

BOXLUNCH
GET SOME  GIVE BACK

BOXLUNCH
COLLECTIVE

10/1/19

LOGO



BL COLLECTIVE
MAIN LOGO



BL COLLECTIVE
ALT. VERSION

LOGO WITH BACKGROUND

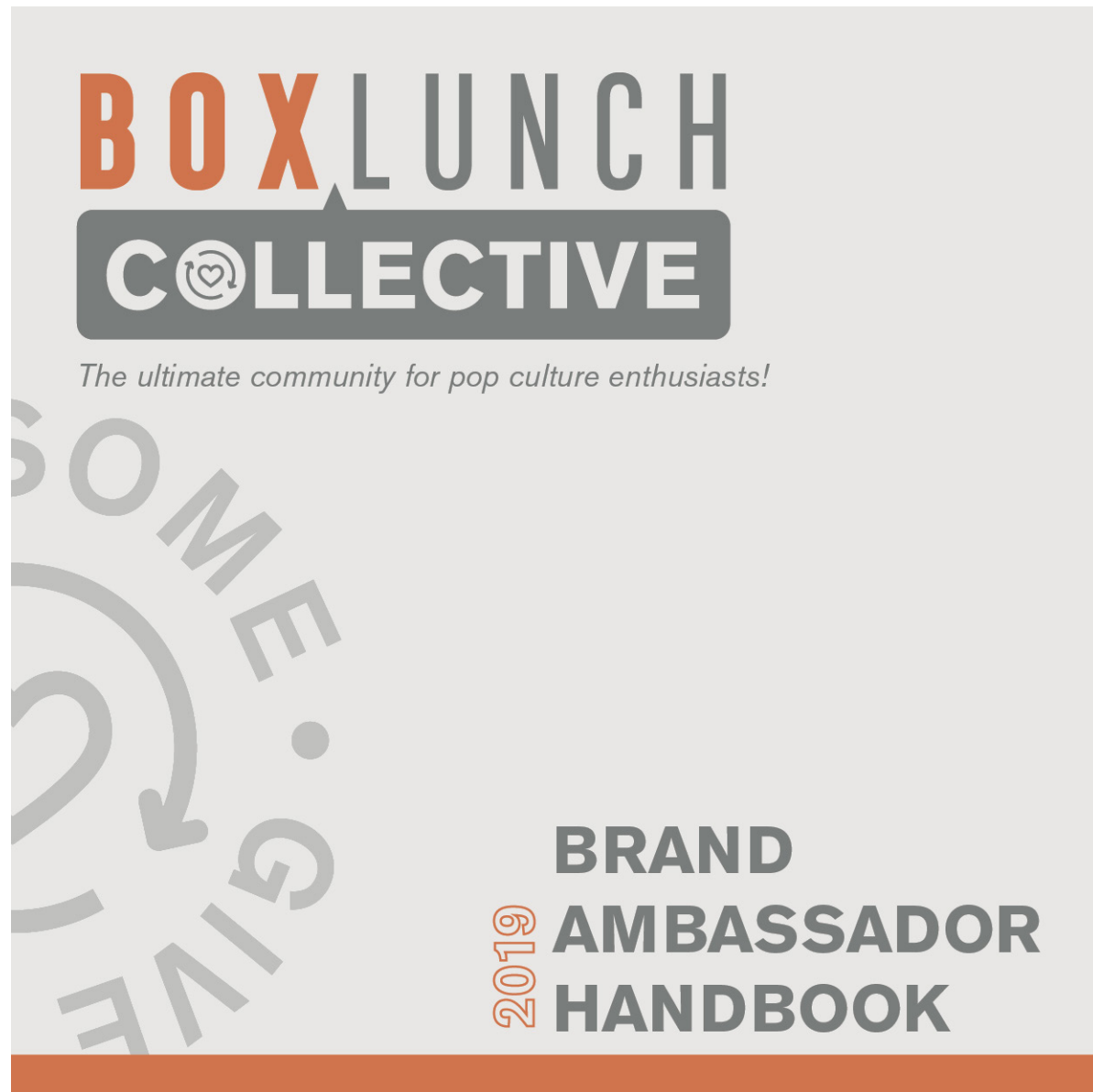


BL COLLECTIVE GRAY BACKGROUND
MAIN LOGO



BL COLLECTIVE GRAY BACKGROUND
ALT. VERSION

GUIDE BOOK



BL COLLECTIVE (8.5"x8.5")
GUIDEBOOK



GUIDE BOOK

WHO WE ARE



#GETSOMEGIVEBACK

Founded in 2015, we're your one-stop shop for pop culture gifts, collectibles and more – with a philanthropic twist

