

American Trailhead™

Membership Referral Program

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American Trailhead™ Membership Referral Program

Objective of the Program:

- The objective is to expand and grow the American Trailhead Pioneer Membership program through a reward based financial compensation. Participants will use their own contact sources and relationships to promote and sell memberships with the support of American Trailhead for Marketing materials, print and digital. Participants will receive a referral bonus for each membership sold and an additional prize for reaching sales goals (the additional prize and goal will be determined on a case-by-case bases).

What is the Pioneer Membership?

- The Pioneer Membership is the founding retail membership for American Trailhead. This membership is a limited time offer membership that will only be available during the Pioneer Membership sign up period ending July 31, 2022. The extended benefits for Pioneer members will stay with that member as long as that member stays an active member renewing at the end of their 14 month cycle period. Pioneer Members pay for the first year of the membership up front and may (not guaranteed) have the option to switch to a monthly pay cycle after the completion of their first 14-month cycle.
- Pioneer and Standard Members Benefits
 - Automatic entries into all giveaways
 - Double entries into giveaways (**Pioneer Only**)
 - 1 Gun a Year at Cost +\$25
 - Monthly Member Only Deals
 - Free Shipping
 - 14 Month Membership Limited Time \$229.99 (**Pioneer Only**)
 - 1 Logo 20oz Tumbler or Logo T-Shirt (**Pioneer Only**)
- Membership can be purchased on American Trailheads website on the shop page under memberships.
 - [Membership Purchase Link](#) also can use available Short Link - <https://qrco.de/bd776v>
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Referral Program:

- Each person participating in the referral program will receive \$10 per membership sold and confirmed to be their sale.
- Participants will be given a code that the customer will place in the coupon field that will give the participant credit for the sale.
 - Example – John1773
- Each participant can choose between 200rds of 9mm or \$50 store credit for reaching a goal of 10 memberships sold.
- Participants may use any channels and connections they have to sell the memberships and are authorized to use the American Trailhead marketing material, provided they do not promise or guarantee any additional products or services under the membership without prior approval from American Trailhead.

Marketing Materials:

- American Trailhead will have 5x7 and 8.5x11 Fliers and handouts available to send to any participant to distribute at their choosing. The participants code will be added to the 5x7 cards.

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- American Trailhead will develop and share generic social media images for use by any participants. The following images will be provided:
 - Facebook and Instagram post image
 - Facebook Story image
 - Instagram story image
 - LinkedIn image
 - YouTube Thumbnail image
- Social Media Guidelines - customize the message to your audience like you would with any sales pitch. Keep in mind the key sales features and what the program offers. You do have to have caution on wording of things like the member giveaways, you can only say in written post that they will be automatically entered into giveaways and that Pioneer members get double entries. Verbal conversation you can inform them that there will be member only give aways throughout the year.
- Hashtags – add appropriate hashtags for your groups and followers based on platforms. Use the 3 tags below on any post made.
 - [#pioneermembership](#) [#americantrailhead](#) [@americantrailhead](#)
- Platforms – we are not on TikTok, Parlor, MeWe or Rumble, but if you have accounts feel free to promote on there. We also do not have an OnlyFans (no body wants to see that anyway), but even post there if you need to. We are active on Facebook, Instagram and YouTube so promote and tag us on those platforms.

Membership Policies:

Cancelations

- 60 Days No Cancelations
- Must provide 30-day notice of cancelation
- After 60 Days Cancelations only with approved Limited exception (Approval at American Trailhead discretion)
 - Military Exception
 - Deployment
 - Orders
 - Out of Country relocation
 - Financial Hardship
 - Job Loss
 - Medical Situation
 - Bankruptcy/Foreclosure
 - Significant Life event
 - Relocation
 - Out of Country move
 - Move to prohibited location.
- Cancellation Penalty Fee
 - If no benefits have been utilized no fee will be assessed after 60 days with approved exception.
 - Fee may be waived at American Trailhead Management discretion.
 - Cancellation of any membership prior to the completion of 12- or 14-month agreement will result in an early cancellation fee of \$75.00
- Yearly Membership Cancellation Policy: Yearly paid memberships will not be auto renewed at the end of the promotional terms. The member will be contacted via email and asked to renew 30 days prior to expiration of membership. Yearly memberships will not be refunded if membership is cancelled, the \$75.00 cancellation fee will be waived.
- Monthly Cancellation Policy: You may cancel your Monthly Membership at any time after the first 60 days and meeting cancellation exceptions. If you need help, feel free to contact us. If you cancel your Membership, the cancellation will take effect your next monthly billing cycle. **You will not be eligible for a refund for monthly fees paid prior to the month the cancellation takes effect.**

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- If the member prefers, they may speak with an American Trailhead Manager or Member specialist to discuss pausing a membership instead of cancellation. A paused membership will retain all membership benefits of that membership, if a membership is canceled then the member loses all promotional benefits of their membership and will only be eligible for current membership offers or promotional at the time, they choose to reactivate their membership.
- Any member that purchases a membership and then chooses to file a false credit card claim resulting in charge back fees or penalties will be charged a bill of \$500.00.
 - Any member that utilizes the services and benefits of their membership and then files a false credit card claim resulting in a charge back or loss of funds for the services rendered may potentially face penalty under GA Code 16-8-5 Theft of services.

