



BIG CHIEF MEAT SNACKS BRAND REPRESENTATIVE GUIDELINES

Updated February 2016



Our Goal & Your Role

2

- **THE GOAL** of our Brand Representative program is to **increase brand awareness** both online and in local communities, promoting the Big Chief brand and lifestyle through your own personal brand and lifestyle
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- **YOUR ROLE** as a Brand Representative is to **positively promote** the Big Chief Meat Snacks **brand, products, and lifestyle.**
 - Brand Reps should embody Big Chief's corporate identity in appearance, demeanor, values, and ethics.
 - Brand Reps will be expected to have a strong knowledge of Big Chief products and their nutritional attributes.

PLEASE NOTE

We only offer IN-KIND sponsorship through providing product and branded merchandise. We DO NOT offer monetary compensation.

Our Story



3

- Originally a delicatessen and sausage producer, **Alberta Fancy Sausage Ltd.** was founded in **Calgary** in **1971** by William Klein.
- William was eventually given the nickname “**Big Chief**” from his regular customers at the shop.
- When the switch was made from delicatessen to beef jerky manufacturer, a new brand called **Big Chief Meat Snacks Inc.** was born.
- Although our heritage is European, the Indigenous people are credited as those who first invented jerky.
- As **proud Canadians** we want to recognize and celebrate our multicultural country, including the unique heritage, diverse cultures and outstanding contributions of First Nations, Inuit and Métis.
- Fusing both our family and company history with the Indigenous product history resulted in the Big Chief brand name and logo.
- Today, Big Chief remains a **family owned** and operated business in Calgary that is nationally recognized as a top brand of convenient, ready-to-eat meat snacks including **beef jerky, beef sticks, & beef ‘n cheez.**
- Big Chief places a high value on corporate social responsibility, actively participating in the community **supporting local** organizations, charities, and individuals.
- We look forward to continued growth across North America in our future.



Our Products

4

- Big Chief meat snacks are carefully tended during the curing process to ensure each portion maintains that easy to chew, delicious, mouth-watering and full-bodied flavor that comes from **100% beef!**
- Big Chief meat snacks make an ideal **go anywhere, do anything snack**. Whether golfing, skiing, biking, hiking, fishing, camping, hunting, watching a movie with the family or sitting back reading a good book, Big Chief has an exceptional taste that is right for you.
- When a great tasting, **high protein, low calorie, portable, nutritional** snack is needed to curb a ravenous appetite, Big Chief answers the call.

1. BEEF JERKY

- Original (Gluten Free)
- Teriyaki
- Hot

2. BEEF STICKS

- Original (Gluten Free)
- Hot

3. BEEF 'N CHEEZ

- Original (Gluten Free)
- Jalapeno (Gluten Free)

*Retail prices range from \$1.09 - \$9.99 per package.
12g, 20g, 25g, 30g, 100g, 120g packages available.



Qualifications & Expectations

5

Individuals who understand the importance of a protein balanced diet, enjoy eating Big Chief meat snacks, and live an active lifestyle that embodies the Big Chief Brand can qualify to represent Big Chief in their local and online communities.

- Brand Reps must be at least **16 years or older** and **resident of Canada**.
- Brand Reps must have at least one **public** online account.
 - Accounts can include Facebook, Twitter, Instagram, Blog, Website.
 - Accounts are reviewed based on quality of content as well as reach measured by likes/followers/traffic.
 - You must have at least 500+ between all of your public accounts followers to qualify.
- Brand Reps must **like/follow** all Big Chief accounts (and invite friends to do so).
- Brand Reps should **add** “Brand Rep @BigChiefBeef” on their Twitter and Instagram “About.”
- Brand Reps must **engage with Big Chief through social media on a regular basis**
 - Types of engagements include: likes, comments, shares, mentions, favorites, and retweets.
- Brand Reps must **provide training/competition/adventure schedules** to Big Chief.
 - Schedules are used to promote your endeavors! The more content provided the more you will be promoted by Big Chief.
- Brand Reps should provide **additional opportunities for branding** when present, such as:
 - Logo on websites, logo on competition uniforms, banners at events, sponsorship of events, product giveaways, etc.

