

Brand Ambassador Program

pixartprinting

Rules

Brand Ambassador Program

The Brand Ambassador Program is an initiative open to anyone who creates content on major platforms and has a community of more than 5,000 followers, with whom they can share their authentic experience of the products and services offered by Pixartprinting S.p.A., Italy's largest web-to-print company and one of the leading players in Europe.

Below are the Rules governing the access and selection requirements, as well as the content of the Brand Ambassador Program that is the subject of this initiative. **Please read them carefully before applying.**

These Rules do not constitute an offer to the public pursuant to and for the purposes of Article 1336 of the Italian Civil Code. Accordingly, submitting an application does not in any way bind Pixartprinting S.p.A. to enter into a collaboration.

About us

Pixartprinting S.p.A., with registered office at Via I Maggio 8, 30020 Quarto d'Altino (VE), VAT ID IT04061550275, offers customised printing products and services for businesses, professionals and creatives.

Who can apply

The essential requirements for joining the Program are that you:

- own at least one active and public social media profile on one of the main platforms, such as Facebook, Instagram, TikTok, X, YouTube, LinkedIn or equivalent platforms;
- have at least 5,000 followers on at least one platform. This threshold shall not be deemed to have been met by adding together followers from two or more different platforms.

Content of the Brand Ambassador Program

The Brand Ambassador Program consists of two tracks — the Visibility Program and the Revenue Program — with different benefits and conditions. Whether one or the other applies to your profile depends on the number of followers you have on a single platform at the time you submit your application.

	Visibility Program	Revenue Program
Number of followers	From 5,000 to 9,999 on at least one platform	From 10,000 on at least one platform
Discount code for followers	Not provided	Personalised discount code to be shared in your content
Consideration	Visibility on Pixartprinting S.p.A.'s social media channels and blog. No monetary compensation is provided.	5% of the net revenue generated by purchases made using the personalised code, up to a maximum of €1,000 per month.

How the selection process works

To apply, simply fill out the online form on the dedicated page of the Pixartprinting S.p.A. website, indicating your personal details, email address, links to social profiles, number of followers per platform, and a brief description of your profiles and your followers.

You can apply at any time: Pixartprinting S.p.A. carries out evaluations on a continuous basis.

Pixartprinting S.p.A. evaluates applications independently, at its sole and unquestionable discretion.

If you are selected, you will be contacted by Pixartprinting S.p.A. using the contact details provided during the application phase, and **you will receive the collaboration contract**, which will govern the terms and conditions of our relationship in detail, without prejudice to the provisions of these Regulations, and whose signature is an essential condition for participation in the Brand Ambassador Program. Refusal to sign will be considered a withdrawal of the original application, without any right to compensation, reimbursement, or indemnity of any kind.

Changes to the Regulations and the Brand Ambassador Program

Pixartprinting S.p.A. reserves the right to modify these Regulations and the program access requirements, as well as the Pixartprinting S.p.A. Guidelines, at any time.

Changes relating to program access requirements do not affect contracts already signed, unless otherwise agreed in writing between the parties.

Applicable law

These Regulations are governed by Italian law.

For any dispute, if not settled amicably, the Court of Venice shall have exclusive jurisdiction.

Contacts

For information about the Brand Ambassador Program, write to: brandambassador@pixartprinting.com

Content

In addition to the restrictions imposed by law, the content produced must be inspired by the Pixartprinting S.p.A. Guidelines.

At Pixartprinting
We believe in the value of
authentic creativity
and collaborations
built on
mutual trust.

Introduction

Our Brand Ambassador Program was born with the aim of collaborating with people who share a passion for printing, creativity, design, and visual communication, leaving room for freedom and personal style.

We are not looking for "perfect" creators or artificially constructed content. We look for authentic people with a real community and a genuine way of telling the story of what they do.

These guidelines serve to define some common principles to ensure transparent, respectful collaborations that are consistent with the brand's values.

Principles of collaborations

Authenticity first

We believe that the best content is natural and consistent with one's own style. We do not want to limit creativity or impose overly rigid formats: every creator must feel free to communicate with their own tone of voice. Any technical specifications or operational procedures will be agreed upon before the start of the collaboration. Any opinions, reviews, or comments shared within the collaboration must reflect real, authentic experiences consistent with the actual use of the products or services.

Respect for the community

Every creator who collaborates with Pixartprinting also represents the relationship of trust built with their own community. For this reason, we ask for communication that is:

- transparent
- respectful
- fair
- not misleading

Transparency in collaborations

When content arises from a collaboration with Pixartprinting, we ask that it be clearly communicated according to the guidelines of the platforms used and applicable regulations (for example, through hashtags such as #adv, #gifted, #partnership or equivalent, when necessary). Any promotions, discount codes, or commercial initiatives must be communicated clearly and in a non-misleading manner.

Creative freedom

Unless specific indications have been previously provided, creators have freedom in how they talk about:

- products
- personal experience
- creative process
- use of materials
- completed projects

We believe that every collaboration works best when the creator can express themselves spontaneously and consistently with their own style.

Prohibited behaviours and content

To protect both the community and the brand, certain types of content or behaviours are not allowed within the Brand Ambassador Program. These include:

- violation of regulations or policies of the platforms used
- use of non-original content or content that violates third-party copyrights, licenses, or intellectual property
- improper use of the Pixartprinting brand or misleading communications about the collaboration
- content damaging to the brand's reputation
- discriminatory, offensive content or content that promotes hatred towards people or groups
- incitement to violence, or illegal behaviour
- pornographic or explicitly sexual content
- scams, fraud, or unfair commercial practices
- use of fake engagement, purchasing followers, or artificial activities
- intentional dissemination of misinformation
- dissemination of false, misleading, or unverifiable claims regarding products or services
- use of content manipulated or misled through artificial intelligence tools, deepfakes, or digital alterations that could compromise the relationship of trust with the community

Pixartprinting reserves the right to terminate the collaboration if content or behaviour is found to conflict with these principles or could cause damage to the brand, the community, or other creators involved in the Brand Ambassador Program

Types of content

Content shared with Pixartprinting

Creators can share with Pixartprinting:

- photos
- videos
- reels
- stories
- behind-the-scenes content
- printed projects
- educational or creative content
- interviews and written comments

The submitted content may be reshared on Pixartprinting channels (blog, social networks, and the brand's digital channels), unless otherwise agreed upon in advance with the creator.

Accuracy and correctness

We ask that any information regarding products, technical characteristics, promotions, discount codes, and offers be communicated correctly, truthfully, and consistently with the information shared by Pixartprinting.

Brand usage

The logo, naming, and assets of the Pixartprinting brand must be used consistently and respectfully, avoiding:

- misleading uses
- false communications
- associations with content contrary to the brand's values

Building **authentic** collaborations

We believe that the best collaborations are born when brand and creator share trust, creativity, and freedom of expression.

The goal of the Brand Ambassador Program is not to standardize content, but to value real people, ideas, and projects through sustainable, transparent, and authentic collaborations.

All necessary documents (any contractual agreements, privacy disclosures, waivers, or documentation relating to the collaboration) will be shared before activities begin.

Thank you for wanting to create with Pixartprinting.