



MT E.L.K., INC.

DEALER & AFFILIATE PROGRAM

Premium Hunting Calls & Outdoor Products — Livingston, Montana

107 Sun Ave • PO Box 473 • Livingston, MT 59047

(406) 517-8923 • office@elkinc.com • www.elkinc.com

PROGRAM OVERVIEW

Welcome to the MT Elk Inc Dealer Program

We partner with authorized dealers across the United States and internationally to distribute our premium line of hunting calls and outdoor products. Our dealer program provides competitive pricing, reliable service, and the support you need to successfully market and sell our products to your customers.



Authorized Dealers

US & international retail and online partners



Hunting Calls & Gear

Our core product line



Dedicated Support

A team that backs every dealer



DEALER BENEFITS

What You Get as an Authorized Dealer

-  Competitive dealer pricing on all product lines
-  Net 30 payment terms for qualified US dealers
-  All major credit cards accepted for payment
-  Access to marketing materials and product information
-  Dedicated dealer support team
-  Quality products from trusted brands



GETTING STARTED

Dealer Qualifications & Ordering Requirements

DEALER QUALIFICATIONS

- Active retail store location or established online business
- Valid business license
- Completed dealer application on file
- Commitment to meet minimum purchase requirements
- Agreement to comply with all manufacturer policies

ORDERING REQUIREMENTS

INITIAL ORDER — NEW DEALERS

\$200.00

minimum at dealer cost

Completed dealer application required before first shipment

ONGOING ORDERS — RE-ORDERS

\$100.00

minimum — refer to current price sheets for product pricing



PAYMENT TERMS

How Payment Works



United States Dealers

- All major credit cards accepted
- First-time orders (including shipping) must be paid in full before shipment
- Re-orders: Net 30 days from invoice date (for qualified dealers)



International / Out-of-Country

- ALL invoices — including shipping — MUST be prepaid before the order ships



PURCHASE ORDERS & SHIPPING

Placing & Receiving Orders

PURCHASE ORDERS

- EMAILED purchase orders ONLY — send to office@elkinc.com
- Include name of buyer or contact person on each order
- Buyer's email and phone number REQUIRED on each purchase order

SHIPPING

- US orders shipped via USPS Ground or UPS Ground (No FedEx) — based on most reasonable rate
- International orders (except Canada) shipped via USPS
- US dealers: include your store's UPS account number and ZIP code if applicable
- NO drop ships or split purchase order ship dates
- Discrepancies on received merchandise must be reported within 5 days of invoice ship date



RETURNS & WARRANTIES

Returns, Warranties & Program Terms



Returns

- All returns require prior authorization — office@elkinc.com
- Accepted within 30 days of invoice date
- Must be in original condition and packaging
- Restocking fee may apply to non-defective returns



Warranties

- Manufacturer's warranty applies to all defective merchandise

ONGOING REQUIREMENTS

Dealer Responsibilities & Program Terms

DEALER RESPONSIBILITIES

- Maintain active retail location or online presence
- Update contact information within 10 days of any changes
- Comply with all manufacturer advertising and pricing policies
- Provide accurate business information and maintain current licenses

PROGRAM TERMS

- MT Elk Inc reserves the right to verify dealer status and business information
- Dealer privileges may be suspended or revoked for non-compliance
- Pricing and terms subject to change with 30 days written notice
- This agreement supersedes all previous dealer agreements



BRANDING & TRADEMARK USAGE

Using the MT Elk Inc Brand

All use of MT Elk Inc trademarks, logos, product names, and brand materials must follow these logo usage rules:

- Use only official MT Elk Inc logos provided by the company — no modifications or alterations
- Maintain proper spacing and proportions — do not stretch, distort, or change colors
- Logo must appear on a clean background with adequate clear space around it
- Do not use the logo as part of your business name or create composite marks
- Logo files available in the authorized dealer resource portal or upon request



Social Media, Web & Advertising



Social Media

- Use MT Elk Inc product images and official marketing content in your posts
- Tag official MT Elk Inc accounts and identify yourself as an authorized dealer
- Use accurate product information and pricing — no false or misleading claims
- Direct customer service issues to support@elkinc.com, not public posts



Website & Online Store

- Use only current, approved product images and descriptions
- Display yourself as an authorized dealer/retailer, not as MT Elk Inc
- Avoid domain names that could be confused with official MT Elk Inc sites
- Include disclaimers that your business is independent from MT Elk Inc



Advertising & Content

- Use official product photography and marketing materials
- All advertising must be truthful, accurate, and comply with applicable laws
- Include “Authorized Dealer” designation in advertisements
- Co-op advertising funds may be available for qualified dealers



COMPLIANCE

Prohibited Activities

The following may result in immediate termination of dealer/affiliate status:

- ❌ Altering, modifying, or creating derivative versions of MT Elk Inc logos or trademarks
- ❌ Representing yourself as MT Elk Inc or implying an official partnership beyond dealer status
- ❌ Making false, misleading, or unsubstantiated claims about products
- ❌ Selling counterfeit, imitation, or unauthorized products under MT Elk Inc branding
- ❌ Using the MT Elk Inc brand to promote competing products or brands
- ❌ Bidding on MT Elk Inc trademarked terms in paid search/advertising without authorization
- ❌ Creating spam, misleading content, or engaging in unethical marketing practices
- ❌ Selling products outside of authorized sales territories (if applicable)
- ❌ Sharing or distributing confidential pricing, product development, or business information





Ready to Become an Authorized Dealer?

Complete all sections of the dealer application and submit with required documentation (Business License; Three Credit References if applying for Net 30 terms).



Email application to office@elkinc.com



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