



KISTLER®

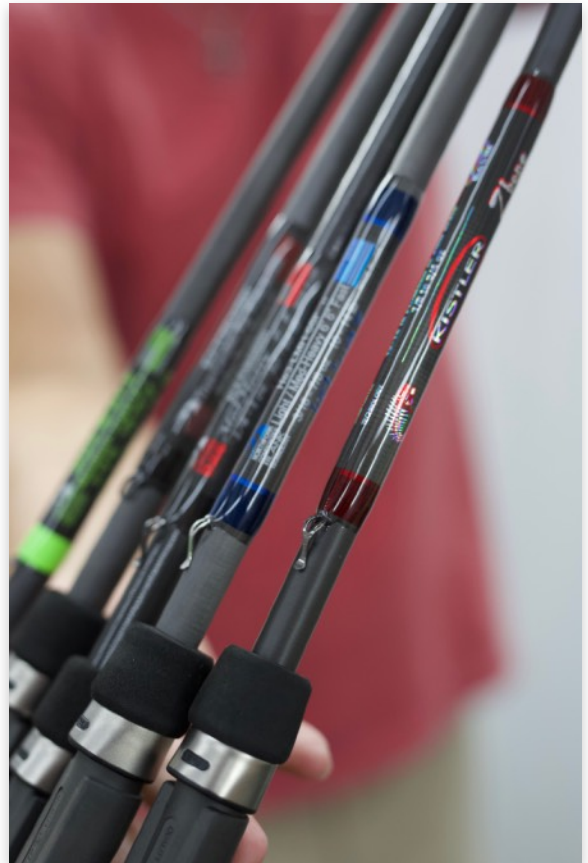
TEAM

New Team Kistler Member Packet 2020



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Introduction

Kistler Rods welcomes you to join the movement with our innovative fishing team. We have invested years of work into developing the most competitive fishing team in the fishing industry - a team that is united via digital media, through direct promotions, and a highly evolving discount percentage that awards loyal and dedicated anglers. Team Kistler Rods, unlike other fishing teams, has its own Invitational Big Bass Tournament, its own Team Facebook Groups, and YouTube Channel - all of which are used to share our team members around the world.

We want to celebrate your accomplishments with our fishing rods! Our fishing team functions more like an extended family who all share their passion for fishing and their passion for the industry's most innovative, durable, and sensitive fishing rods. Best of all, our products are 100% American Made by American hands.

It is important to read through all of the documentation in this packet. The information detailed in this packet will help you understand the basics of what we expect from team members, what team members can expect from the company, how to order your team member discounted products, and finally, how to communicate with the company via assigned team managers.

Team Kistler Rods is constructed to offer each team member many networking opportunities that other fishing companies do not offer. Because we care about our anglers and we want to help each angler succeed, our team focuses on helping each angler network with the other team members. Each team member is assigned to a specific team manager who focuses on a specific region of the country.

We encourage our team members to share our fishing rods with their friends, fellow anglers met on the various local, state, regional, and national tournament trails. Kistler Rods is proud of its achievements - especially our **21-year** history of annual innovation and emphasis on quality control. And finally, we couldn't be more proud of Team Kistler Rods and how hard each team



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member works and all the many contributions each team member invests into this amazing team.

If you are receiving this packet, you've been invited to join the Kistler Rods Movement. It will be an important decision that will forever change how you fish and how you promote fishing companies. We look forward to witnessing your dedication and you witnessing the company's dedication to your fishing pursuits.

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Getting Started

This packet is included in your intro email.

Step 1

If you don't already have a customer account at kistlerrods.com, create one here: <https://kistlerrods.com/account/login>. If you already have one, proceed to step 2.

Step 2

Before getting access to our discounts, you need to pay a one-time new Team Kistler member processing fee. The Team Kistler processing fee (\$20) to cover our admin costs to get you set up on the website. [Pay here.](#)

Step 3:

Once we receive your payment (step 2), we'll begin plugging you in to our system. Please allow a week before receiving confirmation from reuben@kistlerrods.com. After receiving confirmation from Reuben, you can begin receiving discounts on your orders.

