

AFFILIATE PROGRAM

AFFILIATE GUIDE

How the program works, what every number on your dashboard means, and how to promote Parlay Gorilla the right way.

21+ Not a sportsbook. No guaranteed wins.

November 2026
parlaygorilla.com/affiliates

INSIDE

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This guide explains the program in plain English. The **Affiliate Program Policy** at parlaygorilla.com/legal/affiliate-program is the official rulebook. If the two ever differ, the policy wins.

CHAPTER 1

WELCOME

Parlay Gorilla is a picks and parlay-help app. It shows people the read, the risk and the line movement before they build a slip. It isn't a sportsbook: it doesn't take bets or place them for anyone.

As an affiliate, you share your own link. When someone signs up through it and later pays for a subscription or a credit pack, you earn a percentage of what they paid. Joining is free.

HOW IT WORKS

1. **Join.** Sign in to your Parlay Gorilla account (21+), open *Affiliates* → *Join*, accept the terms and press **Become an Affiliate**. Your account is active straight away.
2. **Copy your link** from the top of your Affiliate Dashboard.
3. **Share it** with an adult audience, honestly and with a disclosure.
4. **Someone clicks.** Their browser remembers your link for 30 days.
5. **They create an account** in that browser, and the new account is linked to you.
6. **They pay** for a subscription, Lifetime or a credit pack, and you earn a commission at your tier's rate.
7. **30-day hold.** The sale is confirmed. Subscriptions must still be active when the hold ends.
8. **Payout.** Ready commissions are paid by PayPal once you have $100 or more ready. Payouts are coming soon: your dashboard's Payouts panel shows what's ready and anything you need to set up first.

Good to know: everyone starts at the Rookie tier, earning 20% of a referral's first subscription payment and 20% of credit packs. Your rate rises automatically as your referred revenue grows.

CHAPTER 2

YOUR LINK AND TRACKING

YOUR LINK

Your link is the site address plus your code, for example `https://www.parlaygorilla.com?ref=ABCD2345`. Codes are 8 characters and leave out O, 0, I, 1 and L, so they're easy to read aloud.

You can add `?ref=YOURCODE` to most Parlay Gorilla pages, such as `/pricing?ref=YOURCODE`. **Don't** add it to sign-up, login (`/auth/…`, `/register`) or parlay-calculator links. Those pages don't record the click.

CLICKS AND THE 30-DAY COOKIE

When someone lands with your code, Parlay Gorilla records one click per browser session and saves two small cookies in their browser that last 30 days. Refreshing or browsing around in the same session doesn't add more clicks.

WHO GETS CREDIT

Situation	Result
They create an account in the same browser within 30 days	The account is linked to you
They click another affiliate's link before signing up	The newest click wins
Their account is already linked to an affiliate	It stays with that affiliate. Links are permanent.
They sign up on a different device or browser, or clear cookies	Not linked
You use your own link	Blocked. Self-referrals never earn.

> The link is made at sign-up, before the person verifies their email, so you don't depend on them clicking the verification email.

CHAPTER 3

COMMISSIONS AND TIERS

TIERS

Tier	Unlocks at referred revenue	First subscription payment	Later payments	Credit packs
ROOKIE	$0	20%	0%	20%
PRO	$500	25%	0%	25%
ALL-STAR	$2,500	30%	10%	30%
HALL OF FAME	$5,000	40%	10%	40%

WHAT EARNS

Subscriptions: Premium monthly ($14.99), Premium annual ($119.99) and Lifetime ($499.99). **Credit packs:** $1.99, $3.49 and $5.99.

The **first subscription payment** is the first subscription payment you earn from a referred person. Only one per person gets that rate. Later payments earn the recurring rate, which is 0% at Rookie and Pro. Commission is based on what the customer actually paid, rounded to the nearest cent, so discounts lower it.

Doesn't earn: $0 checkouts, 100%-off orders, free trials with no charge, complimentary grants, your own purchases and payments in currencies other than US dollars.

WORKED EXAMPLES

These show how the math works. They aren't an estimate of what you'll earn.

