



Effective 01 January 2012

Welcome to Cajun Custom Rods® Pro Staff !

We are pleased that you have expressed an interest in becoming a member of the Cajun Custom Rods® Pro Staff team. You have been selected as a candidate for our team because of your knowledge and dedication to excellence in the amateur and professional tournament-fishing arena. As a tournament angler, instructor, or seminar speaker you possess the skills and character we desire to promote Cajun Custom Rods®. Please read the following information and feel free to contact us with any questions you may have. We want to hear about how you plan to promote Cajun Custom Rods® in your area and throughout your fishing adventures.

Here's the bottom line: We want you to engage with us in a relationship because we feel that we can both benefit from each other's services. We believe that our Pro Staff members and Cajun Custom Rods® represent the special ingredients for a fantastic relationship, each portion precisely measured and ready for inshore and freshwater sport fishing action.

"Thank you for the pleasure of your service and professionalism and thank you for your commitment to excellence. The journey is just beginning ... so hang on tight!"

Objective: The primary objective of the Cajun Custom Rods® Pro Staff program is to: 1) create a more visible presence promoting and introducing novice, avid, and professional anglers to Cajun Custom Rods®, 2) assist with product development by testing and evaluating Cajun Custom Rods®, and 3) generate sales at a grass roots level through example and persuasion while increasing interest in the custom fishing rods handcrafted by Cajun Custom Rods®. This is accomplished by utilizing the custom fishing rods of Cajun Custom Rods® and through representing Cajun Custom Rods® with presence and intellect at trade shows, on message boards, at seminars, classes and other related fishing events.

Administration: Please communicate directly with Cajun Custom Rods® CEO, Jaesen Yerger, regarding all orders, reports, and requests as the Cajun Custom Rods® representative. Contact Jaesen at 904-738-0301 / 904-419-RODS or by email at: info@cajuncustomrods.com.

Expectations: Cajun Custom Rods® Pro Staff members agree to use and promote Cajun Custom Rods® as their respective, exclusive fishing rod sponsor. You may have other sponsors as long as they are not represented or conflict with Cajun Custom Rods® products. We request that you refrain from promoting other brands of fishing rods while you are a Cajun Custom Rods® Pro Staff member. Disregard of this request may result in termination of your membership from the Cajun Custom Rods® Pro Staff Team. When representing Cajun Custom Rods®, you are expected to conduct yourself in a professional and courteous manner in appearance, attitude, and action. You will also agree to abide by any event or message board's rules of participation. We will provide Cajun Custom Rods® logo items for display or dispersal upon initial acceptance into the program and periodically thereafter as long as your respective participation is active. Activity is subject to quarterly review by Cajun Custom Rods® staff and representatives and we invite you to perform similar review of the support that we provide.

Incentives: As a Cajun Custom Rods® Pro Staff member, following your initial retail purchase of any Build A Rod™ or Individual Fitting Process™ (IFP™) custom fishing rod, you will receive the following Pro Staff benefits throughout the duration of your Cajun Custom Rods® tenure:

- Receive Cajun Custom Rods® Pro Staff pricing for all follow-on custom fishing rod designs that you create and order through the Cajun Custom Rods® Build A Rod™. Pro Staff pricing does not include: Federal Excise Tax (FET), handling, or shipping of Pro Staff rod purchases. Pro Staff are expected to provide comment regarding the performance of their Cajun Custom Rods® fishing rods to include

implementation, testing, and other similar feedback. Forward all Pro Staff member feedback to Cajun Custom Rods®.

- Pending your schedule and prior product reviews (i.e., your history of feedback), Cajun Custom Rods® will send upon request or as deemed necessary additional demonstration rods.
- Perpetual, single-source fishing rod builder expertise and assistance via one-on-one phone, digital media or other required communication methods.
- Social and professional networking and notoriety via Cajun Custom Rods® digital media (CCR® WordPress blog, Facebook, Twitter, Google+, Digg, Tumblr, LinkedIn, Feedburner, etc.) to further enable your expertise, professionalism, and accomplishments in the fishing industry
- Your photo and bio will be featured on Cajun Custom Rods® web site, selected social media outlets, newsletters, and other electronic and published media when appropriate
- In the event that you have a dedicated professional website, we will review on a case-by-case basis and provide “link-back” to that site via our “Partners, Friends, and Family” Cajun Custom Rods® webpage
- Exclusive access to new custom fishing rod components for field testing prior to official release to the market (and your competition)
- Discounted wholesale pricing on Cajun Custom Rods® purchases with additional discount for each new Cajun Custom Rods® customer you send (Note: sale must be verified by Cajun Custom Rods®)
- Cajun Custom Rods® logo items including, but not limited to hats, shirts, and stickers

