



Lowe's Whitetail Pro/Field Staff Guidelines

Thank you for your interest in becoming a Pro/Field-Staff member of *Lowe's Whitetail Deer Scents*. Our goal is to allow hunters the opportunity to be successful on their hunts and to assist in preserving memories to last a lifetime. *Lowe's Whitetail Deer Scents* are always fresh with proven results. We think our scents are superior to any other scents on the market today. We raise our own deer and have invested a lot of money into a state of the art collection barn. We have the most powerful estrous scent on the market. Others tell you, WE SHOW YOU!

What comes with being a *Lowe's Whitetail Pro/Field-Staffer*?

Pride:

Being in a "brotherhood" of like minded hunters who have a desire to help our *Lowe's Whitetail* team and the hunting world achieve their goals of successful hunting by utilizing our scents.

Possibilities:

Possibilities are endless where this opportunity could take you along with our *Lowe's Whitetail* team. Do you want a chance to experience the hunting industry like we see on TV? Would you like to make a difference in someone's life? We do!

Branding:

Is what will happen if you are accepted as a Pro/Field-Staff member of *Lowe's Whitetail Deer Scents*. Our team will be building a name and will be recognized everyday by someone. Being part of our team is being called *Lowe's Whitetail Pro/Field-Staff*.

Lowe's Whitetail Pro/Field-Staff Pricing:

As a *Lowe's Whitetail Pro/Field-Staffer* you will be given confidential Staff specific pricing for you and/or your team members on all *Lowe's Whitetail* scents, clothing, and anything else we put in our product line. We give you a discount on our product line in return for advertisement of *Lowe's Whitetail Deer Scents*.

Exclusive:

I agree to ***exclusively*** support *Lowe's Whitetail* through the end of the 2012-2013 hunting season. Should both parties wish to continue this agreement beyond this date, a new contract will be created. Exclusive support means that my organization will not advertise, via any avenue including but not limited to forum, word of mouth, photo, video, etc, for any other scent manufacturer other than *Lowe's Whitetail Deer Scents*. I agree to conduct myself in a professional manner while using *Lowe's Whitetail Deer Scents* in the field, outdoor show's, seminars or the other. Any breach of these terms will result in immediate termination of this contract.



What's expected of me as a Pro/Field-Staffer?

As a member of the *Lowe's Whitetail* Pro/Field-Staff I agree to the following responsibilities:

Pro Staff—Voluntarily submit pictures and video to *Lowe's Whitetail* and other media forms. Examples: website, Face book, Twitter, You Tube, hunting forums, blog, etc. Please see the end of this document for photo and video rules.

Field Staff—Voluntarily submit pictures to *Lowe's Whitetail* and other media forms. Examples: website, Face book, Twitter, You Tube, hunting forums, blog, etc. Please see the end of this document for photo and video rules.

Once submitted, *Lowe's Whitetail* may use photos and videos at their discretion for marketing and any other use *Lowe's Whitetail* deems necessary to promote and grow *Lowe's Whitetail Deer Scents*.

I will incorporate the *Lowe's Whitetail Deer Scents* logo and brief description as a sponsor/partner onto my organizations primary media forms. Example: Website, Face book, Twitter, You Tube, hunting forums, blog, video media sites, etc.

My organization and I agree to indemnify and hold harmless *Lowe's Whitetail Deer Scents* and its employees and affiliates of and from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including attorneys' fees and costs, arising out of or relating to this agreement and my relationship with *Lowe's Whitetail Deer Scents*.

Lowe's Whitetail Behavior Standards:

1. These standards are applicable to anytime you are representing *Lowe's Whitetail Deer Scents*. This includes any time in the field, while driving a vehicle with *Lowe's Whitetail* advertising on it, at any *Lowe's Whitetail* related events, and any time spent representing *Lowe's Whitetail* on the internet. We encourage you to be a good representative of sportsmen & women everywhere and follow these standards at all times.

These guidelines are not all inclusive.

1. Limit profanity. No profanity allowed online or on any media that may be viewed/listened to by general public.
2. Be respectful of the outdoors and the animals you pursue. Attempt to quickly and cleanly harvest animals at all times.
3. No drugs or alcohol in photos or any online material.
4. No negative comments about *Lowe's Whitetail*, especially online. We do, however, welcome feedback designed to help us improve our product.
5. Refrain from becoming involved in arguments or action that may be taken as hostile while representing *Lowe's Whitetail*. This includes but is not limited to forums, trade shows, and hunting competitions.



Photo Rules:

1. Sun, Sun, Sun. Where is it in relation to the picture set-up? Make sure that the sun is directly illuminating the object you are photographing.
2. No shadows on faces. Lift hat bills and position yourself to avoid shadows.
3. Try to get as much blood off the animal as possible. Try to hide animals that are in poor condition.
4. Hold the heads up on animals and display the full broad side or back side of the animal. Tuck tongues into the mouth. Display the animal in the best fashion.
5. Try to keep cars, vehicles, buildings out of the background.
6. No drug or alcohol usage in picture.
7. Product logos should be showing if worn.
8. Always be respectful of the animal.
9. Make sure all images are taken in the highest resolution your camera can shoot. Anything 3 Megapixel or higher will be fine for the kind of images we are looking for.
10. Take the picture at the same level as your subject. If your subject is kneeling, then the picture will look less interesting if you are photographing standing up. Kneel down and take the photo from ground level for a more interesting shot.
11. Fill the frame of the camera with your subject, but be careful not to cut off any of your subject, animal or product.

Considerations for video

These guidelines are presented for your consideration when making videos that directly or indirectly represent *Lowe's Whitetail*. It is *Lowe's Whitetail Deer Scents* intent to portray your organization and *Lowe's Whitetail* as ethical and professional hunters.



Code of Ethics

Practices that may be deemed unethical include:

- a. Shooting from a vehicle.
- b. Failure to clearly identify a target and anything beyond it.
- c. Poor shot placement resulting in a wounded animal.
- d. Improper baiting of game.
- e. Hunting on private property without permission.
- f. High fences and feeders may not appear on screen at any time.

1. Falling Animals:

Animals should not be shown falling or rolling great distances, bouncing through tree branches, etc. If an animal is shot on steep terrain, and gravity takes over, showing the initial fall for 1-2 seconds once and in real-time is permitted. Anything beyond that should be edited out of the video.

2. Endangered Animals:

We will not be affiliated with any video that feature the hunting of threatened or endangered animals, regardless of when the hunts were filmed. In addition, there are some animals that are legal to hunt, but that come with enough controversy that it could detrimentally impact the image of *Lowe's Whitetail*.

3. Laws:

All activities must be conducted in full compliance with the laws and regulations of the prevailing jurisdiction. Citations or convictions for violations of prevailing fish and wildlife laws or obvious depiction of activities found to be in violation of such laws may be construed as grounds for immediate termination of the Pro/Field-Staffer or organization. Our customers live all over the country and we occasionally hear from them about any local or state law violations that may have occurred when unethical hunters have used our product. Please be mindful of the laws everywhere you hunt; undoubtedly, viewers from that area might be watching your show and they will catch any transgressions. In fact, through your use, we encourage you to educate our viewers on the local hunting laws of your production locations.