Referral buys	Rookie	Pro	All-Star	Hall of Fame
Premium monthly, first payment ($14.99)	$3.00	$3.75	$4.50	$6.00
Premium monthly, each later payment ($14.99)	$0	$0	$1.50	$1.50
Premium annual, first payment ($119.99)	$24.00	$30.00	$36.00	$48.00
Lifetime ($499.99), as the first subscription	$100.00	$125.00	$150.00	$200.00
Credit pack ($5.99)	$1.20	$1.50	$1.80	$2.40
Credit pack ($3.49)	$0.70	$0.87	$1.05	$1.40
Credit pack ($1.99)	$0.40	$0.50	$0.60	$0.80

HOW TIERS MOVE

Your tier updates automatically from your referred revenue. The sale that pushes you over a threshold pays at your old rate, and your new rate starts with the next sale.

CHAPTER 4

THE HOLD, PAYOUTS AND TAX

THE 30-DAY HOLD

Every new commission starts as **pending** for 30 days while the sale is confirmed. When the 30 days are up:

- **Credit packs** move to **ready**.
- **Subscriptions** move to **ready** only if the person still has an active paid subscription. If they've cancelled, the commission is **cancelled**.

Example. A referral pays for their first month ($3.00 commission at Rookie) and cancels in week two. When the hold ends there's no active subscription, so the commission is cancelled.

REFUNDS

Refunded or disputed sales don't earn, as set out in the Affiliate Program Policy. An unpaid commission on a refunded sale is cancelled. If a commission was already paid, the amount appears as **Refund adjustments owed** and is taken off your next payout.

PAYOUTS

Payouts are coming soon. No payouts have been sent yet. Your dashboard's Payouts panel shows what's ready, your next payout amount and any setup steps left.

- **Method:** PayPal only, to the email in your dashboard. Crypto and other methods aren't accepted.
- **Minimum:** $100 ready, after any refund adjustments. Smaller amounts carry over.
- **Review:** every payout is reviewed before it's sent.
- **Safety wait:** if you change your PayPal email, payouts to the new email wait 3 days.
- **Returned payouts:** if PayPal can't deliver a payout or sends it back, the commissions return to your balance for a later payout.

