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# StuSync Ambassador Program – Terms & Conditions

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The **StuSync Ambassador Program** connects Kitchener-Waterloo students with the opportunity to showcase their campus experiences while earning rewards for creative content. This initiative encourages participants to share authentic, engaging TikTok posts that highlight aspects of student life and introduce more people to the benefits of **StuSync**.

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## Table of Contents

Table of Contents.....	1
Program Overview.....	1
Registration Process.....	1
Post Requirements.....	2
Ownership & Content Rights.....	2
Eligibility Criteria.....	3
Verification Process.....	3
Disqualification & Removal.....	3
Compensation & Payout Tiers.....	4
Program Modifications.....	4

## Program Overview

The **StuSync Ambassador Program** is designed to reward eligible individuals for creating and sharing original TikTok content that promotes both StuSync and the student experience in the Kitchener-Waterloo area. Participants help raise awareness of StuSync’s features, benefits, and community presence while **earning payouts** based on engagement performance.

By enrolling, you agree to **follow all requirements** outlined in this document, and you acknowledge that we reserve the right to review, approve, and use your content in accordance with these **Terms & Conditions**.

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## Registration Process

To participate, you must complete a simple **registration process** found on [soudelka.ca/ambassadors](https://soudelka.ca/ambassadors).

1. Provide your TikTok handle (**@username**) so we can verify your posts.
2. Provide an email address for payout purposes via e-transfer.

StuSync does **not** require additional documents or personal identification **unless needed** for fraud prevention or dispute resolution.

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## Post Requirements

For your TikTok post to qualify for payout consideration, **all** of the following conditions must be met:

- I. **Topic & Relevance**  
Your post must focus on student life, such as housing, events, study tips, academics, or party/social/nightlife, and **must** feature StuSync through spoken mention, visible on-screen text, in-app screen recordings, or other clear on-screen display/reference.
- II. **Original Content Creation**  
All videos must be entirely original and created by you. Use of third-party content without proper rights is prohibited.
- III. **Brand Tagging**  
The video's caption must include both **#StuSync** and **@StuSync** so our team can find and verify your submission.
- IV. **Public Visibility**  
The TikTok must be posted on a public account at the time of posting and remain public during the review and verification process.
- V. **Engagement Window**  
Only likes received within 14 days from the posting date will count toward payout tiers. Like counts will be taken directly from TikTok's visible statistics at the 14-day mark.
- VI. **Appropriate Conduct**  
Your post must be suitable for a general student audience. No content may contain offensive language, discriminatory remarks, unsafe activities, or anything that may damage the StuSync brand.
- VII. **Platform Compliance**  
All content must comply with TikTok's Community Guidelines and Terms of Service, in addition to StuSync's requirements.

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## Ownership & Content Rights

By submitting a qualifying post, you grant StuSync the perpetual, royalty-free right to repost, share, or otherwise use your content for marketing, advertising, and promotional purposes. This includes, but is not limited to:

- **Reposting** your content on StuSync's official social media accounts.
- Featuring your content on the company **website**
- Using your content in paid advertisements or promotional campaigns.

*Participants will be **credited as the original creator** when reposting where applicable.*

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## Eligibility Criteria

To participate, you must meet **all** of the following:

- Be at least **17 years of age** at the time of registration.
- Be a current student enrolled at a post-secondary institution in Kitchener-Waterloo **or** a current resident of the Kitchener-Waterloo area.
- Have an active TikTok account set to public.
- Be legally able to receive payments via Canadian e-transfer.

StuSync reserves the right to verify enrollment or residency if necessary.

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## Verification Process

Every submission will be reviewed by StuSync staff before payouts are approved. Verification will confirm:

- That the post meets all Post Requirements listed in Section 3.
- That the like count recorded at the 14-day mark matches the payout tier claimed.
- That no fraudulent activity (e.g., purchased likes, bot engagement) has been detected.

If a post fails verification, StuSync will provide one notice of disqualification, and no payout will be issued.

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## Disqualification & Removal

Participants may be disqualified or removed from the program for:

- Repeated failure to meet content requirements.
- Submitting misleading, false, or plagiarized content.
- Using engagement manipulation tools or purchasing likes.
- Creating or sharing harmful or offensive material.

StuSync's decision regarding disqualification is final.

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## Compensation & Payout Tiers

Participants will be rewarded based on the total number of likes their qualifying **TikTok post** receives within the **first 14 days after it is published**. The like count will be taken directly from TikTok's visible metrics at the end of that 14-day period, and this final number will determine the payout tier. **The tiered payout structure is as follows:**

Video Likes	Payout	Time Limit
100–249	<b>\$5.00 CAD</b>	14 days
250–499	<b>\$20.00 CAD</b>	14 days
500–999	<b>\$30.00 CAD</b>	14 days
1000–2499	<b>\$50.00 CAD</b>	14 days
2500–4999	<b>\$75.00 CAD</b>	14 days
5000–9999	<b>\$100.00 CAD</b>	14 days
10k+	<b>\$150.00 CAD</b>	14 days

Payments will be sent **via e-transfer** to the email provided at registration, typically within **5-7 business days** after the engagement window closes.

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## Program Modifications

StuSync reserves the right to:

- Change the payout structure or program rules.
- Temporarily pause or permanently end the program.
- Adjust eligibility requirements.

*Changes will be announced on the StuSync website or via official email to registered participants.*