

**Prostaff/Ambassador Code of Conduct**

**Politics:**

We are all entitled to our own views and beliefs when it comes to politics. We ask that the content you provide and or produce on behalf of RLVNT is free from bias opinion. This bias pertains not only to politics, but to any social or economic stance.

**Promotion of other brands:**

Although we only offer a small number of exclusive contracts, we would ask that there is no co-promoting of like products happening. We do understand that many staff members work with multiple different brands through out the year, however co-promotions are truly never great for anyone. If you are unsure if lines are being crossed, please reach out and we will be happy to clarify the situation with you. Remember we truly want what is best for all involved.

**Be Truthful:**

Yes, the perception of anglers is that we all lie. We like to embellish the size of our latest catch; we might skirt around being 100% truthful about where we caught our fish to protect our spots. Those are unavoidable and not malicious acts of dishonesty. We don't expect you to use our products exclusively, but we do expect that you will be honest in the content you provide us and your followers. Authenticity and integrity are paramount when promoting our products.

**Positive Attitude:**

 The challenges of the world are hard enough. We don't need to complicate things more by presenting with negative attitudes. Maintaining a positive and fun image is what our brand is all about. Team Members are expected to exude positivity and fun in their content as well as interactions with other Team Members.

**Bring Ideas and Solutions:**

Part of being a Prostaff member or Brand Ambassador is providing ideas and solutions to help grow our business based on your skills and expertise. You are the research and development team, the field experts; your feedback is crucial to providing a high-quality product to our customers. We need problem solvers not problem creators.

**Always Flush:**

This includes treating others with respect, being helpful when needed, be a steward for the environment, and an ambassador for the entire angling community. You might not agree with someone, however you should engage them with dignity and respect their point of view.