Step 4

Request your team manager as a friend on Facebook. He/She will invite you to both your specific Team Group and the overall Team Kistler Facebook group. Refer to your intro email.

Step 5

Get active! Order some rods with your new team discount, connect with other team members, represent the Team Kistler name. Have fun and go fishing!

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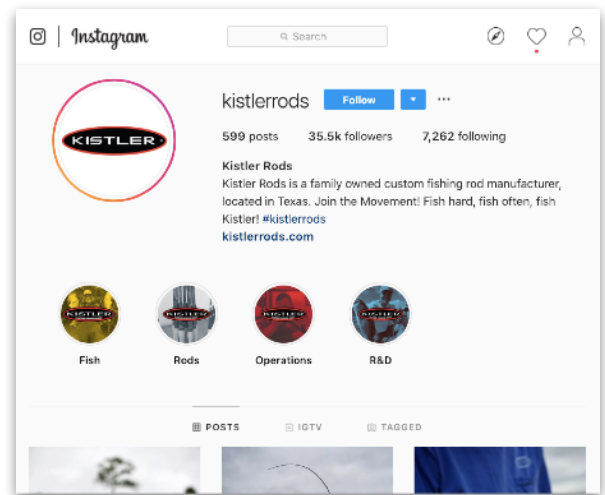
Social Media

Overview

The following social media platforms are strongly encouraged for Each team member: Facebook and Instagram.

You are free to join and post on other social media platforms: we'd definitely appreciate the extra exposure! However, **Facebook** and **Instagram** are our primary means of communication in 2020.

If you don't have an account on Facebook or Instagram, it's strongly encouraged that you do, as it's a great way to engage with the company, other team members, and be a part of the bass fishing community, and understand the Kistler brand. Besides email, Facebook will be a place we announce important team news, exciting events, and more.



Our Company Channels:

www.facebook.com/kistlerrods (Like our page!)

www.instagram.com/kistlerrods (Follow us!)

www.youtube.com/c/kistlerrods (Subscribe to our channel!)

[Give us a review on Google!](#) (Leave a review!)

Commenting, Sharing, and Liking posts on our **main Kistler Rods Facebook and Instagram pages** is the best way to help Kistler Rods spread its brand!

Your presence on social media directly effects the growth and presence of the Kistler Rods brand. Social media is designed to make it easier to be social. A single post on instagram repping Kistler Rods can go a long way, and is a lot easier than calling up all those followers and telling them about your fishing trip this weekend.

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Your social media presence is your greatest asset and tool as a Team Kistler Rods member, besides word-of-mouth.

It's strongly encouraged to take advantage of social media to use to *your* benefit, and the benefit of the Team and Company.

Recommendations and Tips



- Photos and Videos - This is the best content to share on Facebook and Instagram.

- Tagging - Tag our Kistler Rods account on Facebook and Instagram when you post by using the @ then typing Kistler Rods

Example: "Just used my brand new Mag 2 from @KistlerRods and I Love it!"

- Hashtags - On Facebook and Instagram, you're strongly encouraged to post hashtags with any Kistler Post. Recommended hashtags are: #KistlerRods #TeamKistler #FishKistler #KistlerNation #BassFishing. For specific Rod series, use the hashtags #KLXRods #Helium3Rods #ArgonRods #Mag2Rods #ZboneRods respectively.

- What Content? Anything Fishing related is great content for Kistler Rods. Fishing trips, Rods you've purchased, shirts you wear, bass you catch, techniques used...All would make great content. You're encouraged to share to your audience, how you would normally.

- Wear Kistler Rods apparel in your images and videos - that way, we can share your images/videos on our official pages. We want to feature our team members because you represent this company. Carry a hat and/or slip over shirt in your boat, tackle

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bag, or somewhere for quick access. Please do your best to purchase the apparel you need to promote the Kistler Rods brand.

- Avoid abusive language or curse words online.
- Avoid arguing with people about fishing rods online. If someone posts a negative remark about Kistler Rods, please do not get involved with any back and forth comments. We appreciate the support, but such engagements actually hurt the brand.

