



GUARDIAN HOCKEY CIRCLE

AMBASSADOR AGREEMENT

For goalkeepers and outfield players



The Guardian Hockey Circle is built on reciprocity: Guardian invests in its Ambassadors through products, support and visibility, and in return expects active, authentic and positive involvement with the brand and the hockey community.

Ambassador name

Club

Goalkeeper / outfield player

Start date

1. Purpose of the collaboration

This agreement describes the collaboration between Guardian Hockey World ("Guardian") and the participant in the Guardian Hockey Circle ("Ambassador"). The Guardian Hockey Circle is a community of passionate goalkeepers and outfield players who represent Guardian, share their experiences, inspire other hockey players and contribute to the further development of the brand and its products.

The Ambassador remains true to themselves: an individual story, personal style and honest opinion are essential. Guardian does not expect perfection and does not assess participation solely on playing level or number of followers.

2. Core values

Both parties are expected to act in the spirit of Guardian's core values:

- Protection - protecting players, goalkeepers and the community.
- Power - ambition, energy and development.
- Control - craftsmanship, reliability and discipline.
- Innovation - being open to feedback, testing and improvement.
- Confidence - helping one another play with confidence.
- Premium Quality - attention to product, presentation and conduct.

3. What Guardian expects from the Ambassador

- Remain active as a field hockey goalkeeper or outfield player and demonstrably engaged in the sport.
- Represent Guardian in a positive, authentic and sportsmanlike manner.
- Actively use the provided Guardian stick and other relevant products during training sessions, matches and hockey activities, unless temporarily unable to do so.
- Regularly share relevant content focused on hockey, training, matches, products, development or personal experiences.
- Tag or mention Guardian when Guardian products are central to the content.
- Provide honest and useful product feedback. Guardian does not require exclusively positive reviews.
- Communicate respectfully with teammates, clubs, opponents, officials, supporters and the online hockey community.
- Inform Guardian in a timely manner in the event of a long-term injury, retirement from hockey, a club change, a relevant sponsor change or any other change that may materially affect the collaboration.
- Do not publish discriminatory, hateful, violent, misleading or otherwise seriously reputation-damaging content in connection with the collaboration.

4. Content and minimum activity

Specific content commitments may be set out for each Ambassador in Appendix 1. Unless otherwise agreed, the guideline is that the Ambassador will give Guardian relevant and natural visibility at least 1 to 2 times per month, for example through a post, reel, story, video, match moment or other suitable content.

- Guardian products do not have to be the focus of every publication; authenticity takes priority over forced promotion.
- The Ambassador retains their own tone of voice and creative style.
- For a specific campaign, Guardian may provide additional briefing, timing or tagging requirements in advance.
- Commercial content must, where required by applicable laws and regulations, be clearly identifiable as advertising or a commercial collaboration.

5. Guardian Ambassador package

5.1 Goalkeeper

Every goalkeeper officially accepted into the Guardian Hockey Circle receives the following at the start of the collaboration, subject to availability:

- 1 Guardian goalkeeper stick of their choice.
- 1 Guardian clothing set.
- 1 Guardian Grip or Sleeve of their choice.

5.2 Outfield player

Every outfield player officially accepted into the Guardian Hockey Circle receives the following at the start of the collaboration, subject to availability:

- 1 Guardian field hockey stick of their choice.
- 1 Guardian Grip or Sleeve of their choice.

5.3 Additional benefits

Depending on level, activity, campaign and individual arrangements, Guardian may also offer benefits such as:

- Ambassador discount and/or personal discount code.
- Early access to new products and prototypes.
- Opportunity to test new products and provide feedback.
- Invitations to Guardian events, shoots, test days or training sessions.
- Visibility through Guardian channels, campaigns and the website.
- Potential commission, bonus or paid campaign work if separately agreed in writing.

6. Use, ownership and resale of products

Products supplied free of charge are intended for personal use within the collaboration and for actual use during hockey activities. The Ambassador will treat the products with due care and use them for their intended purpose.

- Products supplied free of charge may not be resold or offered commercially without Guardian's prior written consent.
- Products expressly provided as prototypes, test products or temporary campaign materials may remain the property of Guardian and must be returned upon request.
- Upon termination of the collaboration, products already permanently gifted and used will in principle remain with the Ambassador, unless otherwise agreed in Appendix 1 or in the event of misuse or fraud.

7. Free replacement of a stick that has become unusable

Guardian understands that a hockey stick is subject to significant impact during normal use. If a stick supplied by Guardian to the Ambassador is damaged or broken during normal use in a match or training session to such an extent that it can no longer reasonably be used safely or functionally, the Ambassador will receive a replacement Guardian stick free of charge, subject to Guardian's assessment.