Firearms and Restricted items:

- All firearm purchases and transactions will follow standard store policies and are subject to follow State and Federal Laws.
- No Firearm or ammunition will be transferred to any person/persons that is prohibited from owning these items. American Trailhead will follow State and Federal Laws on the transfer of such items.
- If a customer is prohibited from ownership of firearm or ammo per State or Federal law, then the customer has the option to request an alternative membership benefit... i.e. National Park Pass or camp package. It is the customer's responsibility to notify American Trailhead of need for exception and request approval of the benefit changes.

Store Disclaimer:

- Participation in the membership program is at the discretion of American Trailhead and membership may be canceled or revoked at any time if determined that the member has abused/ misused their membership in anyway.
- American Trailhead reserves the right to refuse services to anyone for any reason at any time.
- Member Benefit Disclaimer
 - One Gun a year at cost +\$25
 - Gun being purchased can be any firearm that is currently available through distribution source regardless of value and must be in stock at the time of ordering from one of the distribution or manufacture sources of American Trailhead if not actively in AT current inventory.
 - If the one gun a year at cost benefit is not utilized during the membership year cycle, it is not eligible to roll over into future years and it is non-transferable.
 - All state and federal taxes and regulations apply to the purchase of the firearm.
 - Monthly Member Only Deals
 - Monthly coupon deals will vary each month and could range from a percentage off or special price only available to members and is not transferable to non-members.
 - Members abusing member deals by sharing codes with non-members will result in cancellation of membership.
 - Membership deals may consist of special early purchase deals.
 - Free Shipping

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- Members will be provided a special Free shipping Code that can be used on the American Trailhead Shop page.
- Shop Page occasionally will not allow the multiple use of coupons upon checkout and the system may prevent the free shipping and a monthly deal price coupon, in the event of this situation American Trailhead will immediately refund the member the full amount of the Shipping Cost.
- 14 Month Membership
 - The 14 month membership cycle is ONLY available to the pioneer members. Those members will continue to pay the price of a 12 month cycle but receive a 14 month cycle providing they renew their Pioneer Membership at the end of each cycle.
 - The Pioneer member will be granted a 30 day grace period after cycle expiration to renew the membership, thus keeping full benefits. After the 30 day grace period the membership will be canceled.
 - The Pioneer yearly membership can be paused if the member has spoken with American Trailhead and received authorization to pause their Membership.
- By purchasing a membership, you understand and acknowledge that your content (**not including credit card information**), may be transferred unencrypted and involve (a) transmissions over various networks; and (b) changes to conform and adapt to technical requirements of connecting networks or devices. **Credit card information is always encrypted during transfer over networks.** American Trailhead will make every reasonable effort to secure and protect all customer content and data.
- Governing Law - These Terms of Service and any separate agreements whereby we provide you Services shall be governed by and construed in accordance with the laws of the state of Georgia, United States. By purchasing a membership, the member agrees that all matters arising out of or anyway relating to this agreement shall be governed by and construed in accordance with the laws of the State of Georgia, without giving effect to its conflicts of law provisions. Any claim or cause or cause of action arising in connection with this agreement may only be brought in the courts of Forsyth County, Georgia
 - To the extent that any provision of this agreement is held to conflict with or be unenforceable under applicable law, American Trailhead agrees that this agreement shall be modified by the court to the least extent possible to render it enforceable and shall be enforced as so modified.

ACCURACY, COMPLETENESS AND TIMELINESS OF INFORMATION

- We are not responsible if information made available on this site is not accurate, complete, or current. Any reliance on the material on this site is at your own risk.
- Our online inventory changes every day. Occasionally an item may appear on the site by mistake or the item's description may contain a typographical error. We do not guarantee that titles, descriptions, pictures, or prices on our site are error-free. We reserve the right to refuse any order including but not limited to orders for items with errors in the description or price. In the event that we cancel an order we will not charge the customer's credit card, or we will refund the money.
- If the order is mistakenly shipped, we may advise the customer to return the item in an unopened condition and we will refund the customer. By placing an order, the customer agrees that Big Daddy Unlimited will be the final arbiter of discrepancies in the online catalog.
- This site may contain certain historical information. Historical information, necessarily, is not current and is provided for your reference only. We reserve the right to modify the contents of this site at any time, but we have no obligation to update any information on our site. You agree that it is your responsibility to monitor changes to our site.
- Occasionally there may be information on our site or in the Service that contains typographical errors, inaccuracies or omissions that may relate to product descriptions, pricing, promotions, offers, product shipping charges, transit times

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and availability. We reserve the right to correct any errors, inaccuracies or omissions, and to change or update information or cancel orders if any information in the Service or on any related website is inaccurate at any time without prior notice (including after you have submitted your order).

- We undertake no obligation to update, amend or clarify information in the Service or on any related website, including without limitation, pricing information, except as required by law. No specified update or refresh date applied in the Service or on any related website, should be taken to indicate that all information in the Service or on any related website has been modified or updated.