



# JOIN OUR EXCLUSIVE LAKELAND PARTNER PROGRAM

## Earn Commission

## Access exclusive product discounts

## Receive a complete Starter kit\*

*Including a Lakeland Vest,  
Hat and marketing collateral.*



\*A complete starter kit provided after the  
completion of the first order

## Stocking Lakeland Partner

Become a Lakeland Farm & Ranch Stocking Partner! Being a partner is about combining your passion for rural living with quality, solutions-focused equipment that makes farming and ranching easier for your customers and neighbors.

The Stocking Partner Program is ideal for individuals or companies with a storefront or retail location.



Non-stocking Partner Program is available. See website for details.



Visit us online or view our catalogue to  
see the entire range of products available.  
**Start earning today!**

LEARN MORE AT [LAKELANDFARMANDRANCH.COM](http://LAKELANDFARMANDRANCH.COM)



# TERMS AND CONDITIONS OF STOCKING LAKELAND PARTNER



## What is a Stocking Lakeland Partner?

A Stocking Lakeland partner is an individual or company that advertises, stocks and sells Lakeland products to customers in their local area.

## How do I get started on being a Stocking Lakeland Partner?

1. Sign the agreement and send it back to Lakeland for their final approval.
2. Once agreement is signed and agreed upon, you will work with our marketing department to add Lakeland products to your website if you have one.
3. You will work with your Lakeland representative to finalise what Lakeland products you will be stocking at your location.
4. We will send you a Lakeland Partner Banner that you can hang up at your store or location along with a box of Lakeland catalogs to hand out to customers. You will have to send a picture of your banner hung up in order to initiate being a Lakeland Partner.

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### A. As an Independent Lakeland Partner, I understand and agree:

1. I will present Company products in a truthful, sincere and honest manner, and I will conduct myself in a manner that reflects the highest standards of integrity and responsibility in keeping with the reputation of the Company.
2. I will protect the Company's trademark and trade name by not reproducing the Company's name and/or trademarks or copy any of the Company's materials for use in any advertising without the prior written approval of the Company.
3. I am an independent contractor. I am not an employee, agent, partner or franchisee of, or joint venture of the Company. I cannot act on behalf of, represent or execute any contracts on behalf of the Company. I do not have any authority to incur any debt, obligation or liability on behalf of the Company.
4. As an independent contractor, I am responsible for all self-employment taxes, income taxes and other filings required by law, and I am not covered by any State Unemployment or Workers' Compensation Act. I will not be treated as an employee with respect to this agreement for federal, state or local law tax purposes, or otherwise. I agree to abide by all federal, state and local laws relating to my LAKELAND business.
5. I will present the Company's business opportunity in a truthful manner. I will accept recruiting responsibilities by ensuring that any prospective recruit is the age of 18 years or older.
6. I will permit the Company to release my name and telephone number in response to a customer request for an Independent Stocking Lakeland Partner in my area unless I notify that I do not want such information released. I also agree that the Company reserves the right to assure continued service to customers if I cease to be an active Independent Lakeland Partner.
7. Lakeland Partner must quote the Lakeland retail price, unless otherwise agreed upon with Lakeland.
8. Lakeland must receive payment prior to order fulfillment unless otherwise discussed.

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### B. Commissions

1. If you are planning to stock Lakeland products at your location, you will receive a **15% discount** off the Lakeland Retail price of the products. Also, if you take **\$20,000 of product** at one time, you will get **FREE** shipping right to your location.

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### C. General:

1. This Agreement is subject to acceptance by the LAKELAND FARM AND RANCH.
2. This agreement is effective for 12 months from the date of acceptance. It is automatically renewed for additional terms of one year.
3. Either party may terminate this Agreement immediately for cause, or without any reason upon 30 days' written notice to the other.
4. This Agreement cannot be altered, modified or changed through any suggestions, advice, guides or sales aids provided by the Company. It can only be altered, modified or changed in writing issued by an authorized Company representative.
5. LAKELAND may discontinue the Independent Partner program at any time.
6. The Stocking Partner will not be treated as an employee for any reason.

#### STOCKING PARTNER

NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

#### LAKELAND

NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_