The following conditions apply to the replacement policy:

- The damage must have occurred through normal hockey use during training or a match.
- The stick must be damaged or broken to such an extent that continued normal use is unsafe or no longer practical.
- The Ambassador must report the damage as soon as possible and, upon request, provide clear photos, videos and a brief explanation.
- Guardian may assess the damaged stick and may require it to be returned.
- Damage caused by intent, clearly improper use, unauthorised modifications, improper transport or use outside normal hockey activities is not covered by this policy.
- In principle, an equivalent model will be supplied. If that model is unavailable, Guardian and the Ambassador will select a suitable alternative together.
- This policy applies only while the Ambassador Agreement is active. In the event of an exceptionally frequent or unusual pattern of damage, Guardian may assess the situation separately.

8. Discount code, commission and rewards

Guardian may provide the Ambassador with a personal discount code. Any commission, bonus, sales threshold or other financial reward applies only if recorded in writing in Appendix 1 or a campaign briefing.

- Discount codes may not be presented in a misleading manner or distributed without permission on discount websites or in paid advertising targeting the Guardian brand name.
- The Ambassador is personally responsible for any tax obligations arising from compensation, commissions or benefits received, to the extent required by law.

9. Feedback and product development

An important part of the Circle is honest, practical feedback. The Ambassador is encouraged to share experiences relating to performance, comfort, durability, design, grip, stick feel, protection, fit and product ideas. Guardian may use this feedback internally for product development. Providing feedback does not automatically grant the Ambassador intellectual property rights in future Guardian products, unless otherwise agreed in writing.

10. Photos, video, name and use of content

During the collaboration, the Ambassador grants Guardian permission to repost and use content created specifically for Guardian, content in which Guardian is tagged, or content supplied directly to Guardian by the Ambassador, on Guardian's own website, social media channels, newsletters and organic brand communications, insofar as this reasonably falls within the scope of the collaboration.

- For use of the Ambassador in larger paid advertising campaigns, external billboards, packaging or long-term commercial campaigns, Guardian may request additional permission and agree further terms in advance.
- Guardian will use visual material respectfully and will not alter it in a way that creates a misleading or harmful impression of the Ambassador.
- Where applicable, the Ambassador is responsible for ensuring that they are entitled to share submitted content and that any necessary permissions from identifiable third parties have been obtained.

11. Use of Guardian trademarks and brand assets

The names Guardian, Guardian Hockey World and Guardian Hockey Circle, as well as logos, designs and other brand assets, remain the property of Guardian. The Ambassador may use them only within the scope of the collaboration and in accordance with Guardian's reasonable brand guidelines.

- Logos and brand assets may not be materially altered, distorted or used on the Ambassador's own commercial products without permission.
- After termination of the collaboration, the Ambassador may no longer present themselves as an active official Guardian Ambassador. Existing posts do not generally need to be removed unless there is a reasonable and compelling reason to do so.

12. Exclusivity and competing brands

Unless separately agreed in writing, no full exclusivity applies. Guardian does expect that, in content explicitly created for Guardian, the Ambassador will not promote a competing stick or directly competing brand in a manner that undermines the collaboration.

If Guardian and the Ambassador agree on category-specific exclusivity, for example for goalkeeper sticks, outfield sticks, grips, clothing or protective equipment, this will be recorded in Appendix 1. The Ambassador will inform Guardian in advance of any ongoing collaboration with a directly competing hockey brand.

13. New products, prototypes and confidentiality

Ambassadors may receive early access to new products, designs, pricing, campaigns or prototypes. Information designated by Guardian as confidential, embargoed or non-public may not be shared before the date specified by Guardian or without Guardian's permission.

14. Injury, club change and change of circumstances

An injury, temporary absence or club change does not automatically end the collaboration. The Ambassador will inform Guardian, and the parties may temporarily adjust content or product-use commitments. In the event of a long-term departure from hockey, a relevant sponsor change or another material change, the parties will discuss whether continuation remains appropriate.

15. Term, evaluation and renewal

The collaboration starts on the start date stated in this agreement and, in principle, runs for one hockey season or for the period specified in Appendix 1. Guardian and the Ambassador may conduct an interim evaluation, for example after three or six months. Renewal is subject to mutual agreement and is not automatic unless otherwise agreed in writing.

16. Termination

Either Guardian or the Ambassador may in principle terminate the collaboration in writing with 30 days' notice, unless otherwise agreed in Appendix 1.