Operates 114 stores across the U.S. and online at BoxLunch.com

Donated over 40 million meals (and counting!) to people in need through our partner, Feeding America®

5

6

THE PROGRAM

REQUIREMENTS

- 01 Completion of campaigns – complete a minimum of 1 campaign per quarter
- 02 If you participate in a campaign and receive the free merchandise or perk, you must complete the campaign by posting or sending BoxLunch the content – depending on the details of the campaign
- 03 Posts must be permanent – no archiving or deleting, please
- 04 Disclose that you're a brand ambassador – use #BLCollective and #BLSponsored on every post (even stories)

BL COLLECTIVE

AKA BOXLUNCH BRAND AMBASSADOR

You represent BoxLunch regularly on social media

You're all about sharing that passion for pop culture – from what you wear to how you decorate your space

You believe fandom is beyond age (and species!)

You have a social following of at least 2,500 on any single major social platform



8

REWARDS & PERKS



- Free merchandise
- Exclusive invites to events
- Meet-ups
- Direct feedback access
- Access to collections before launch
- Opportunity to model if local
- Opportunities to attend events as a BoxLunch social correspondent
- Lots of potential for even more!

#GETSOMEGIVEBACK

10

Program Code Of Ethics Guidelines



01 Always represent the brand in a positive way.

02 Our inventory can sell out rather quickly, so it works best if you snap a shot within the first few days of receiving your product – this also gives you a higher chance of getting reposted

03 Do not post materials that are obscene, offensive, hateful, illegal, harmful, in violation of a third party's rights. Doing so will result in expulsion from the program.

04 We reserve the right to remove you from the program for any reason, at any time.

11

12

GUIDE BOOK

Things Our Legal Team Wants Us To Say

- Clearly disclose your relationship with BL Collective by including **#BLCollective** and **#BLSponsored** on all posts.
- You must also disclose if you are part of the affiliate program and using affiliate links.
- Ensure that all statements accurately reflect your honest, current opinions.

CLAIMS

What is a claim? It's anything you say that the product will do – or what will result from using or purchasing the product – such as product performance, features, safety, price, or effectiveness.

- Please do not develop your own claims about the products and their benefits unless they are based on your own personal experience and express your own opinions.
- If you do not have a claim based on your own personal experience or opinion, please only repeat product descriptions given to you by BoxLunch.

SOCIAL MEDIA TIPS & TRICKS

Image must be high quality, well-lit, bright, and in focus. Dark images are unable to be reposted.

Keep the photo clean and avoid clutter in the background.

BoxLunch products must be the main focus of the photos and represented in a positive way. No rips, stains, blemishes, tears, wrinkles, etc.

Selfies are cool, but we also want to see your outfit.

Content (images and captions) cannot be suggestive or profane in nature.

If doing a selfie, try to have the product fill the frame (70% should be product).

Post an Instagram story to support the in-feed content.



#BLCOLLECTIVE

#BLSPONSORED



13

14

15

16

NEED A BREAK?



We understand that life comes with its ups and downs. Should you encounter a period of personal hardship or health issues, just let us know as soon as possible and you can take a 3-6 month break from BL Collective.



KEEP IN TOUCH

The BL Collective portal – your go-to resource for program updates and campaigns. You can access the portal by logging on to [LINK FPO]

EMAIL
[EMAIL FPO]



17



EST. 2019

LANDING PAGE

JOIN THE **BOXLUNCH** COLLECTIVE

AKA **BOXLUNCH BRAND AMBASSADOR PROGRAM**

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[APPLY HERE](#)

If your application is accepted, we will contact you!

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PRINT

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Represent BoxLunch on social media for exclusive
rewards and perks!

FIND OUT MORE AT
[BOXLUNCH.COM/BLCOLLECTIVE](https://boxlunch.com/blcollective)

BL COLLECTIVE (22"x28")
TOWER SIGN

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BOXLUNCH
COLLECTIVE

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BL COLLECTIVE (8.5"x11")
RACKTOP

WEB



BL COLLECTIVE (320x450)
WEB



BL COLLECTIVE (908x480)
WEB



BL COLLECTIVE (480x480)
WEB