

STREET TEAM 2016



GATEWAY
DISC SPORTS

Est. 1994

ARTWORK BY: RANDY CAPTAIN GUERRA

WELCOME!

Welcome to the Gateway Street Team!

First of all, thank you for supporting Gateway Disc Sports! While GDS has been around for more than 20 years, we're still a small company. We're expanding across the US. Our Wizard putters have been recognized as one of the best disc golf putters available. We also have a wide range of discs, ranging from Control Drivers, High Speed Drivers and an assortment of Midrange Drivers that cover nearly every type of player, whether new to the sport or an experienced PDGA member!

Since we're strong believers of word-of-mouth and disc-in-hand marketing, we figured the best thing we could do is to find people who believe in our company and are willing to help spread the word and expand the sport we all love! We need the Street Team to go to events, post to social media, pass out flyers and act as brand ambassadors. Doing so will earn points that can be exchanged for exclusive gear and exclusive deals, ranging from discs and gear, to bags or even portable baskets! This is not a paying position, and we're not asking you to go to act as sales representatives, just be passionate about Gateway Discs and Disc Golf! Heck, if you add a few of our discs to your rotation and particularly use one of our discs in a PDGA-sanctioned event, you'll earn some bonus points!

As a member of the Gateway Street Team, affectionately referred to as the Key-Masters, you'll receive a one-of-a-kind, member's only T-shirt and Wizard Putter. The stamp will be available only to Street Team members, and each year, we'll be rolling out a new commemorative limited edition design. The 2016 Street Team Logo was created by one of our newest Featured Artists, Randy Captain Guerra. You'll also be the first to know about new Special Blends, limited runs, and other news before it's announced to the general public. You'll be invited to a private Facebook group, as well as have access to a website that will provide you with resources as well as a way of tracking your points. There will also be exclusive events and get-togethers where you can hang out, chat with other Street Team members, even hang out at the Gateway Disc Sports factory where you can learn more about our discs, the stamping process, and meet the rest of the Gateway Team.

Eventually, we'll be expanding the Street Team into different regions. Each region will need a coordinator, a Gate-Keeper, who will be responsible for coordinating local efforts. Once we're ready to start looking for Gate-Keepers, you'll be the first to know! Gate Keepers will have expanded duties, but also be able to reap greater benefits!

You'll have full, reliable access to Gateway Disc Sports, able to contact us directly if you have any questions, need any advice, or just want to chat! My contact information is included below, and feel free to buzz me whenever, for whatever you might need.

Game On!

Christopher Coyle
streetteam@gdstour.com
816-876-6305

PS – You can just call me The Overlord!

RESPONSIBILITIES

Gateway Street Team Members are responsible for engaging with, promoting to, and educating both the general public and other disc golfers about Gateway Disc Sports events and products, as well as representing Gateway Disc Sports while playing disc golf. We're looking for energetic, outgoing individuals who enjoy the sport of disc golf, are passionate about the sport and are comfortable with arranging events, engaging other players about what discs they throw, and are even willing to participate in events while throwing a Gateway Disc. We don't require any of our Street Team to throw exclusively for us, instead, just adding one of our discs in normal rotation, being able to explain why they've chosen to throw that disc, and willing to post on social media and represent our company in a positive manner!

Expectations & Role of Keymasters

- Energetic, friendly, out-going
- Excellent written, verbal, and social media communication skills.
- Creativity, sense of humor, and ability to work with others.
- Able to complete tasks with minimal direct supervision.
- Willing to post and hand out flyers for events, products.
- Active disc golf enthusiast, preferably as a member of the PDGA, but casual players and enthusiasts are also welcome!

Expectations & Role of Gatekeepers

- All Key-Master expectations and then some!
- Active PDGA Member
- Ability to coordinate local events, meetings, and tournaments.
- Brainstorm, design, and execute advertising concepts.
- Able to coordinate with Gateway Disc Sports on marketing efforts.

