



WHOLESALE FISHING SUPPLIES FOR YOUR RETAIL SUCCESS

RESELLER APPLICATION

Legal Name: \_\_\_\_\_ Trade Name: \_\_\_\_\_

State of Incorporation: (if applicable) \_\_\_\_\_ Federal Employer I.D.#: (if applicable) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ County: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Company Email Address: \_\_\_\_\_ Company Website: \_\_\_\_\_

Address(es) of additional store location(s): \_\_\_\_\_

Year Established: \_\_\_\_\_ Years at Present Address: \_\_\_\_\_ Years Under Current Ownership: \_\_\_\_\_ Annual Sales: \_\_\_\_\_

Hours of Operation (For example: M-F 9-5) \_\_\_\_\_

Name	Position/Title
Owner(s): _____	
Company Officer(s): _____	
Authorized Buyer(s): _____	
Sales Management Contact(s): _____	
Accounts Payable Contact(s): _____	

Type of entity:  C-Corporation  S-Corporation  Partnership  Limited Liability Company  Limited Liability Partnership  Sole Proprietorship

Applicant certifies that it operates in compliance with all federal, state and local laws regulations. \_\_\_\_\_ Yes \_\_\_\_\_ No

Do you maintain a business inventory, available for resale to the general public, any of the following products fishing tackle, sporting goods, marine supplies, cutlery or beach/water sports products? \_\_\_\_\_ Yes \_\_\_\_\_ No

If you answered no to the above questions, please explain the nature of your business: \_\_\_\_\_

I agree to comply with any and all applicable manufacturer's programs including but not limited to minimum advertised prices, sales channel restrictions and marketing policies.

I agree that Outdoor Traditions LLC, dba Stanley Sports Supply may, in its sole discretion and at any time, unilaterally suspend or terminate, in whole or in part, its sales or services to Applicant for any reason (including cancellation of any previously accepted purchase order upon refund of any deposit), with or without notice, and with or without cause.

To the fullest extent allowed by law, Applicant agrees to indemnify, defend and hold harmless Outdoor Traditions, LLC and agents, as well as its successors and assigns, from and against any and all claims, losses, liabilities, costs and expenses, including reasonable attorneys' fees (collectively, "Claim or Expense"), arising from or related to Applicant's conduct of its business or negligent acts or omissions, willful misconduct or failure to comply with any applicable law, rule or regulation, including but not limited to any Claim or Expense attributable to personal injury, sickness, death or damage to tangible property. This indemnity obligation shall control and supersede any inconsistent terms in any other agreement, document or writing transmitted from one party to the other.

I certify that the information provided in this Application is true and correct and constitutes my agreement with Outdoor Traditions, LLC dba Stanley Sports Supply, Inc and I acknowledge that Outdoor Traditions, LLC is relying upon the accuracy of this information in extending sales and services to the Applicant.

\_\_\_\_\_  
Company or Store Name

\_\_\_\_\_  
Printed Name (Owner or Corporate Officer) / Title

\_\_\_\_\_  
Signature (Owner or Corporate Officer) / Date