

# ADRENALINE

## AFFILIATE PROGRAM

ONBOARDING GUIDELINES





**DO YOU HAVE WHAT IT TAKES TO  
BE IN THE ADRENALINE CREW?**

We can't tell you how adventure feels; we just know you need to feel it for yourself.

Because life is boring as hell if you never try hard enough to fail at something new.

When you push yourself; it won't be perfect. It won't be pretty. But you'll feel it all. The ups, downs, falls & fails. It's guaranteed to make you feel.

We'll be right there with you.

Reminding you it's okay to suck, and it's okay to be scared. It's just not okay to let that stop you.

# OUR VALUES

Our values define who we are, how we speak, and everything we do. We walk our talk.

## LET NOTHING STOP YOU

We will push you toward adventure in any way we can. If we can remove your barriers to adventure, to give you the confidence, or just the inspiration. We will.

## TRY HARD ENOUGH TO FAIL

You're not growing until you try hard enough to fail. Then we'll laugh at ourselves, pick each other up, and try harder.

## CHAMPION THE BOLD

Want to try something new, push the boundaries, or turn your ambitions into reality. Done. We're there. If you're bold enough to go after what you want, we're bold enough to make it happen.





# WE'RE LOOKING FOR...

Creators that inspire adventure across owned websites, social media, blogs & thought leadership channels. You create tailored content that drives sales and inspires the adventurous lifestyle.



## ADVENTURE CONTENT CREATOR

You're a content creator who is active in the adventure, travel or exploration space. You live the adventurous lifestyle and share it visually & verbally across your social media platforms.

## TRAVEL WEBSITE

Your website inspires adventure, travel & exploration, and has over 25k monthly visitors.

## ADVENTURE BLOGGER/WRITER

You consistently write on a platform with over 25k monthly visitors and your content is related to adventure, experience or exploration.

## EXPERIENCE EXPERT

You are an expert in an adventurous craft. You use your platforms to share your expertise & experiences, from driving race cars, rebuilding plane engines, ultramarathon running, being a career skydiver, or as an adventure guide.



# APPROVAL CHECKLIST

CHANNEL	<ul style="list-style-type: none"><li>• Social : Min 3k Followers</li><li>• Web: Min 25k monthly visitors</li><li>• Min 1% Engagement</li><li>• Promotions feel authentic not forced</li><li>• Not exclusively discount focused</li></ul>
CONTENT	<ul style="list-style-type: none"><li>• Genuine</li><li>• Consistent (30% of posts) posting on adventure lifestyle, travel lifestyle, specific adventures, sports, or activities</li><li>• Trusted voice</li><li>• Prior successful promotional posts</li></ul>
PERSONALITY	<ul style="list-style-type: none"><li>• Adventurous</li><li>• Engaging</li><li>• Authentic</li><li>• Energetic</li><li>• Active</li></ul>