Team Groups

You will be assigned a team group through Facebook with a specific team manger. These teams are broken up by region of the country. *(This only applies to **NEW** Team Kistler members. Any existing team group members won't be removed or have to transfer groups).*

Team Makin' Bank

(Facebook Group Manager: Mark Howard)

TX, LA, OK, AR, MO

Team Get Da Net

(Facebook Group Manager: Landon Moore)

KS, NE, SD, ND, MN, IA, WI, IL, IN, MI

Team Eat Sleep Fish

(Facebook Group Manager: Zachariah Dunham)

OH, PA, NY, NJ, MD, DE, CT, RI, MA, VT,
NH, ME, DC

Reel Ladies

(Facebook Group manager: Heather Palmer)

Any lady can join this group as well as any other group based on your State.

Team Boomstick

(Facebook Group Manager: Wayman Coleman)

KY, TN, SC, WV, VA, NC

Team Bassination

(Facebook Group Manager: Charlie Sanchez)

MS, AL, GA, FL

Team West Bass

(Facebook Group manager: Daniel Thomas)

CA, OR, WA, NV, AZ, UT, NM, CO, WY,
ID, MT, AK, HI

Team Kistler Canada

(Facebook Group manager: Paul Tsigaris)

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Facebook

Please Like our facebook Page (facebook.com/KistlerRods)

You're strongly encouraged to engage with Kistler Rods company content (comment on posts, share our content, and tag your friends in the comments using @[friend's name])

Instagram

Please follow us at instagram.com/kistlerrods

You're strongly encouraged to engage with Kistler Rods company content (comment on posts, share our content, and tag your friends in the comments using @[friend's name])

YouTube

Please subscribe to our YouTube channel. youtube.com/c/kistlerrods

You're strongly encouraged to engage with Kistler Rods company content (comment on posts, share our content, and tag your friends in the comments using @[friend's name])

Team Expectations

We reward our most active and faithful Team Kistler Rods members. If you're a regular poster of social media content, represent the Kistler Rods brand well online and offline, we take notice, and will promote members we deem are deserving and loyal.

Grow your individual social media accounts as much as you can by posting relevant content regularly [fishing videos, Kistler gear videos, helpful fishing tips, pictures of fish, pictures of gear, pictures of you having fun fishing, pictures of fishing travels; be creative!]

The more people following you, the more people you reach. Obviously the more people you reach, the more exposure is possible for Kistler Rods and all of your sponsors.

At the same time, we reserve the right to remove any Team Kistler Rods members for misrepresenting the brand. Any members that use abusive, offensive, crude or sexual language online, or chose not to engage or promote the brand and subject to removal.

Helpful Tips for Being Successful Team Kistler Member

- We promote team members from within the company so stay active as a Team participant, and you'll see the rewards.
- We want to promote you, the angler, just as much as we want you to promote the company.
- Post to Social Media regularly with fishing and Kistler related content.
- Please share your successes with your team manager via social media.

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- The more you participate in this process, the sooner you move up Team Levels.
- Within Team Kistler you will be able to network and potentially find additional sponsors, so be active online and within your team.
- Be proud of being a part of Team Kistler. Kistler Rods prides itself on being a family knit, but global team that strives to be the best Team for rod sponsorships.
- If you have any questions, always contact your team manager for clarification.
- Check in with your Facebook group and do your best to support Facebook posts, Instagram posts, team site posts, and YouTube videos. In return, other team members will support you.
- Conduct yourself in an appropriate manner when publishing content online, at tournaments, and with others.



Team Ordering Instructions

Congratulations, now that you are a registered Team Member and have fully accepted the position, below are your ordering instructions. Please read carefully to completely understand our system. All team discounts are managed through our website so that you can receive your benefits anytime day or night.

