



Step-by-Step Guide to becoming a Sponsored Artist

1. Initial application process

- **Application form:** Interested artists must fill out an application form available on our website, providing details about their experience, social media profiles and why they want to work with our brand/s
- **Portfolio submission:** Applicants must submit their portfolio or social media handles showcasing your tattoo work, social media engagement and any previous brand collaborations.

2. Order requirements

- **Regular product orders:** Artists must regularly order specific products from our company. This should include monthly purchases to ensure ongoing engagement with our products.
- **Product usage:** Artists are expected to primarily use our products in their tattoo work and highlight them in their social media content.

3. Social media promotion

- **Consistent posting:** Sponsored artists must post content regularly on their social media platforms (Instagram, Facebook, TikTok, etc.) featuring our products.
- **Tagging and hashtags:** Each post should tag our company's social media handles and include designated hashtags or any specific campaign hashtags.
- **Product features:** Posts should showcase our products in action, including unboxing, using the products during tattoo sessions and final tattoo results.
- **Stories and Reels:** Artists are encouraged to create engaging stories and reels that highlight their use of our products, including behind-the-scenes footage, time-lapse videos and product reviews.

4. Content quality and engagement

- **High-quality content:** All content should be high-quality, clear and professional with an emphasis on creativity and unique artistry.
- **Engagement:** Artists must engage with their audience by responding to comments and messages related to the posts about our products.

5. Monthly Monitoring and Evaluation

- **Performance review:** Our team will monitor the artist's performance on a monthly basis, including product order frequency, social media activity, content quality and overall engagement.
- **Feedback:** Monthly feedback may be provided to the artist to help them improve and align their content with our brand standards.



6. Sponsorship Benefits

- **Discounts and promotional products:** Successful artists will receive exclusive discounts, promotional products, and early access to new releases.
- **Feature on company platforms:** Sponsored artists will have the chance to be featured on our company's social media, website, or promotional materials, increasing their visibility.

7. Maintaining sponsorship status

- **Consistency:** Artists must consistently meet the above criteria to maintain their sponsorship status.
- **Non-Compliance:** If an artist fails to meet the requirements, they will receive a warning and have an opportunity to correct their performance. Continued non-compliance may result in sponsorship revocation.

8. Agreement and code of conduct

- **Agreement Signing:** Artists must sign a sponsorship agreement that outlines all expectations, benefits, and the code of conduct they must adhere to.
- **Professional Conduct:** Sponsored artists must maintain a professional attitude, positively represent your brand, and avoid any behaviour that could harm the company's reputation.

9. Exit Process

- **Voluntary Exit:** Artists can voluntarily end their sponsorship at any time by notifying our team.
- **Termination by Company:** The company reserves the right to terminate the sponsorship if the artist fails to meet the requirements or engages in conduct deemed harmful to the brand.