

HOT TOPIC[®]

PARTNER PROGRAM

HANDBOOK

#HTpartner



WELCOME + OVERVIEW

WELCOME TO THE HOT TOPIC PARTNER PROGRAM!

We're thrilled to have you on board as one of our creator affiliates. Whether you're a die-hard fan of pop culture, music or fashion, you're now an essential part of the Hot Topic family.

As an HT Partner, you'll earn commission from sharing your favorite Hot Topic merch with your community. This handbook will walk you through everything you need to know—from getting started to maximizing your impact.





ABOUT THE BRAND

- **Founded in 1989, we've got more than 30 years of music, pop culture and fashion experience**
- **We pioneered offering alternative apparel and accessories in shopping malls**
- **We operate more than 600 stores across the U.S. and Canada, and online at [hottopic.com](https://www.hottopic.com)**
- **The Hot Topic Foundation has donated more than \$21M (and counting!) to youth music, arts and mental health programs since 2004**

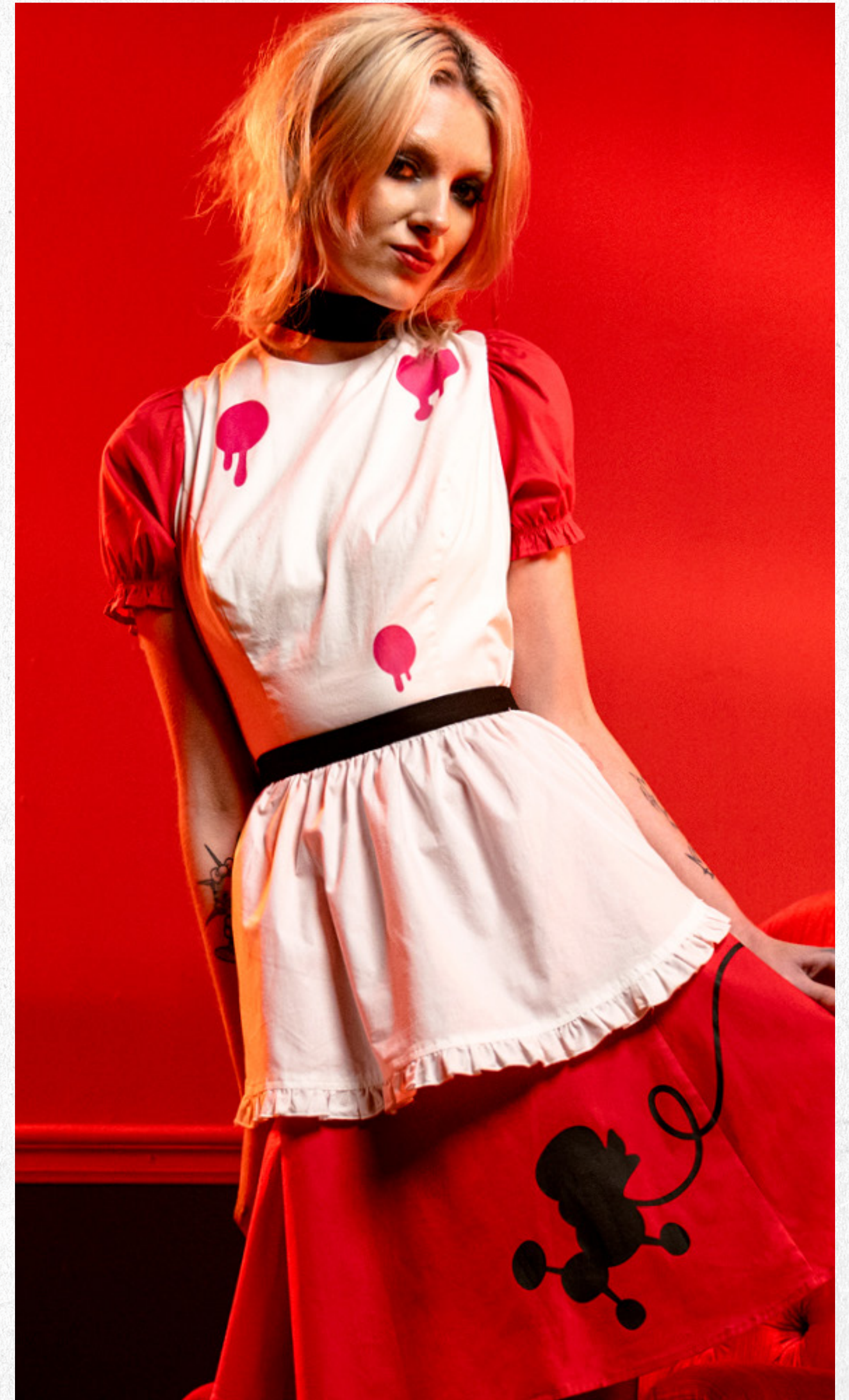




ABOUT THE PROGRAM

The Hot Topic Partner Program is our affiliate initiative built for influencers, streamers, content creators and superfans who want to earn by sharing the merch and fandoms they love. As a partner, you'll:

- Receive a custom affiliate link
- Earn commission on every tracked sale
- Gain early access to launches and campaigns
- Be considered for paid collaborations and featured content