*Note: The Discounted Team member product pricing will be shown on each page of each product from the kistlerrods.com website. Team Members' cost on All **Custom Rod orders** will be priced at retail. Discounts do not apply to any custom rod order. **Only Stock Models** receive Team discounts. Some rods or rod lines do not receive set team level discount percentage.*

To See The Full Team Pricing Spreadsheet For Each Level - [Go HERE](#)

All Team members will order 100% of their rods and gear via our website. Once you receive confirmation from Reuben of Processing fee payment, your team specific discount will be automatically reflected at checkout, no coupon codes required. Custom Kistler Team Jerseys can be ordered via this link: <https://g2gemini.com/ps/kistler-usa/>

Team Level	Discount Percentage <i>(Listed Retail Price, Applies to most but not all products)</i>
Diamond	55%
Platinum	50%
Gold	40%
Silver	40%
Bronze	40%

Discounts and Prices subject to change

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Contacting Us

When communicating with Kistler Rods factory office or Team managers, please remember to ALWAYS identify yourself including the following:

1. Full Name
2. Which Team Level (Diamond, Platinum, Gold, Silver, Bronze)
3. Phone number
4. Group Manager Name

If you have any questions at all, let us know so we can help you get right on track for a great season catching more fish and helping Kistler catch more customers! I personally hope and pray that this experience is truly enjoyable and helps you advance your hobby or career in the fishing industry, much like we have helped so many other team members in the past. Welcome to our family!



Download Logos and Files

When using any Kistler branded logos digitally or in print, it's important to always represent the company and brand well. A consistent representation of Kistler logos helps keep the brand uniform, memorable, and reflective of the company's Brand. Any changes to this has a negative effect on the Kistler Brand.

A couple good rules of thumb:

- Never use logo in conjunction with anything abusive or offensive.
- Don't modify any of the logos by changing their color, shape (stretching or compressing), adding additional designs, or removing designed elements.

Examples

Good:



Bad:



DOWNLOADS

[Team Kistler Logo WEB Quality](#)

[Team Kistler Logo PRINT Quality](#)

[Kistler Logo PRINT Quality](#)

[Kistler Logo Web Quality](#)

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Kistler High School and College

Kistler Rods now offers high school bass anglers and college bass anglers an opportunity to join Team Kistler Rods. Our program works similar to our general team member status. Each high school or college angler who is approved to join the team will be placed in one of various discount levels: Diamond, Platinum, Gold, Silver, Bronze. Each level comes with a specific discount. Placement is dependent upon experience, but like with our general team staff members, we promote from within. This means hardworking team staff members earn higher and higher discounts in relation to their loyalty and dedication in spreading the Kistler Rods Movement.

1. Each high school student and his/her guardians are required to sign a waiver/permission slip that allows Kistler Rods and Team Kistler to use a minor's images and/or videos on social media. For team members who are 17 and younger, we do not identify the minor's full name on social media. We protect our youngest team members. Parents are allowed to make specific requests in regards to their son/daughter's identity protection. However, as a team member, we expect our high school anglers to take fishing photographs and film videos as he/she has time. College students, in contrast, follow the same guidelines as the other team members.
2. Each high school team member must feature the Kistler Rods logo somewhere prominent on their jersey.
3. For high school team members on social media, we expect each team member to behave and speak in a respectable manner that does not negatively impact the company's public identity - nor divert the company from its Christian-based philosophy. Cursing, arguing, threatening, or any kind of volatile behavior - online or otherwise - will not be tolerated.
4. All high school and college team members are required to follow the same warranty policy as customers and other team members. Ordering, too, will be done online.

Finally, we are excited to launch this new program - both to inject life into our growing team and also to offer young anglers better discounts and more access to quality fishing rods. Kistler Rods looks forward to helping you in the coming years. You have found a home with Team Kistler.

Team Kistler Rods High School Fishing Program - Waiver

Waiver of Liability for Minors/High School Anglers

Angler's Name _____ and DOB _____
Waiver of Liability I, _____, agree to waive all liability towards Kistler Rods and Team Kistler Rods for any losses or damages associated with the placement of my son/daughter on the team staff. I understand that although Kistler Rods will place my son/daughter on the team, Kistler Rods is not responsible for any undesirable outcomes of that placement. I take full responsibility for my son/daughter and understand that I am responsible for communicating needs or concerns directly with the Kistler Rods. Kistler Rods will request and use fishing images and fishing videos for its social media and Team Kistler Rods online promotions. I understand that Kistler Rods has permission to use the minor's fishing images and videos related to team promotions. There is no minimum or maximum amount of promotional media required; however, annual discount raises, like with the adult team members is largely based on participation in promoting Kistler Rods. I understand that Kistler Rods promotes from within the team, providing hardworking anglers with annual discount raises for hardworking team members. Once images and/or videos are submitted for social media posting, Kistler Rods/Team Kistler will NOT provide the full name identity and location of the minor in written content. Kistler Rods promotes safety and protection of all minors. Personal information will never be shared. Finally, I understand that each minor in the program is required to wear a jersey and/or hat or shirt that features the Kistler Rods logo. Kistler Rods does not provide jerseys, hats, shirts, or other apparel. Instead, the team member and/or his parents are responsible for purchasing this apparel on www.kistlerrods.com. By signing this document, you acknowledge that Kistler Rods has permission to use your son/daughter's fishing images online - both while a team member and after being a team member if the individual chooses to leave the team.