Engaging with Big Chief Online



6

WEBSITE: www.bigchiefmeatsnacks.com

FACEBOOK: www.facebook.com/bigchiefmeatsnacks

TWITTER: www.twitter.com/bigchiefbeef

INSTAGRAM: www.instagram.com/bigchiefbeef

When engaging with Big Chief, all accounts must be **properly tagged!**

On Facebook

- Link to the Big Chief page in your caption by typing @Big Chief Meat Snacks.
- Wait for our page to appear in a drop down list, and SELECT.

On Twitter

- Mention @BigChiefBeef in tweet.

On Instagram

- Mention @BigChiefBeef in your caption.
- Tag BigChiefBeef as a person using the “Tag People” function.
- Hashtag #BigChiefBeef in all posts, and other keywords hashtagged are your choice.

For post examples please visit @BigChiefBeef on Instagram and see our feed as well as the photos we are tagged in by other Brand Reps. For the expected number of engagements from Brand Reps, please see slide “Social Media Specific Expectations.”

Social Media Specific Expectations



7

| • FACEBOOK | Minimum |
|---|----------------|
| 1. Provide a review on Big Chief Facebook page | 1 time only |
| 2. Post a Big Chief specific post and/or tag Big Chief in a lifestyle post *Specific features Big Chief branded product/merchandise. *Lifestyle illustrates lifestyle without directly featuring product/brand. | 1-2x per month |
| 4. Like a Big Chief post | 8 per month |
| 5. Comment on a Big Chief post | 4 per month |
| 6. Share a Big Chief post | 1 per month |
| FACEBOOK MONTHLY TOTAL = 14+ engagements | |

| • TWITTER | Minimum |
|--|-------------|
| 1. Original Tweet @BigChiefBeef | 2 per month |
| 2. Reply to a @BigChiefBeef Tweet | 2 per month |
| 3. Retweet BigChiefBeef Tweet | 4 per month |
| 4. Favourite BigChiefBeef Tweet | 6 per month |
| TWITTER MONTHLY TOTAL = 14+ engagements | |

| • INSTAGRAM | Minimum |
|--|----------------|
| 1. Post a Big Chief specific photo *Feature Big Chief branded product/merchandise. | 1 per month |
| 2. Tag Big Chief in a lifestyle photo *Illustrate Big Chief lifestyle but doesn't directly feature Big Chief. | ALL that apply |
| 3. Like a Big Chief photo | 12 per month |
| 4. Comment on a Big Chief post | 4 per month |
| INSTAGRAM MONTHLY TOTAL = 17+ engagements | |

| • OTHER | Minimum |
|--|----------------|
| 1. Additional Emailed Photos to greg@bigchief.ca *Photos taken for Big Chief to post that you have not already posted. *Must feature Big Chief branded product/merchandise. *Must include details for caption (Who, What, Where, When, Why). *These posts will always be credited back to you/your accounts. | 2 per month |
| 2. Events/Apearances *Any event you attend wearing/representing/promoting Big Chief. | Vary by person |
| OTHER MONTHLY TOTAL = 2+ engagements | |



If Accepted

8

After your application is reviewed you will be contacted via phone or email to review and confirm both your role and Big Chief's role in the Brand Rep program. Once acceptance is confirmed, Brand Reps will receive their Big Chief starter pack either via Office pick-up or Canada Post mail. Details of the starter pack including Big Chief meat snacks and Big Chief merchandise will be disclosed and agreed upon in follow-up contact.

In return for your representation of Big Chief, please remember that Big Chief is here to support you. Big Chief will like, comment, and share your posts as you do ours. Big Chief will always give credit to you/your accounts for photos we post that you supplied. Big Chief will also promote your schedule, as supplied by you, wishing you luck and fun at your respective events. All brand reps will also be officially featured on the Big Chief website Community page linking to your most popular online account to give you exposure and help build your brand.

Please Note: Brand Reps will be provided with product refills as long as monthly expectations are met. Failure to meet expectations 2 months in a row may result in the termination of our agreement. Product/Merchandise for sponsorship of additional events can be discussed per event.





The Next Steps...

9

Thank-you for reading the Big Chief Brand Representative Guidelines.



If you are interested in becoming a Brand Rep for Big Chief Meat Snacks Inc. you may APPLY below.