PROGRAM CODE OF ETHICS + GUIDELINES

- Always represent the brand in a positive way
 - Our inventory can sell out quickly, so if you see something you want to share with your community, do it shortly after you see it online
 - Do not post anything obscene, libelous, hateful, harmful, illegal or in violation of a third party's rights. Doing so will result in expulsion from the program
 - We reserve the right to remove you from the program for any reason, at any time
 - Partners are representatives of Hot Topic, both online and IRL. Please treat others (fellow Partners, guests at events, support and customer service teams) with respect and common courtesy
 - Only share your personal affiliate links/codes
 - Always disclose your affiliate relationship (e.g. "I earn a small commission if you buy through this link")
 - Avoid using trademarked content in a way that suggests endorsement beyond your partner status
 - Don't bid on Hot Topic keywords for ads
 - You must follow FTC guidelines for influencer marketing
- You agree to these terms when you join and participate. Please make sure you review thoroughly at [hottopic.com/htpartnerterms](https://www.hottopic.com/htpartnerterms)*



THE LEGAL STUFF

- Clearly disclose your relationship with HT Partner Program by including **#HTPartner** and **#sponsoredbyHT** on all posts in the beginning lines of the caption before “more”
 - Ensure that all statements accurately reflect your honest, current opinions

CLAIMS

- What is a claim? It’s anything you say the product will do or what will result from using or purchasing the product such as product performance, features, safety, price or effectiveness
- Please do not develop your own claims about the products and their benefits unless they are based on your own personal experience and express your own opinions. You’re not a robot. You got this!
- If you do not have a claim based on your own personal experience or your own opinion, please only repeat product descriptions given to you by Hot Topic



COMMISSION + PAYOUT

HOW YOU EARN*

- Base Commission: 10% on all qualifying sales
- Tracking Period: 14-day post-click
- Payouts: Monthly via Tremendous rewards@reward.tremendous.com
- You can track your performance and earnings through your affiliate dashboard

*These are all subject to change and you'll receive notice at the email address you provided when you applied



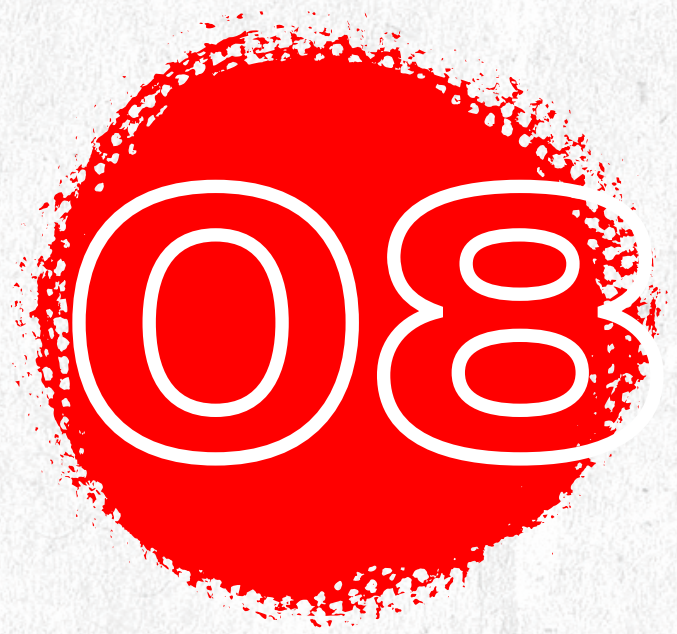


WHERE TO ADD YOUR LINKS

- Instagram Bio (Linktree, Beacons, etc.)
- TikTok Bio (shortened URLs recommended)
- YouTube descriptions
- Instagram Stories (use link stickers!)
- Twitter/X posts
- Pinterest Pins
- Your blog, email newsletter or livestream pages

Reminder: Mention your link regularly—repetition boosts conversions.





CONTENT IDEAS + TIPS

Ideas to inspire you:

- Try-on hauls
- Hot Topic Fits of the Week
- Fandom unboxings
- Music reviews including band tees
- Movie/Show reviews including the merch
- Holiday & seasonal content (Halloween, Back to School, Holiday, etc.)

Lean into trends:

Align with release dates and trends. Post relevant content to new and trending music or shows.

Use Product Photos:

You can save and share product photos directly from [hottopic.com](https://www.hottopic.com)— just right click “Open Image in New Tab” and “Save As” — just don’t crop watermarks or misrepresent them. Pro tip: Download browser extension to save website photos as PNG or JPEG easily. For the best results, combine product photos with your own images or videos.

Order Tip:

Unboxings and review content from your actual purchases tend to convert best.



CONTENT TIPS + TRICKS

- Images should be high quality, bright, well lit, in focus and should contain vibrant colors. Dark images will not be reposted
- Hot Topic products should be the main focus of the photos and represented in a positive way. No rips, stains, blemishes, tears, wrinkles, etc.
- Content (that means images AND captions) cannot be suggestive or profane in nature
- Keep photos clean; avoid cluttered backgrounds
- Selfies are cool, but we also want to see your outfit
- You know what's not cool? Dirty mirror selfies
- Try to have the product fill 70% of the frame; try not to shoot photos from too far away
- Post an Instagram story to support the IG post on your feed
- Don't add emojis, filters or graphics to your feed posts if you want to be reposted
- Use trending sounds on TikTok



PHOTO TIPS

GET UP CLOSE

- If you feel like your images are not popping, take a step or two closer. Always fill the frame at 70% with the product you're shooting. Our customers love a good, crisp shot of our product

FIND THE LIGHT

- Try to figure out where the light is coming from, and how you can use it to your advantage to make photos better

DON'T LOOK BACK

- Having a crowded background makes it hard to focus. Keep your background looking clean to really draw attention to the product





CONTACT + SUPPORT

NEED HELP? WE GOT YOU.

- **Partner Support:** support@htpartnerprogram.com
(Program questions)
- **Partner Customer Service Line:** **(833) 654-1018**
(Order-related issues)

You'll also receive monthly updates with drop alerts, rewards, commission updates and performance tips.