The Street Team is not a paid position. It can be done in your free time, with no pressure to make sales. We do not expect the Street Team to do any hard sales. You can freely refer any sales questions to Gateway Disc Sports, however, if you do want to expand into making sales, then we will coordinate with you and you'll receive appropriate compensation.

We'll provide resources, information, and assistance in helping you to meet your objectives. You can contact your friendly Overlord if you need anything, so feel free to keep his contact information handy. Once we have some regional Gate-Keepers, they'll become the go-to-individuals for coordinating local activities.

The reason we've established a Street Team is to create a reliable group of individuals that can help Gateway Disc Sports, whether it's just by posting on social media, helping out by volunteering at events, and generally representing the best side of Disc Golf as a whole. When you're representing Gateway Disc Sports, conduct yourself according to acceptable standards, be friendly and engaging, and to treat others like you expect to be treated.

Of course, Gateway Disc Sports is not responsible for any injuries or accidents sustained while volunteering. All volunteers should be aware of the risks, while typically small, and by volunteering you are stating you accept the risks involved with each particular job duty including, but not limited to: auto accidents, back injuries, sprains, strains, falls, paper cuts, disc related injuries, thumb strain or cramps from posting to social media, and the like. All submitted pictures may be used for future promotional purposes – we will share credit, but may modify and/or use as our needs may require.

The Street Team program is open-ended, but on the off-chance we discontinue the program, all existing members will be able to redeem remaining benefits within 1 year.

JOINING THE STREET TEAM

It's relatively simple to join Gateway's Street Team. Simply fill out the form on the Gateway Disc Sports website (www.gdstour.com). Please note, however, that just filling out the form does not guarantee that you'll become a Street Team member. You'll be personally contacted by us for a brief interview, either by phone or through messenger, so we can discuss the program, your own goals and thoughts, and whether or not it will be a good fit. Although Street Team members aren't paid representatives of Gateway Disc Sports, you will basically be an independent contractor, representing not only our company but the sport as a whole.

What We're Looking For

Okay, here's exactly what we're looking for from our Street Team members:

- * Active Disc Golfer!
- * Active on Social Media
 - Be a Fan of Gateway Disc Sports & Gateway Underground on Facebook, Twitter, YouTube, and/or Instagram
 - Have at least 100 friends on Facebook, Twitter, YouTube, and/or Instagram
 - Be willing to make regular posts on Social Media promoting Gateway Disc Sports - please note that we're not asking you to say anything that isn't true, or that you don't believe. We're not looking for fluff, but for honest enthusiasm!
- * Be sociable - be willing to talk to others about discs, the sport, and Gateway Disc Sports.

Gatekeeper Requirements

While we're just starting the program, we will be adding Gatekeepers as the program continues to grow. All Gatekeepers will need to be active as Keymasters for awhile before becoming a Gatekeeper. While there is not a set period of time before a member can ask to become a Gatekeeper, we want to be sure the program is working as intended before ramping things up to the next level.

Gatekeepers will have increased responsibilities, and we'll only be adding a few Gatekeepers, limiting any possible overlap in specific regions to begin with.

- * All requirements for Street Team members, plus:
- * Active PDGA member
- * Willing to run either a regular League night or monthly GDSTour Events
- * Willing and able to serve as a local point-of-contact for any other Street Team members, Keymasters, in the local region. This is a mentor and coordinator position and we're looking for someone that wants to truly take the sport, and our company, to the next level!
- * Either experienced in marketing or interested in learning marketing and outreach techniques.

All-in-all, what we want is to get our discs out there, into the hands of players. We truly believe we have some great discs, and we know that our Wizard putter is one of the absolute best on the market today!

The Street Team program is still in its earliest phase, so there may be some minor changes to the program as it evolves, and as more team members join the group. If at any time you have any questions, use the contact information to get in touch with us - we're here to help!

