

Subsoccer Ambassador Programme

Terms of Participation

SUBSOCCER OY · BUSINESS ID [Y-TUNNUS] · FINLAND

VERSION 0.1 · [DATE]

THE SHORT VERSION

- You are not an employee, an agent or a reseller. You cannot sell, quote prices or sign anything for us.
- You get kit, reimbursement and access. You do not get commission.
- Equipment we lend you stays ours. Look after it and give it back when the programme ends.
- You keep your content. We get permission to reuse it.
- Say clearly that you work with us, every time, in every post.
- Either of us can end this at any time with [30] days' notice.

This summary is here to help you read the rest. If the two ever conflict, the numbered clauses below are what count.

1 Who this agreement is between

These terms are between **Subsoccer Oy**, a Finnish limited company (business ID [●]), registered address [●] — "Subsoccer", "we", "us" — and you, the individual accepting them ("you", "the Ambassador").

They take effect on the day we send you a written acceptance notice confirming your role, and they apply for as long as you are in the programme.

2 The two roles

Your acceptance notice will name one of the two roles below. You can hold both, but only if both are named in writing.

Community Manager

You build and run the Subsoccer scene in a named city or region: meetups, leagues, tournaments and venue relationships. You are the local face of the game.

Creator

You make and publish content about Subsoccer to your own audience, on your own channels. You decide the format; we do not commission or approve individual posts.

Your acceptance notice also sets your territory or channels, your activity minimum under clause 5, and your reimbursement cap under clause 7. Those details form part of these terms.

3 What this is not

This is not an employment contract, a franchise, a partnership, a joint venture or a distribution agreement. You are an independent participant. Nothing here makes you our agent or gives you authority to act in our name.

You are responsible for your own taxes and any social contributions in the country where you live. Anything you receive under this programme — equipment use, reimbursement, product — may count as taxable income or a taxable benefit for you. Please check with your own accountant.

4 What we provide

For as long as you are in the programme and meeting clause 5, we will provide the items named in your acceptance notice, which may include:

1. Subsoccer equipment on loan, on the terms in clause 6.
2. Reimbursement of approved event costs up to your cap, on the terms in clause 7.
3. Brand assets, an event kit and written guidance.
4. Rights to run events on the Subsoccer GO platform, subject to the GO terms of use.
5. A listing on our public ambassador page, if you consent to it.
6. A named contact at Subsoccer.

We may change, reduce or withdraw any of these with reasonable notice. None of it is guaranteed for a fixed period.

5 What you commit to

Over each three-month period you will meet the minimum set in your acceptance notice, being [N] events run, [N] pieces of published content, or the combination stated there.

You will represent Subsoccer honestly. You will not make claims about the product, its performance, its availability or its pricing that we have not given you in writing.

If you cannot meet the minimum, tell your contact. We would rather adjust it than end this.

6 Equipment on loan

Any table, unit or accessory we send you remains our property throughout. It is lent to you for use in the programme, and for nothing else.

1. You will not sell, rent out, pledge, give away, sub-lend or permanently modify it.
2. You will keep it in a safe place, use it as intended, and follow any setup and safety guidance we give you.
3. Risk passes to you on delivery. You are responsible for loss, theft or damage beyond normal wear, up to the current replacement value. We recommend you insure it.
4. You will tell us within [7] days if it is lost, stolen or damaged.
5. When the programme ends for any reason, you will return it within [14] days in the condition you received it, allowing for normal wear. We cover return shipping if we ended the programme; you cover it if you did.

Charging players to use the equipment, or using it in a commercial venue for profit, needs our written approval first.

7 Costs and reimbursement

You pay your own costs unless we have approved them in writing in advance. Approved event costs are reimbursed up to **[€ cap]** per event and **[€ cap]** per quarter, against receipts, within 30 days of a valid claim.

You are not paid a fee, a salary or a retainer for taking part.

8 No sales authority and no commission

This is the most important clause in this document. As an Ambassador you may not:

1. Negotiate, quote, discount or agree prices on our behalf.
2. Take orders, take payment, issue invoices or sign anything binding us.
3. Hold yourself out as a Subsoccer distributor, reseller, dealer or sales representative.
4. Approach a customer, venue or partner that our sales team or an appointed reseller is already working with, once we have told you so.

If you come across someone who wants to buy, pass them to your Subsoccer contact. **You earn no commission, finder's fee or share of any resulting sale**, and passing on a lead creates no claim to one. Existing reseller and distributor arrangements, including any exclusivity we have already granted, take priority over anything in this agreement.

If you want to sell Subsoccer products, that is a separate reseller agreement and a separate conversation.

9 Using our name and marks

We give you a limited, non-exclusive, non-transferable, revocable licence to use the Subsoccer name, logo and brand assets for programme activities only, and only in line with our brand guidelines.