Requirements: As a Cajun Custom Rods® Pro Staff member, you will be required to:

- Purchase an annual minimum of one (1) Cajun Custom Rods® (at or below wholesale pricing pending your current Pro Staff pro-rate and status)
- Regularly submit photos to Cajun Custom Rods® of your fishing adventures, outings, seminars, engagements, or other professional gatherings in which you represented Cajun Custom Rods®
- Post to fishing, boating, conservation, outdoors, tournament, or similar forum boards, news media, or other digital media when possible (the intent: do what you normally would when it comes to digital “blogging” ... just be sure to reference Cajun Custom Rods® in your notes). All posts and/or articles must be professional. Refrain from engaging in discussions that may be deemed derogatory or unsportsmanlike. All rules and guidelines for board participation must be followed.
- Attend fishing trade shows, seminars, fishing tournaments or other related events to promote Cajun Custom Rods® at least once per quarter. (Please note that you will be responsible for any and all expenses incurred regarding travel, accommodations and fees associated with any event.) Note: Cajun Custom Rods® will pay entry fees only for trade show booth participation where Cajun Custom Rods® displays.
- Provide Cajun Custom Rods® with your picture and bio information to be featured on Cajun Custom Rods® web site, selected social media outlets, newsletters, and other electronic and published media when appropriate
- Keep Cajun Custom Rods® apprised of your sponsorship and fishing activities on a regular basis (email or phone)
- Provide written and oral feedback on Cajun Custom Rods® products, to include feedback for future/new Cajun Custom Rods® custom fishing rod design and/or improvement (i.e., the good, bad, and the ugly ... and what you’d change)
- Provide Cajun Custom Rods® a minimum of one blog update of your activities per month for use on Cajun Custom Rods® website, selected social media outlets, newsletters, and other electronic and published media when appropriate
- Provide a minimum of one (1) professional testimonial of Cajun Custom Rods® for use on Cajun Custom Rods® website, selected social media outlets, newsletters, and other electronic and published media when appropriate

Terms and Conditions: Cajun Custom Rods® reserves the right to modify or change the Cajun Custom Rods® Pro Staff program terms and conditions as well as the right to terminate this relationship at any time.

Tight lines and take a kid fishing!

Jaesen V. Yerger
President, Cajun Custom Rods
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Jacksonville, FL 32218
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Web: www.cajuncustomrods.com



Cajun Custom Rods® Pro Staff Member Details

Name: _____

Company Name (if applicable): _____

Mailing Address: _____

City / State / Zip: _____

Country: _____

Shipping Address (if different from mailing): _____

Cell Phone Number: _____

Primary Phone Number (day): _____

Primary Phone Number (night): _____

Website (if applicable): _____

Primary Email: _____

Secondary Email: _____

List tournament, fishing forums, or other media where you post messages and/or photos:

Username: _____

Username: _____

Username: _____

Username: _____

Username: _____

Username: _____

Username: _____

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"Custom designed ... one at a time ..."

Cajun Custom Rods® Liability Waiver

This is to state that I, _____, am not an employee of Cajun Custom Rods®, Inc. and thus Cajun Custom Rods®, Inc. and in so am an independent contractor. I am responsible for all of my own state and/or federal taxes and social security liabilities. I also agree to hold Cajun Custom Rods® and its manufacturing representatives and staff harmless from any liability incurred at any activity that I am asked to participate as an authorized Cajun Custom Rods®, Inc. Pro Staff member. This includes, but is not limited to all sports shows, fishing tournaments, in-store or other similar seminars, clinics, or engagements and the travel to and from those events as well as any associated costs incurred.

I agree not to hold Cajun Custom Rods®, Inc. responsible for any lost/damage products such as custom fishing rods used in product or fishing demonstrations.

Printed Name: _____

Signed: _____ Date: _____

Cajun Custom Rods® Representative: _____ Date: _____

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Cajun Custom Rods® Photo Authorization Form

I, _____, do hereby authorize Cajun Custom Rods®, Inc. to use my name, photographs, and comments for any and all marketing and advertising purposes, without obligation to me.

I am not an employee of Cajun Custom Rods®, Inc. and thus Cajun Custom Rods®, Inc. is not responsible for any liabilities incurred while working with Cajun Custom Rods®, Inc.

Printed Name: _____

Signed: _____ Date: _____

Cajun Custom Rods® Representative: _____ Date: _____