

# 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**

---

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**

---

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**

---

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.



# SHOP PROGRAM

## HOW DOES IT WORK?

Signing up for our Shop Backer Program will earn your shop cash on all Camp registrations and Academy enrollments in which your referral leads to a successful signups. The more you sell the more cash you earn, while hitting your revenue/enrollment targets for BackMagic™ Tickets and the opportunity to attend our Backer SuperSession™.

## THE BREAKDOWN

- Your Shop or Rep will signup your Shop through our website
- Someone from our office will contact you and provide you with a welcome packet and your Shops' custom POP/POS marketing materials featuring your Shop's personalized QR code
- Your Shop's QR code takes your customer to your Shop's customized registration page on our site
- Customers who register through your Shop should receive \$25 in credit for your Shop which will be paid in full by We Are Camp along with \$100 cash for each successfully registered camper, for a total of \$125 per camper
- Shops that sell 5 or more camp spots will receive the opportunity for it's own personalized and marketed Shop Session
- For each \$10K in sales, a BackMagic™ Ticket is rewarded for our Backer SuperSession™

# SHOP PROGRAM

## WHAT DO YOU GET FOR BEING A BACKER?

---

- You'll earn cash on all successful referral registrations and enrollments
- Opportunity to earn BackMagic™ tickets to attend our Backer SuperSession™ and the experience of a lifetime!
- Opportunity for your own \*Shop Session where your staff can tent camp during your designated session and access our 28 acre facility including skateparks, mountain bike trails, trampolines, and much more...
- Backer discount rates for personal shop employee camp registrations
- Tools to help grow your own community and clientele
- Driving consumers into your store to buy products
- We'll blow your Shop Session up on our social
- You're supporting an independent business that is dedicated to our active culture

## ACADEMY ENROLLMENTS

---

Please contact us for more information.

\*Shops must register a min of 5 campers for Designated Shop Session benefit to activate and all shop employees must be 18+ years of age

# SHOP 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!

PRODUCTS	CUSTOMER PRICES	COMPENSATION DOLLARS	+CUSTOMER STORECREDIT
MOUNTAIN BIKING CAMP	\$1,899	\$100	\$25
SNOWBOARDING CAMP	YOUTH / ADULT \$2,299 / \$2,499	\$100	\$25
SKATEBOARDING CAMP	\$1,399	\$100	\$25
SKIING CAMP	YOUTH / ADULT \$2,299 / \$2,499	\$100	\$25
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:*

*Bobby Meeks, VP Global Sales & Marketing*

*[bobby@wearecamp.com](mailto:bobby@wearecamp.com)*

