



Artist Program

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

Section I - Admission

Fill out the Artist 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 in the Pfamily for a period of up to two calendar years, and may renew with a new application upon expiration.

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 two-year Payback Period begins. The Payback Period will terminate either at two calendar years, or when the full payback (\$200) is met, whichever comes first.

Section II - Payback Period

Pfeifer Drum Co will pay the artist \$10 for every Social Media video and/or photo post. The post must include the following articles and is subject to approval, denial, or revision requests from Pfeifer Drum Co.

- Artist pictured with a Pfeifer Drum Co. drum
- Artist and Pfeifer Drum Co. drum are the primary focal points and in the foreground of the photo and/or video
- The Pfeifer Drum Co. badge clearly visible and legible (in the case of video of at least 50% of video total duration)
- The Pfeifer Drum Co. URL (<http://www.pfeiferdrumco.com>)
- The Pfeifer Drum Co. Facebook and/or Instagram tag
- Drummer-appropriate hashtags (ex, #drum #drumming #snare, etc.)
- The post must be public

- The post must remain publicly posted for at least one calendar month
- At one calendar month, a \$10 payment will be issued to the Artist.
- Payback posts are limited to no more than one per month.
- If the Artist publicly posts a photo and/or video once a month, and those posts are each approved by Pfeifer Drum Co, the Artist will receive \$10 per month (1 month in arrears) up to the maximum Payback of \$200.

Section II – Agreements

The Artist agrees that Pfeifer Drum Co. is authorized to share all videos and/or photo posts, with the Artist's link, tags and appropriate hashtags. The Artist grants permission to Pfeifer Drum Co. to use those photos and/or videos, full name, website and social media links for promotional purposes, including but not limited to press releases, posters, digital and print promotions and any other media of advertising and publicity.

The Artist agrees to update Pfeifer Drum Co. with any address changes, payment information changes and musical job, project and/or affiliation changes. This is solely the responsibility of the Artist to ensure proper changes are communicated to ensure payback in a timely manner.

Section III - Artist Code

Each Artist in the Pfamily will receive a one-time-use Code to share with a new prospective customer who would like to buy a Pfeifer Drum Co. drum. If that new customer uses the Artist's Code on checkout, that customer will receive free shipping, and the Artist will receive a \$50 bonus. The Artist will then be given a new Code. If a customer (new or repeat) uses that code for a purchase, the Artist will receive another \$50 bonus. This Code program will continue as described for the duration of the Payback program period and will also terminate at two calendar years from the original admission date into the Pfamily.

Section IV – Non-exclusivity and Termination

Membership in the Pfamily is non-exclusive and the Artist is free to use and endorse a competing brand. The Artist is highly encouraged, but not required to, mention verbally, in print or digitally that they use, play and recommend Pfeifer Drum Co. drums.

The Artist Program membership may be terminated at any time and for any reason by the Artist or Pfeifer Drum Co. Membership in this Artist Program does not guarantee partial or complete payback. Any past media that includes the Artist's full name, photo and/or video, likeness and links will remain posted and public at the discretion of Pfeifer Drum Co.