



Welcome to the 2019 Hive Program!

We are excited for you to be an inspirational representative of our brand. We truly believe our Honey Stinger Hive members are highly motivated, enthusiastic individuals who personify Honey Stinger through their daily lives, sports, and community. We appreciate you for being passionately active and knowing how to have fun while playing hard. Most of all, we appreciate your love of Honey Stinger products!

What Honey Stinger expects from our Hive members:

- **Be a Honey Stinger advocate.** Be the type of role model and spokesperson with whom Honey Stinger users and our partners will be proud to be associated.
- **Use Honey Stinger products!** Our Hive members are passionate about Honey Stinger. We want you to tell people about the benefits of our products and lifestyle.
- **Be active in your community.** Give back to the sport you love. Whether it's volunteering at an event, doing trail work, or coaching, find a way to give back to your respective sport or activity.
- **Get after it.** Get outside, and be active. And while you are at it, fly the Honey Stinger flag when possible. Be it on the bike, a running trail, or on the slopes, be sure to represent! **Please send any updates, results, and anecdotes to hive@honeystinger.com.**
- **Have an online presence.** We ask that you maintain a social media presence to help spread the word about Honey Stinger through Facebook, Instagram, Twitter, and the many online forums that discuss nutrition and training. Post our logo on your website or blog (logos found in Box link at bottom of letter). **Don't forget to use our Hive hashtag #HSHIVE as well as #HoneyStinger #StingorBeeStung #TheOriginalEnergyWaffle.**
- **Share photos.** Have a great photo that you'd like to share with our team? We're always looking for quality Hive athlete photos to use for print ads, digital ads and social media. Check out our [Media Requirements!](#)

- **Provide product feedback.** We want to hear about what you love and ideas you think would improve our products. Please send all feedback to hive@honeystinger.com.
- **Join our Hive Community.** Connect and share with other Hive athletes on our [Honey Stinger Hive Community Facebook group](#).
- **Volunteer at events.** Join the Honey Stinger crew at an event near you and help share samples of the products you know and love! Use our [Event Form](#) to sign up!

What Honey Stinger gives you in return:

- **37% discount on all Honey Stinger nutrition products and up to 37% on apparel.** To access your discount, please go to www.honeystinger.com and log in on the upper right corner of the page. If you are a RETURNING customer, your username and password have not changed. If you are a NEW customer, create a new account using the same email address that you applied to the Hive with. After logging in, product pricing will reflect your discount.

Your 37% off discount is applied toward all nutrition and up to 37% off apparel. It is active immediately and can be used through 9/30/2019. Please note that all orders \$50 and over receive free shipping when you use the code FREESTING.

Please be thoughtful and do not share the discount over social media.

- **Eligibility for promos/giveaways.** Throughout the year, we may have special offers to share with you from Honey Stinger and/or industry partners.
- **Hive Meetups and Virtual Events.** A great way for you to meet fellow Hive athletes! As Hive Meetups and Virtual Events are scheduled, we will notify you via email or in our [Honey Stinger Hive Community Facebook group](#).
- **Promotion as an athlete or influencer.** We will do our best to promote your adventures, results, and outings with our website, social media profiles, and blog. **Please keep us updated by sending updates and pictures to hive@honeystinger.com.**
- **Hive apparel.** Fly the Honey Stinger flag in our [Hive logo gear!](#)
- **Honey Stinger branding.** For updated Honey Stinger logos, please visit our [Box page](#).

**Again, we are excited to have you on our team and we wish you all the best in 2019!
Sting or Bee Stung!**

