



GUIDANCE FOR ADVERTISING

You are now a **partner** 😊

As a partner, your sports club or charity will earn a cashback from sales purchased across Musclefood, Prepped Pots and Goal Plans, using your unique code.

Therefore, we need to comply with relevant advertising standards and governance.

To ensure any social media posts are compliant with these standards, we need to make it clear by labelling the post AD or Advert at the beginning. This is required by law.

We have created a 'copy and paste' text for you to use in conjunction with your promotional graphics, to ensure we meet the required standards. This will ensure you do not make any false nutritional or health claims about our products.

Any club not complying or diverting from the provided text and assets may result in termination of the partnership. The below guidance is available for further information.

[Advertising Guidance ASA – United Kingdom](#)





@BorcellFootballclub



AD 🗨️ Exciting News! We've partnered with Musclefood! 🤗

Use code **[insert your unique code here]** at checkout and our club receives 10% of the order value as a cashback payment! 🛒 Your purchase supports our fundraising efforts.

💪 **[Insert your Musclefood partner link here]** Fuel your body with quality high protein meats, meals, and snacks, all at pocket-friendly prices.

🥗 **[Insert your Prepped Pots partner link here]** Enjoy tasty, nutritious, chef-created healthy ready meals delivered to your door from just £2.49 per meal!

🏋️ **[Insert your Goal Plans partner link here]** Want to lose weight by eating what you love? Look no further, because Goal Plans is the only weight loss system that lets you eat burgers, pizza, and curries... and still lose weight.

#SupportOurCause #MuscleFood

EXAMPLE: