

# WE ARE CAMP.

**B** WE ARE CAMP  
BACKER PROGRAM™



# WE ARE CAMP.

We Are Camp is the result of a long and storied history written by the thousands of people who have come to Mount Hood each summer to live their dream and ride together. Many camps have come and gone since our founding in 1989, but we continue to thrive as the result of all the people who ever came to Mt. Hood as campers, pros, legends, and staff.

PEOPLE, PLACE, PASSION  
SINCE 1989



[WIDELLS.COM](http://WIDELLS.COM)

[HIGHCASCADE.COM](http://HIGHCASCADE.COM)

[MILEPOST35.COM](http://MILEPOST35.COM)

[WYEASTACADEMY.COM](http://WYEASTACADEMY.COM)

[SEEKSKATECAMP.COM](http://SEEKSKATECAMP.COM)

# **B WE ARE CAMP** **BACKER PROGRAM™**

## **KEEP IT IN THE FAMILY**

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The actions sports community is precious. We've poured our lives into bringing it together and making it better. So we created a program to help reps, retailers, and industry pros to earn money and give more of our marketing dollars to our friends.

## **EARN CASH & EXPERIENCES**

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Through our BackerProgram™ reps, retailers, resorts, and ambassadors will have the ability to sell Camp and Academy enrollments to earn a percentage of revenue.

In addition to revenue, your enrollments efforts will open up spots to attend our new exclusive Backer SuperSession™.

## **MORE SALES, MORE BACKMAGIC™ TICKETS**

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The more you sell to hit your targets, the more BackMagic™ Tickets you get for access to the next big thing... our private Backer SuperSession™

Earned BackMagic™ tickets can be used to reward yourself, shop employees, sub reps, or clients with the adventure of a lifetime!

# WHAT IS A BACKER SUPERSESSION™

Our Backer SuperSession™ is an exclusive invite-only event that will take place **AUGUST 20TH - 23RD, 2021**.

Top performers, select pros, and VIP's will cash in on their earned BackMagic™ Tickets and experience three days of snowboarding or skiing, mountain biking, skateboarding, and hanging with friends, pros, and some of the industry's most fun and influential people.



# REP PROGRAM

## HOW DOES IT WORK?

Our plan is simple, enable our community of advocates to benefit from the top down effectively growing their own community while lining their pockets with cash and the opportunity for the experience our new Backer SuperSession™.

## THE BREAKDOWN

- We Are Camp will provide each Backer Rep with their own unique registration code that will be used to track each camper registration
- Reps can earn cash and BackMagic™ Tickets 2 ways:
  1. By signing up and managing retailers in our Backer Shop Program, the Rep will receive a cut of each successful camp registration through the shop as a management fee
  2. By the Rep securing a signup through a personal connection

\*Please see Rep Compensation Page for full details
- For each \$10K in sales, a BackMagic™ Ticket is awarded for our Backer SuperSession™ which can be used for you, or as a leverage, to reward your buyers and VIPs with an experience of a lifetime

# REP PROGRAM

## WHAT DO YOU GET FOR BEING A BACKER?

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- Earn cash on all referral camp registrations and academy enrollments
  - Opportunity to earn BackMagic™ Tickets to attend our Backer SuperSession™ and the experience of a lifetime!
  - Earn extra cash by managing shop signup programs
  - Tools to help grow your own community and clientele
  - Backer discount on personal & family camp registrations
  - Reward your yourself, sub-reps, friends, family, or VIPs with a Backer SuperSession™ experience
  - You're supporting an independent business that is dedicated to our active culture
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# REP COMPENSATION

Backers will earn cash from each enrollment in our Camps or Academy, plus additional BackMagic™ tickets awarded to our highly anticipated Backer SuperSession™ event! Reps earn an additional management bonus on all shop enrollments!

PRODUCTS	CUSTOMER PRICES	COMPENSATION DOLLARS	+SHOP MANAGEMENT SALES BONUS
MOUNTAIN BIKING CAMP	\$1,899	\$80	\$50
SNOWBOARDING CAMP	YOUTH / ADULT \$2,299 / \$2,499	\$100	\$50
SKATEBOARDING CAMP	\$1,399	\$60	\$50
SKIING CAMP	YOUTH / ADULT \$2,299 / \$2,499	\$100	\$50
ACADEMY	\$49,500	\$2,500	N/A

## BACKER SUPERSESSION™

One BackMagic™ ticket is awarded for every \$10K in camper registrations or Academy enrollments.

**\$10K IN CAMPS**

= *You earned BackMagic™ Ticket plus cash*

**\$20K IN CAMPS**

= *You and a guest have BackMagic™ Tickets*

**\$30K IN CAMPS**

= *Cash and a third wheel*

**\$49K IN CAMPS**

= *Bam. You just earned 5 BackMagic™ Tickets plus \$2,500 in cash!*

*\*WE ARE CAMP is not responsible for travel to the Backer SuperSession™ but once you get here, the fun's on us.*

# **B** WE ARE CAMP BACKER PROGRAM™

# YOU BACK IT?

**YUP.**

**NOPE.**

CLICK ONE, BUT CHOOSE WISELY

# WE ARE CAMP.

*For more information on our Backer Program please contact:*

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