



## **Victory Archery 3rd Party & Ecommerce Reseller Policy**

**Effective Date:** 9/22/2025

**Contact:** Jayson Bencik —  [jayson.bencik@mcgc.com](mailto:jayson.bencik@mcgc.com)

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### **1. Purpose**

This policy establishes the standards and requirements for third-party sellers of **Victory Archery** products in ecommerce channels. As the manufacturer of premium, 100% carbon fiber arrows, we are committed to protecting the integrity of our products, brand, and end-customer experience.

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### **2. Authorized Reseller Requirement**

Only **Authorized Resellers** may market and sell Victory Archery products. Unauthorized resellers are strictly prohibited from representing, advertising, or selling our products, whether online or offline.

To become authorized, resellers must:

- Be approved in writing by Victory Archery
  - Sign and comply with our Reseller Agreement
  - Adhere to all policies outlined herein
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### **3. Ecommerce Sales Channels**

Victory Archery allows ecommerce sales **only under the following conditions:**

#### **A. Reseller-Owned Websites**

- Permitted **only if pre-approved**
- Website must clearly identify the business and not impersonate Victory Archery
- Product listings must include accurate descriptions, approved media, and branding

#### **B. 3rd Party Marketplaces (Amazon, eBay, Walmart, etc.)**

- **Strictly prohibited** unless the reseller is approved as a **Preferred Ecommerce Seller**
- Unauthorized listings on these platforms will be reported for takedown
- Resellers must not use Fulfilled by Amazon (FBA) or similar programs without written approval

#### **C. Prohibited Activities**

- Creating duplicate or misleading listings
  - Selling internationally without approval
  - Drop-shipping from unauthorized sources
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#### 4. MAP Policy (Minimum Advertised Pricing)

All resellers must adhere to Victory Archery's **Minimum Advertised Pricing (MAP) Policy**. This includes:

- No advertising or promotion of prices below the stated MAP
- No use of discount codes, coupons, or cart-level discounts that violate MAP
- No price manipulation tactics (e.g., “click for price,” bundling that circumvents MAP)

Violation of the MAP policy will result in corrective action, including revocation of reseller status.

*For the most current MAP pricing list, contact:*

 [jayson.bentcik@mccg.com](mailto:jayson.bentcik@mccg.com)

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#### 5. Product Handling and Quality Control

To protect the integrity of Victory Archery products:

- Only **new, unused, unopened** products may be sold
  - Products must be stored in temperature-controlled environments
  - Repackaging, relabeling, or modifying products is **strictly prohibited**
  - Serial numbers and packaging must remain intact
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#### 6. Brand Representation

Victory Archery's intellectual property—including logos, product images, and trademarks—may only be used with explicit permission.

- No use of “Victory Archery” in domain names, social media handles, or paid search without approval
- Marketing materials must reflect current branding and messaging
- Misrepresentation of affiliation (e.g., “official partner” or “exclusive supplier”) is prohibited

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## 7. Monitoring & Enforcement

Victory Archery actively monitors online marketplaces, search engines, and distribution networks. Enforcement actions may include:

- Immediate takedown requests
- Termination of reseller privileges
- Marketplace complaints (Amazon Brand Registry, eBay VERO, etc.)
- Legal action for MAP violations, IP infringement, or unauthorized sales

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## 8. Becoming a Preferred Ecommerce Reseller

To apply for Preferred Ecommerce Reseller status (Amazon, eBay, etc.), contact:

 **Jayson Bentcik**

 [jayson.bentcik@mcgc.com](mailto:jayson.bentcik@mcgc.com)

Applicants must demonstrate:

- Compliance history
- Ecommerce professionalism
- Ability to uphold Victory Archery's customer service standards

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## 9. Policy Changes

Victory Archery reserves the right to modify this policy at any time. All current and prospective resellers are responsible for ensuring they are in compliance with the most recent version.