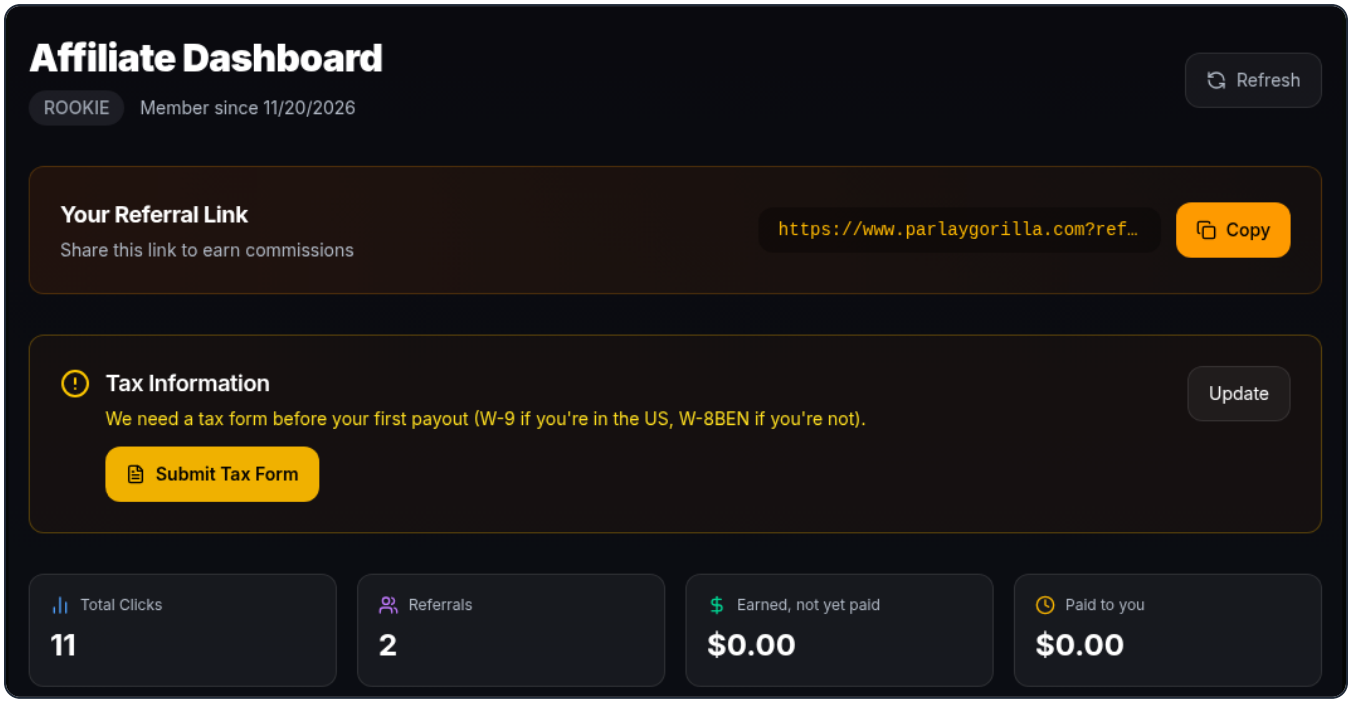
TAX FORM

Before your first payout, we need a reviewed tax form: a **W-9** if you're a US person, or a **W-8BEN** if you're not. Your taxpayer ID is encrypted and used only for tax reporting. For example, we file a Form 1099-NEC if we pay you $2,000 or more in 2026. You're responsible for your own taxes.

CHAPTER 5

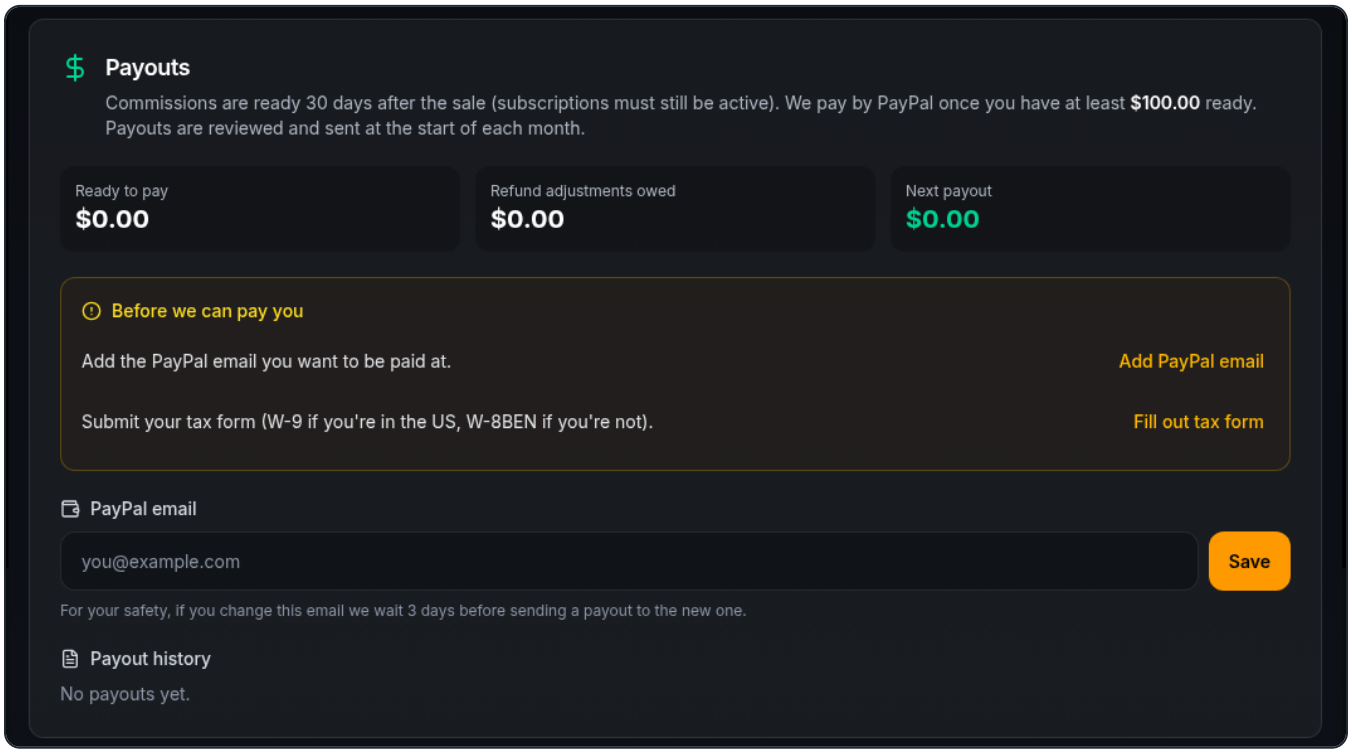
YOUR DASHBOARD

Find it at **parlaygorilla.com/affiliates/dashboard**. The screenshots are from the live dashboard of a new Rookie account.