GATEKEEPERS

Gatekeepers are Street Team members ready to take things to the next level. Instead of flying solo, a Gatekeeper is meant to be a regional representative, a point-of-contact for Street Team members in the area. The position comes with greater responsibilities, and it's truly meant for someone who lives and breathes disc golf. While being Gatekeeper is not a paid position, you will still be an integral part of Gateway Disc Sports family, on the inside track where you'll hear about upcoming events and promotions before anyone else. Additionally, you'll receive exclusive rewards, and will receive support from Gateway Discs to ensure as smooth an operation as possible!

Becoming a Gatekeeper

To enlist yourself as a Gatekeeper, the process is relatively painless, but a bit more involved than simply joining the Street Team.

First of all, before you become a Gatekeeper, we'd like for you to spend some time as a Keymaster, just to make sure you know about the program, are willing to spend more time coordinating events, and not be overwhelmed by too much all at once. We don't require a specific amount of time spent as a Keymaster, and it will be adjudicated on a case-by-case basis.

Secondly, there will be a series of interviews and discussions between yourself and the Gateway team, to make sure everyone is on the same page - these are the same people you'll be regularly working with, and we want the entire team to get used to openly communicating between one another. Expect to get to know the Gateway team fairly well!

Thirdly, be ready, willing, and able to run events and leagues! One of the primary reasons the Gatekeeper role is being established is to actually provide a reward system for players that are already running tournaments and leagues, serious about the sport already.

Finally, understand that being a Gatekeeper means being and remaining active! If you don't wish to continue being a Gatekeeper, simply let us know. That's all it takes. No guilt, no recriminations.

Exclusive Benefits

- * Special pricing available for Gateway Products
- * Assistance in coordinating events, leagues, and tournaments.
- * Gatekeeper-branded swag & rewards!
- * More benefits to come as the program expands!

ACTIVE PARTICIPATION

The Street Team Program utilizes a point-based system, where members earn credit for performing certain activities, which in turn can be used to purchase exclusive gear, Gateway discs and products, and even be used towards fees for participating in GDSTour Events.

Below is an outline of various suggested activities that will earn credit. If there's something not on the list, but it supports the Gateway Disc Sports family, contact us to discuss appropriate re-compensation!

Activity

Post on Social Media (Facebook, Twitter, Instagram, etc. - make sure to tag GDS!)

- * Repost/Retweet a Gateway Disc Sports post - **1 point/100 followers**
- * Make a post - **1 point/100 followers**
- * Use #GDSTour, #GatewayUndeground, #GDStreetTeam or #GatewayDiscSports
- * #MasterTheGateway!
- * YouTube Videos (reviews of Gateway products, shots made with Gateway discs, etc.) - **10 points/minute**

Hang posters/flyers (verify with a submitted picture, via email or social media) - **5 points/poster or flyer**

Attend a GDSTour Event as a paid participant - **10 points**

Attend a PDGA-Sanctioned Event and use a Gateway disc

- * A-Tier - **25 points**
- * B-Tier - **20 points**
- * C-Tier - **15 points**
- * D-Tier - **10 points**
- * X-Tier - **5 points**
- * Sanctioned League - **5 points**

Enlist another Street Team member - **25 points**

Volunteer to help at a GDSTour Event (work the booth, help with score-keeping, etc) - **10 points/hour**

Run a GDSTour Event

- * Special Event (Winter Wizards, 2-Disc Challenge, Retro Throw, etc) - **100 points**
- * GDSTour League Night - **25 points each**

Get a Tattoo of an official Gateway Disc Sports design (Wizard, Voodoo, etc!) - **varies**

- * The bigger it is, the more points it's worth!

Use your imagination! Be creative! Just keep us informed!

As a special deal available only to Street Team members, we're also going to be making available some limited stock of discs that can be purchased at special pricing - the intent is that you can buy a small stash of our discs that you can hand out to other players you interact with, to get our plastic into their hands. Only stock stamped discs will be available (no custom stamp) and only in limited quantities, but you'll earn points towards rewards and swag!

