

OFFICIAL PARTNER PROGRAM

AMBASSADOR PROGRAM

MAKE NOISE. STAY ICONIC.

WHO WE ARE

BORN IN SYDNEY. BUILT TO BE LOUD.

XDROP® started as a hydration brand and grew into a performance lifestyle house. We move across hydration, apparel, nutrition and content — because the people we build for don't live in one lane, and neither do we.

OUR MISSION

To build a premium community, not just sell product. Every drop, every collaboration and every piece of content exists to make our people feel seen, fuelled and impossible to ignore.

THE ECOSYSTEM

XDROP HYDRATE, XDROP FIT, XDROP FUEL and XDROP STUDIO work as one system — hydration, apparel, nutrition and content feeding the same brand and the same community.

"Built for people who move fast and don't apologise for being loud about it."

BRAND VALUES

WHAT WE STAND FOR

- 01 MAKE NOISE, ON PURPOSE**

Confidence over conformity. We don't blend in and neither do our people.
- 02 DISCIPLINE OVER HYPE**

The same discipline that goes into every drop goes into what you put in your body.
- 03 COMMUNITY OVER CROWD**

We're building a roster, not a mailing list. Every ambassador is part of the crew.
- 04 AUSTRALIAN, UNAPOLOGETICALLY**

Designed and sourced in Australia. Sydney energy, national reach.
- 05 REAL, NOT RENTED**

We partner with people who actually use the product — not just post it.

ICONIC

THE ECOSYSTEM

FOUR DIVISIONS. ONE BRAND.

As an ambassador you represent all of XDROP — not one product.
Here's what that covers.

01**XDROP HYDRATE**

XDROP Water®, shakers and insulated bottles. Australian spring water, sourced and bottled locally.

02**XDROP FIT**

Core Collection everyday apparel and limited, individually numbered Icons Collection drops.

03**XDROP FUEL**

NOVATE Whey Protein Isolate and the performance nutrition range built to fuel the crew.

04**XDROP STUDIO**

Our in-house media division — the photo, video and story engine behind every division above.

WHO WE'RE LOOKING FOR

NOT A FOLLOWER COUNT. A MINDSET.

We care more about how you show up than how many people are watching. We're building the XDROP crew from people who already live this lifestyle:

- ✓ Training, running, lifting, recovering or coaching — fitness is part of your life, not a phase
- ✓ Building something — creators, entrepreneurs, students, side-hustlers, athletes
- ✓ Active and consistent on Instagram, TikTok or YouTube
- ✓ Proud to be loud about what you stand for
- ✓ Based in Australia, or with a genuinely Australian audience
- ✓ Already drinking, wearing or fuelling with XDROP — or ready to

REQUIREMENTS

BEFORE YOU APPLY**YOU MUST**

- ✓ Be 16 or over (under 18s need parent or guardian consent)
- ✓ Have a public, active social account with genuine engagement
- ✓ Post honestly — no fake followers, no bought engagement
- ✓ Be comfortable appearing on camera in your own content
- ✓ Agree to the XDROP Code of Conduct and Brand Guidelines
- ✓ Provide a valid email, phone number and shipping address

NICE TO HAVE

- Experience creating fitness, lifestyle or streetwear content
- A niche audience in gym, run club, hydration or hustle-culture spaces
- Basic photo or video editing skills
- Existing XDROP customer or community member
- Local presence at gyms, events, markets or campus communities

There is no minimum follower count. We assess engagement quality, content style and brand fit — not audience size.

BENEFITS

WHAT YOU GET

15%**COMMISSION**

On every sale through your personal discount code, tracked in real time.

\$150**QUARTERLY CREDIT**

Product credit every quarter across Hydrate, Fit and Fuel.

48HR**EARLY ACCESS**

First access to new drops and Icons Collection releases, before the public.

1:1**PERSONAL CODE**

Your own tracked discount code to share with your audience.

**OFFICIAL FEATURES**

Repost and feature opportunities across @xdropau and XDROP Studio channels.

**CAREER GROWTH**

A direct path into paid campaigns, the Athlete Program and XDROP Studio talent roster.

GROWTH OPPORTUNITIES

THREE TIERS. NO CEILING.

Every ambassador starts at Crew. Consistency and content quality move you up — there's no application for a promotion, we come to you.

TIER 01

CREW

Entry tier for every approved ambassador. 15% commission, quarterly product credit, early access and the full XDROP community.

TIER 02

ICONIC

Invite-only, unlocked by consistent content and sales. 20% commission, \$300 quarterly credit, a free item every drop and priority for paid brand campaigns.

TIER 03

STUDIO ROSTER

Our top tier. Joins the XDROP Studio talent roster for paid shoots, events and campaigns, with commercial contracts negotiated individually. See the Athlete and Creator Programs for talent-specific paths.

CREW

HOW TO APPLY

FOUR STEPS. TEN MINUTES.

01**APPLY ONLINE**

Submit the Ambassador application at xdrop.com.au/pages/become-an-ambassador with your socials and a short intro.

02**WE REVIEW**

Our team checks every application within 5 business days for brand and content fit.

03**WELCOME PACK**

Approved ambassadors receive a welcome email, agreement, discount code and starter product.

04**START POSTING**

Post your first piece of content within 14 days and you're officially part of the crew.

APPLY

CODE OF CONDUCT

HOW WE REPRESENT XDROP

ALWAYS

- ✓ Disclose the partnership clearly — #xdrop, #ad or "gifted" in line with ACCC and AANA disclosure rules
- ✓ Use your own tracked code — never post someone else's
- ✓ Keep content authentic to your own voice
- ✓ Represent all four divisions with respect, even if you only post one
- ✓ Flag any product issue to hello@xdrop.com.au before posting publicly

NEVER

- ✗ Post discount codes to coupon or deal-sharing sites
- ✗ Publicly disparage XDROP, its team or its other partners
- ✗ Make unapproved medical, weight-loss or performance claims
- ✗ Post while intoxicated, or content that breaches platform guidelines
- ✗ Use XDROP branding, logo or product imagery for unrelated commercial use

Full visual and posting rules are set out in the XDROP Brand Guidelines, issued to every approved ambassador. Breach of this code may result in suspension or removal from the program at XDROP's discretion.

FAQ

GOOD TO KNOW

Is this a paid job?

Crew and Iconic are commission and product based, not salaried. Studio Roster members negotiate individual paid contracts.

Do I need a minimum follower count?

No. We look at engagement, content quality and fit over raw numbers.

Can I be an ambassador for another water or activewear brand too?

Crew and Iconic ambassadors can work with non-competing brands. Direct competitor partnerships must be disclosed and may affect tier status.

How often do I need to post?

See the Content Requirements schedule in your welcome pack — minimum posting frequency by platform and tier.

How do I get paid my commission?

Commission is calculated monthly on tracked code sales and paid via bank transfer or PayID within 14 days of month end.

Can I leave the program?

Yes, anytime — email hello@xdrop.com.au. Your discount code is deactivated on exit.

READY TO MAKE NOISE?

[XDROP.COM.AU/PAGES/BECOME-AN-AMBASSADOR](https://xdrop.com.au/pages/become-an-ambassador)

Questions before you apply? Email hello@xdrop.com.au or DM
[@xdropau](https://www.instagram.com/xdropau).