

SHUR-SET TACKLE

WHOLESALE DEALER APPLICATION

Thank you for your interest in becoming a Shur-Set Tackle Wholesale Dealer.

Shur-Set Tackle is a manufacturer of quality fishing tackle, including jigs, dropshots, blade baits, terminal tackle, bulk weights, and custom fishing products.

Wholesale pricing is available exclusively to legitimate tackle shops, bait shops, sporting-goods retailers, and authorized fishing-tackle distributors. All new wholesale accounts must be verified and approved before wholesale pricing or dealer purchasing privileges are provided.

BUSINESS INFORMATION

Business/Company Name: _____

DBA/Store Name (if different): _____

Owner/Buyer Name: _____

Business Address: _____

City: _____ **State:** _____ **ZIP:** _____

Shipping Address (if different): _____

Business Phone: _____

Email: _____

Website: _____

Facebook: _____

Years in Business: _____

BUSINESS TYPE

Please check the type that best describes your business:

- ☐ Tackle Shop
- ☐ Bait Shop
- ☐ Sporting Goods Store
- ☐ Fishing Equipment Retailer
- ☐ Fishing Distributor/Wholesaler
- ☐ Outdoor Retailer
- ☐ Other: _____

REQUIRED BUSINESS VERIFICATION

To qualify for a Shur-Set Tackle wholesale account, you must provide **AT LEAST ONE** form of verification from **EACH** category below.

1. PROOF OF LEGITIMATE BUSINESS

Provide **at least ONE** of the following:

- ☐ Current Business License
- ☐ State Business Registration
- ☐ Resale Certificate / Seller's Permit
- ☐ Sales Tax Permit/Certificate
- ☐ Other official business documentation: _____

Document Provided: _____

2. PROOF OF PHYSICAL OR ONLINE RETAIL PRESENCE

Provide **at least ONE** of the following:

- ☐ Photos of your physical retail store showing fishing/tackle inventory
- ☐ Online store showing fishing tackle products for sale
- ☐ Facebook business page showing your tackle/bait retail operation
- ☐ Other proof of fishing-tackle retail sales:

Website/Social Media/Business Listing: _____

PURCHASING INFORMATION

Primary Buyer: _____

Buyer Email: _____

Buyer Phone: _____

Estimated Monthly Tackle Purchasing:

- ☐ Under \$500
- ☐ \$500–\$1,000
- ☐ \$1,000–\$2,500
- ☐ \$2,500–\$5,000
- ☐ \$5,000+

What Shur-Set products are you primarily interested in?

- | | |
|---|--|
| ☐ Unpainted Jigs | ☐ Ball Head Jigs |
| ☐ Painted Jigs | ☐ Biscuit/Mushroom Jigs |
| ☐ Skirted Jigs | ☐ Weighted Swimbait Hooks |
| ☐ Dropshots | ☐ Bulk Weight/Sinkers |
| ☐ Blade Baits | ☐ Custom Jigs |
| ☐ Tube Jigs | ☐ Custom/Hand-Painted Hardbaits |
| ☐ Darter Head Jigs | ☐ Other: _____ |

REFERENCES / CURRENT VENDORS

Please list at least one current fishing-tackle manufacturer, distributor, or vendor you currently purchase from, if applicable.

Company: _____

Contact: _____

Phone/Email: _____

Length of Relationship: _____

DEALER AGREEMENT

By submitting this application, I certify that the information provided is true and accurate and that the business identified above is a legitimate business engaged in the retail sale and/or distribution of fishing tackle, bait, sporting goods, or related outdoor products.

I understand that **Shur-Set Tackle wholesale pricing is intended exclusively for qualified businesses purchasing products for resale or distribution.** Wholesale pricing may not be used for personal purchases, individual fishing use, or unauthorized resale.

I authorize Shur-Set Tackle to verify the business information and documentation provided with this application.

I understand that submitting an application does not guarantee approval. Shur-Set Tackle reserves the right to approve or decline any wholesale account and to request additional documentation when necessary.

I further understand that Shur-Set Tackle may suspend or terminate wholesale purchasing privileges if an account is found to be purchasing under false pretenses, misrepresenting its business, or reselling products in violation of Shur-Set Tackle's dealer policies.

Applicant Name: _____

Title: _____

Date: _____

FOR SHUR-SET TACKLE USE ONLY

Application Received: _____

Verified By: _____

Verification Checklist

☐ Business identity verified

☐ Business documentation verified

☐ Fishing-tackle retail/distribution activity verified

☐ Physical or online retail presence verified

☐ Supporting documentation received

☐ Website/social media reviewed

☐ Resale documentation reviewed

Account Status

☐ APPROVED – Wholesale Dealer

☐ APPROVED – Distributor

☐ PENDING ADDITIONAL INFORMATION

☐ NOT APPROVED

Approved Dealer Level/Tier: _____

Wholesale Account #: _____