

**BIKE
WORKX**

BRAND REPRESENTATION riders book

Bikeworkx

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Introduction

At Bikeworkx we pride ourselves on being the “The Lube Experts” for the bicycle industry. From the start in 1991, we have specialised in bike lubricants and care products which enhance the performance and extend the life of bicycle.

Our brand Bikeworkx enjoys great success internationally and among professional cyclists and racing teams who appreciate superior quality.

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01

Section #bwxfamily

- 01. #BWXFAMILY
- 02. #ITWORKX



The hashtag #bwxfamily represents the people working around the Bikeworkx brand as well as the people using Bikeworkx products.

We all, as individuals, share the same passion for riding that transfers to the very soul of all Bikeworkx products.

No matter the skill level or the preferred route, distance or equipment, Bikeworkx is here to deliver top results for any condition and rider. Because #itworkx.



01. #BWXFAMILY

The Spirit

The hashtag #bwxfamily represents the passion for riding that manifests in our dedication to create excellent bike care products.

As representatives of the #bwxfamily you are obliged to represent this spirit and enthusiasm in the best way possible.

BIKE WORKX

#bwxfamily

Ethics and morals

We do not support any form of racism, xenophobia, sexism or discrimination towards a marginalised group.

Such opinions and behaviour will not be tolerated and will result in the termination of collaboration between Bikeworkx and the person exhibiting said behaviour.

02. #ITWORKX

Because we're the experts in what we do, we are proud that #itworkx.

As representatives you are encouraged to use this hashtag to highlight our products while using them in your videos, stories, posts etc.

Feedback

As we strive for perfection, any feedback on our products is crucial for us. We expect you to thoroughly test our lubricants, care products and other and give us your honest opinion about the experience. Positive as well as negative feedback is welcomed.

Our goal is to develop products of superior quality and you are encouraged to contribute.

You can always voice your opinion with us through messages on Instagram or Facebook.

BIKE WORKX

#itworkx






02

Section Representation Program

- 01. THE ENTRY LEVEL
- 02. THE LOCAL HEROES



The Representation Program has levels that comply to the amount of visibility that the rider is requested to carry out for the Bikeworkx brand and products.

The provided content will be used on official Bikeworkx media.

Format type is free of choice, photography, videos or stories, we love all of them.

Proper tagging is essential for exposure, so be sure to @ us so the posts and vids can reach us.

Make it cool, have fun while doing it and show other how awesome it is to be a part of the #bwxfamily.

01. The ENTRY LEVEL / MICRO CREATOR

Will obtain

Based on your agreement with the local distributor you will receive a certain amount of Bikeworkx products that you can put to test. Use them freely and share your experience with your followers, readers, viewers, etc.

You can also download Bikeworkx logo and use it on your jerseys and other paraphernalia.

Will deliver

Weekly

At least one tagged Instagram post/story

At least one tagged Facebook post

Yearly

Feedback on given Bikeworkx products

Optional content

Tutorials, racing reports with pictures, blog articles, longer videos on general bike riding theme is welcomed.

Tag us

Instagram profile
@bikeworkx_official

used hashtags
#bwxfamily / #itworkx

Facebook
@bikeworkx

For product tagging within Instagram contact us through Direct Messages.

All affiliate links need to be marked as such if applicable.

All post content needs to comply to the rules of used social media.

02. The LOCAL HEROES

Will obtain

Based on your agreement with the local distributor you will receive a certain amount of Bikeworkx products that you can put to test. Use them freely and share your experience with your followers, readers, viewers, etc.

You can also download Bikeworkx logo and use it on your jerseys and other paraphernalia.

Will deliver

Weekly

At least two tagged Instagram post/story

At least one tagged Facebook post

Monthly

At least one article on bike related topic in English to be published on the #itworkxblog

or

racing reports with photogallery

or

video tutorial / vlog / ICTV video with Bikeworkx products

or

any other content beneficial to the local distributor

Yearly

Four different professional promo materials such as photos or videos

Article reflecting current sports achievements or local biking community

Feedback on given Bikeworkx products

Tag us

Instagram profile
@bikeworkx_official

used hashtags
#bwxfamily / #itworkx

Facebook
@bikeworkx

For product tagging within Instagram contact us through Direct Messages.

All affiliate links need to be marked as such if applicable.

All post content needs to comply to the rules of used social media.



**BIKE
WORKX**

**WE LOVE
WHAT WE DO**

For further information contact
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