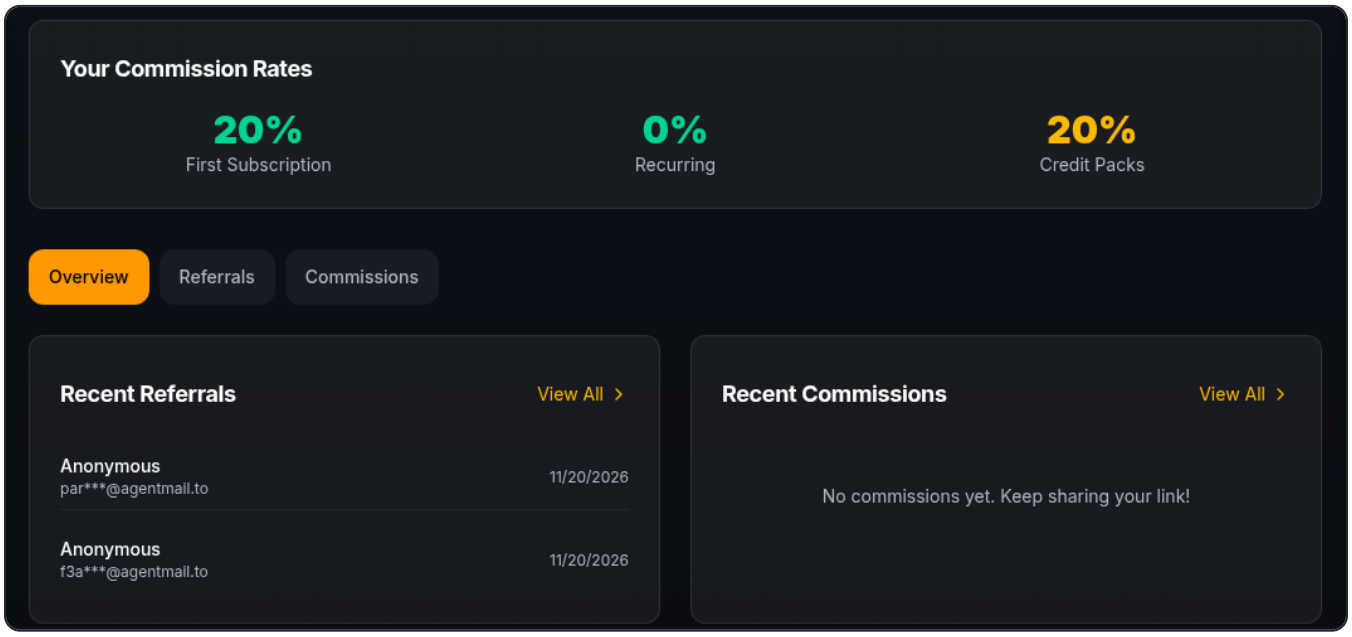
Section	What it means
Tier badge · Member since · **Refresh**	Your current tier and join date. Refresh reloads all your numbers.
Your Referral Link · **Copy**	Your link. On small screens it's cut short, but Copy always copies the full link.
Tax Information	Yellow: we need your W-9 or W-8BEN (*Submit Tax Form*). Grey: your form is under review. Green: your form is verified.
Total Clicks	Visits with your link, counted once per browser session.
Referrals	Accounts linked to you.
Earned, not yet paid	All your unpaid commissions, including ones still in their 30-day hold. Cancelled commissions aren't counted.
Paid to you	Everything paid to you so far.

PAYOUTS PANEL



Section	What it means
Ready to pay	Commissions that have finished the 30-day hold.
Refund adjustments owed	Money already paid to you on sales that were later refunded. It comes off your next payout.
Next payout	Ready to pay minus refund adjustments. It's paid once it reaches $100.
Before we can pay you	Your setup to-do list, such as adding a PayPal email, accepting the current terms or submitting your tax form. Each item has a button to fix it. When everything is done, it says "Your account is set up to be paid."
PayPal email	Where you'll be paid. Changing it starts a 3-day safety wait.
Payout history	Each payout with its date, the email it was sent to (partly hidden), the amount and a plain-English status such as *Being reviewed*, *Sent, waiting for PayPal*, *Paid* or *Returned by PayPal*.