Guardian may terminate the collaboration with immediate effect in circumstances including:

- Fraud, misrepresentation or misuse of free products or discount codes.
- Serious or repeated conduct that damages reputation, is discriminatory, inappropriate or unprofessional.
- Repeated failure to comply with agreed commitments after reasonable warning and an opportunity to improve.
- Unauthorised commercial use of Guardian trademarks or brand assets.
- Knowingly distributing demonstrably false information about Guardian or the collaboration.

17. Independent collaboration

This agreement does not create an employment relationship, agency relationship or authority for the Ambassador to legally bind Guardian. The Ambassador generally determines when and how content is created, subject to specific campaign deadlines or agreements.

18. Ambassadors under the age of 18

If the Ambassador is under the age of 18, a parent or legal guardian must also approve and sign this agreement. Guardian may apply additional arrangements regarding use of images, commercial communications, travel, events and contact with minors.

19. Personal data and administration

Guardian processes personal data necessary to manage the Guardian Hockey Circle, product shipments, communications, any compensation and performance of the collaboration. Personal data will be handled in accordance with the applicable privacy policy and relevant data protection laws.

20. Costs and logistics

Appendix 1 may specify who is responsible for shipping, return, travel, accommodation or event costs. Unless otherwise agreed, extraordinary costs will not be reimbursed automatically and must be agreed with Guardian in advance.

21. Final provisions

- Amendments or additional individual arrangements will be recorded in writing, for example by email, campaign briefing or in Appendix 1.
- If any provision is found to be invalid or unenforceable, the remaining provisions will remain in effect to the fullest extent possible.
- The parties will first attempt to resolve any disputes through good-faith consultation.
- This agreement is a practical draft agreement and should be legally reviewed for the specific circumstances and applicable law before being used on an ongoing commercial basis.

Signatures

By signing, Guardian and the Ambassador confirm that they understand the contents of this agreement and enter into the collaboration with mutual respect and commitment.

Guardian Hockey World

Name _____

Position _____

Date _____

Signature _____

Guardian Hockey Circle Ambassador

Name _____

Club _____

Goalkeeper / outfield
player _____

Date of birth _____

E-mail _____

Social media _____

Date _____

Signature _____

Parent / legal guardian (if the Ambassador is under 18)

Name _____

Relationship to
Ambassador _____

Date _____

Signature _____

APPENDIX 1 - Individual Ambassador Arrangements

This appendix forms part of the Guardian Hockey Circle Ambassador Agreement and sets out the specific arrangements for this Ambassador. If this appendix differs from the general agreement, the more specific provision in this appendix will apply to the relevant subject matter.

A. Ambassador details

Name	_____
Club	_____
Role	☐ Goalkeeper ☐ Outfield player
Start date	_____
End date / season	_____

B. Standard product package

Item	Goalkeeper	Outfield player
Stick	1 Guardian goalkeeper stick of choice	1 Guardian field hockey stick of choice
Clothing	1 Guardian clothing set	-
Grip / Sleeve	1 Guardian Grip or Sleeve of choice	1 Guardian Grip or Sleeve of choice

Replacement: a stick that becomes unusable through normal use during training or a match will, following Guardian's assessment and in accordance with Section 7, be replaced free of charge while the collaboration remains active.

C. Content commitments

Minimum activity	_____ posts / stories / reels / other activations per month
Channels	_____
Required tags / hashtags	_____
Specific campaigns	_____
Other arrangements	_____

D. Discount code and compensation

Personal code	_____
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Public discount _____

Ambassador discount _____

Commission / bonus _____

Payment frequency _____

E. Exclusivity

Category exclusivity ☐ No ☐ Yes, namely: _____

Competition restriction _____

Exceptions _____

F. Costs / logistics

Shipping costs _____

Return costs _____

Travel / event costs _____

Other _____

G. Additional benefits / arrangements

Agreement to Appendix 1

Guardian - name / signature	_____
Ambassador - name / signature	_____
Date	_____

APPENDIX 2 - Ambassador Commitments

Brief practical summary. This page does not replace the full agreement.

Commitment	What I commit to
Use	I actively use my Guardian stick and relevant Guardian products during hockey activities.
Content	I meet the agreed minimum activity and give Guardian authentic visibility.
Tagging	I tag or mention Guardian when the content is specifically about Guardian or Guardian products.
Feedback	I provide honest and useful feedback - including when something could be improved.
Conduct	I represent Guardian in a sportsmanlike, respectful and professional manner.
Damage	I report serious damage or breakage of my stick promptly and provide evidence if requested.
Changes	I report relevant changes, such as injury, club change, stopping hockey or a competing sponsor.
Confidentiality	I respect embargoes and confidential information about new products and campaigns.

Guardian Hockey Circle - together we grow the game.