1. You may describe yourself as a "Subsoccer Ambassador", "Subsoccer Community Manager" or "Subsoccer Creator". You may not describe yourself as a Subsoccer employee, partner, agent or distributor.
2. You may not register any domain, company name, trademark or social handle that contains "Subsoccer" or anything confusingly similar, without our written consent. Anything already registered is transferred to us on request.
3. You may not produce or sell Subsoccer-branded merchandise without our written consent.
4. You may not use our marks alongside another brand, sponsor or product in a way that suggests we endorse it, without asking us first.

All rights in our brand, our marks, our patents and the Subsoccer game format stay with us. This licence ends when the programme ends.

10 Your content

You own what you make. We do not.

You give us a worldwide, non-exclusive, royalty-free licence to use, reproduce, edit, translate and share the content you publish about Subsoccer, on our own channels and in our marketing materials, for as long as we need it. We will credit you where the format allows.

You confirm that you have the rights to everything in that content — including music, footage, and the permission of anyone recognisable in it — and that publishing it does not break anyone else's rights. Where you film children, you are responsible for getting a parent or guardian's consent.

We may ask you to take down or correct a specific post if it is inaccurate, unsafe or breaches these terms. You agree to do so promptly.

11 Saying that you work with us

Every time you post about Subsoccer, make the relationship obvious in the post itself — not in a bio, not in a comment. A clear label such as "Subsoccer Ambassador", "kaupallinen yhteistyö" or "#ad", placed where a reader sees it immediately, is what we expect.

This applies whether or not you received anything for that specific post. Marketing has to be recognisable as marketing under Finnish consumer law and its equivalents elsewhere, and following the rules where your audience is located is your responsibility.

12 Confidentiality

You may see things before the public does: unreleased products, roadmaps, pricing, partner names, commercial terms. Keep them to yourself until we make them public or tell you otherwise. This obligation continues for **[3]** years after the programme ends.

13 Events, safety and insurance

Events you organise are yours, not ours. We are not the organiser, the host or a co-host, and we are not liable to your attendees.

You are responsible for the venue, permits, licences, age suitability, crowd safety, first aid and insurance appropriate to the size and nature of the event. Where an event exceeds **[N]** attendees, we ask that you hold public liability cover and show it to us on request.

You will cover our losses if a claim is brought against us because of something you did or failed to do at your event, or because you broke these terms.

14 Conduct

Treat people well. No harassment, discrimination, threats or abuse, online or in person, whether or not our name is attached.

Do not use the Subsoccer name to promote political parties, religious positions, gambling, alcohol brands, tobacco, adult content or anything unlawful. Do not buy followers, run misleading giveaways or pay for engagement.

We can end this immediately for a serious breach of this clause.

15 Your personal data

We process your name, contact details, location, role and programme activity in order to run the programme. Our legal basis is the performance of this agreement and our legitimate interest in operating it. Publishing your name and photo on our public ambassador page is done on your consent, and you can withdraw that at any time.

You have the rights the GDPR gives you, including access, correction, erasure and objection. Our privacy notice at **[url]** has the full detail. Questions go to **[privacy contact]**.

Where you collect personal data from attendees at your own events, you are the controller of that data and responsible for handling it lawfully.

16 Ending the programme

Either of us can end this at any time, for any reason, with **[30]** days' written notice. We can end it immediately if you breach clause 8, 9, 12 or 14, or if you bring the brand into disrepute.

When it ends: return the equipment under clause 6, stop using our marks, and stop describing yourself as an Ambassador. Content you have already published can stay up, and our licence over it under clause 10 continues. Clauses 3, 8, 10, 12, 13, 15, 17 and 19 survive.

17 Liability

The programme is provided as it is. We do not promise you any particular level of exposure, audience, income or opportunity from it.

Our total liability to you under this agreement is limited to **[€ amount]**, and we are not liable for lost profit, lost opportunity or indirect loss. Nothing here limits liability for death, personal injury caused by negligence, fraud, or anything else that cannot be limited by law.

18 Changes to these terms

We may update these terms with **[30]** days' written notice. If you do not agree to a change, you can end the programme before it takes effect, and we will not treat that as a breach.

19 Law and disputes

Finnish law applies. If we cannot resolve something between us, the District Court of Helsinki decides. If you take part as a consumer, this does not remove any mandatory right you have to rely on the law and courts of the country where you live.

These terms, together with your acceptance notice, are the whole agreement between us on this subject.

Acceptance

By signing below, or by clicking to accept, you confirm that you have read these terms, that you are at least 18, and that you agree to them.

AMBASSADOR — NAME

ROLE (COMMUNITY MANAGER / CREATOR)

SIGNATURE

DATE & PLACE

FOR SUBSOCCER OY — NAME

SIGNATURE & DATE