Parent/Guardian Signature _____

Date: _____

Parent/Guardian Signature _____

Date: _____

Please email a signed photo copy of this waiver to info@kistlerrods.com. The minor and his guardians should read the entire packet to become familiar with the company.

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Frequently Asked Questions

How do I process my discount for online orders?

When you log in to your Kistler Rods account on www.kistlerrods.com, your discount should automatically be reflected on each product page. If you do not see your discount processed, it could mean several things. Most often, it means the email in your Kistler Rods account is not associated with your discount percentage. Please contact Reuben@kistlerrods.com if you've changed emails or wish to change emails. Also, if you check out as a guest, your discount will not be applied. **(Whatever email you used to join Team Kistler Rods during initial Team Processing Fee Purchase will be the email associated with your discount.)**

Who is my team manager?

Each team manager is associated with specific states and regions. Upon joining Team Kistler Rods and the primary closed Facebook group, your team manager will be assigned to you. Please allow a few days before your team manager contacts you directly. Once connected to your team manager, feel free to ask any questions you might have. Always visit with your assigned team manager prior to contacting Reuben or Trey.

How often should I do social media?

As much as possible. Our favorite team members post weekly with great content to share - they always represent the brand, buy rods, wear the apparel, and fish our Big Bass tournament.

Are we allowed to combine discounts?

Typically, no. If there is a special promo that yields a higher discount than your team discount, you're welcome to do that by checking out as a guest or use a different login than the one associated with your team account online.

Does the retail warranty differ from the team member warranty?

No, Kistler Rods stands by its fishing rods. Each rod is thoroughly tested prior to shipping. For a look at how Trey Kistler tests rods, please visit our [YouTube channel](#). Also visit our website to read and understand our [Warranty](#) thoroughly so that you can also explain if asked by potential customers.

What steps should I take if I see a team member behaving in an unprofessional manner (online, in person, etc.), or if I see a team member representing/promoting a competitor's fishing rods?

Contact your team manager. If you read commentary online that reflects poorly on the company, notify your team manager. Do not engage with the individual. If possible take a screenshot.

Kistler Warranty

Warranty Service Plans	Z Bone Helium KLX Feel N Reel ARGON Magnesium
Years To File A Claim after Purchase	1 year
Online Warranty Claim Form	<u>REQUIRED</u>
Register Warranty Online at time of Purchase	<u>Recommended</u>
Proof of Purchase	Required
Covers Manufacturer Defect	Yes
Covers Component Failure	Yes
Covers Accidents	No
Covers normal wear and tear	No
Return Shipping Fee	\$19
Repair/Replacement Cost After 1st Year	Prorated
Approved Warranty Claims within 1st Year	FREE Rod or Component Replacement/Repair

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To process a warranty claim efficiently, please **completely fill in** the Warranty Claim Information Form. Within 48 hours (during the work week) our warranty department associate will be in contact with you via email or phone about your warranty claim

Conclusion

We want you to be successful with your fishing. We know that our elite fishing rods will help you catch more fish. If you are a tournament angler, there's no doubt that our rods will give you a competitive edge. At the end of the day, if you are successful on and off the water, we are also successful. We want to promote you just as much as we want you to promote the company. We couldn't do it without you and the word appreciate doesn't correctly characterize how we feel about our loyal team members.

Many fishing teams boast about what their individual team member do, but none come close to matching the enthusiasm and dedication witnessed daily on Team Kistler Rods.

From Trey and the whole Kistler Rods Team, we cannot thank you enough.



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