Remember, these discs aren't meant for resale, however, if you are interested in also selling Gateway Discs products, contact us to discuss options!

AUTOMATIC REWARDS

While you will be earning credit for every activity, and you'll be able to spend that credit on new rewards as you wish, you'll also automatically receive bonus rewards based on your total "Rank" as a Keymaster or Gatekeeper. The more you earn, the better the rewards!

Keymaster Rewards

Copper - 25 points

- * Free Street Team Bumper Sticker
- * Exclusive Street Team Keymaster Wizard disc

Silver - 100 points

- * All of the above
- * Exclusive Street Team Keymaster Wizard t-shirt

Gold - 250 points

- * All of the above
- * Exclusive Street Team Keymaster Wizard patch & bag tag

Platinum - 500 points

- * All of the above
- * Exclusive Street Team Keymaster Wizard Ballcap

Diamond - 1000 points

- * All of the above
- * Exclusive Street Team Keymaster Wizard Hoodie or Sublimated Shirt

Gatekeeper Rewards

Copper - 25 points

- * All Copper Keymaster rewards
- * Exclusive Street Team Gatekeeper Wizard disc & t-shirt

Silver - 100 points

- * All Copper & Silver Keymaster rewards
- * Exclusive Street Team Gatekeeper Ballcap & Patch

Gold - 250 points

- * All Copper - Gold Keymaster rewards
- * Exclusive Street Team Gatekeeper Bag Tag & Hoodie

Platinum - 500 points

- * All Copper - Platinum Keymaster rewards
- * Exclusive Street Team Gatekeeper Challenge Coin

Diamond - 1000 points

- * All Copper - Diamond Keymaster rewards
- * Exclusive Street Team Gatekeeper Plaque & Pin

At the beginning of each calendar year, a new Keymaster & Gatekeeper design will be available. For active Keymasters and Gatekeepers, you'll automatically receive new discs, T-shirts, and other rewards bearing the new logos and designs, based on your active Rank. So if you've already achieved Platinum Rank, you'll automatically receive a new bumper sticker, Keymaster disc, Keymaster T-shirt, and Keymaster Patch.

In order to maintain eligibility, you must remain an active member of the Street Team.

THE SWAG

Discs

Mini Stash Disc Set

2 minis - 1 large, 1 small
Option of Stock Stamped or Street Team Stamp

Lightweight or Ultra Lightweight Disc

Stock Stamped

Sure Grip Disc

Stock or Band Stamped or a Street Team Wizard
Choose Flex (Soft, SS, SS, RFF) or Plastic (ORG, ER, \$\$\$, EVO, EP or ED - if available)

Evolution, Overmold Assassin, or Superglow Disc

Stock Stamp

Training Disc (individual)

220-240g, 241-274g, 275+

Starter Set (Lightweight)

Wizard, Element, Assassin Overmold

Starter Set (Golf Weight)

Wizard, Element, Assassin Overmold

Training Disc Set

1 each of 220-240g, 241-274g, 275+

Lil'Wizard Disc

Doggy Style or Big Dog (Dog | Catch Disc)

Lightweight or Golf Weight

Bags

Tour
Mini-Backpack
Backpack
Ozark Backpack
Kilimanjaro Backpack

Basket

Bullseye
Titan1818
Titan Pro-24 Portable

Apparel (Street Team Design)

T-Shirt
Polo
Dye-Sublimated Shirt
Zip-Up Hoodie
Pullover Hoodie

Miscellaneous

Limited Edition, Signed Print of Street Team Design
GDSTour Event Fee Covered (St. Louis Area only)

- * A-Tier
- * B-Tier
- * C-Tier
- * D-Tier
- * X-Tier
- * GDSTour Event
- * GDSTour League

We are currently working out the details on how we want the Swag part of the Street Team program to work. As we finalize the details, we'll release them to the Street Team members, but until this part of the program goes live, you'll still be banking all the points you earn.

