to use any instruments by any company. Membership in the Pfamily is non-exclusive. However, this may conflict with other company endorser agreements. It is the Artist's responsibility to inform their other endorsing companies. Pfeifer Drum Co. will not be involved in any endorser agreements between the Artist and any other company.