RATES AND ACTIVITY



Section	What it means
Your Commission Rates	Your current First Subscription, Recurring and Credit Packs percentages. They change automatically with your tier.
Overview · Referrals · Commissions	Tabs. Overview shows the two Recent cards. The other tabs list your latest 10 referrals and commissions.
Recent Referrals	People who signed up through your link. You'll see their name (or "Anonymous"), a partly hidden email and the date. A *Subscribed* badge means they currently subscribe.
Recent Commissions	Each commission's amount, type and status: *pending* (with days until ready), *ready*, *paid* or *cancelled*.

> Tip: press **Refresh** any time to reload your numbers.

CHAPTER 6

PROMOTING THE RIGHT WAY

21+ only. Parlay Gorilla is for adults 21 and over. Never target or post to anyone under 21, or in spaces made for minors.

DO

- Describe Parlay Gorilla accurately: picks and parlay help, not a sportsbook.
- Say you're an affiliate: use **#ad** or "I may earn a commission" next to your link.
- Add **21+** and a responsible gaming line.
- Use the approved copy and logos from the affiliate kit.
- Talk about "leans" and reasoning, the way the Gorilla does.

DON'T

- Promise wins, "locks", "guaranteed" picks or sure profits.
- Spam, stuff cookies, buy fake traffic or use bots.
- Make misleading claims or pretend to be Parlay Gorilla staff.
- Bid on Parlay Gorilla brand terms in paid search without written approval.
- Claim earnings ("make $X a week") or use your own link to buy.

DISCLOSURE LINES TO COPY

Purpose	Line
Affiliate	#ad · Affiliate link: I may earn a commission if you sign up or buy.
Age	21+
Responsible gaming	Gamble responsibly. If you or someone you know has a gambling problem, call 1-800-522-4700 or visit ncpgambling.org.
What we are	Not a sportsbook. No guaranteed wins.

Instagram: no odds, no "to win", no sportsbook names or lines and no URL in the caption. Use "Link in bio". The kit includes ready-made Instagram captions.

Breaking these rules can get your affiliate account paused or removed. Parlay Gorilla may update rates, tiers or rules, with notice when practical.

CHAPTER 7

FAQ

GETTING STARTED

Does it cost anything to join?

No. Joining is free.

Do I need to be approved?

No. Your affiliate account is active as soon as you join. You need a Parlay Gorilla account, and you must be 21+.

Where's my link?

At the top of your Affiliate Dashboard, under Your Referral Link. Press Copy.

LINKS AND TRACKING

How long does a click count for?

30 days, in the browser that clicked.

What if they click two affiliates' links?

The newest click before sign-up wins. Once an account is linked, it doesn't change.

Can I link to any page?

Most pages, as long as the link ends in `?ref=YOURCODE`. Not sign-up, login or the parlay calculator.

COMMISSIONS

What do I earn?

At Rookie: 20% of a referral's first subscription payment and 20% of credit packs. Higher tiers pay more. See Chapter 3.

Do renewals pay?

From All-Star up, each later subscription payment earns 10%. At Rookie and Pro, renewals earn 0%.

Do my referrals get a discount?

Not right now.

What doesn't earn?

$0 or 100%-off orders, free trials, complimentary grants, your own purchases and non-USD payments.

PAYOUTS AND TAX

When will I be paid?

Payouts are coming soon. Commissions become ready 30 days after the sale. Once you have $100 ready and your setup is complete, they're paid by PayPal after a review. Your Payouts panel shows where you stand.

Can I be paid in crypto?

No. PayPal only.

Why do you need a tax form?

It's required before any payout: a W-9 for US persons, or a W-8BEN for everyone else. Your ID is encrypted and used only for tax reporting.

What if my referral gets a refund?

An unpaid commission is cancelled. If it was already paid, it shows under Refund adjustments owed and comes off your next payout.

DASHBOARD

"Earned, not yet paid" vs "Ready to pay"?

Earned includes commissions still in their 30-day hold. Ready counts only those past the hold.

Why are referral emails hidden?

For their privacy. You see the first three characters and the domain.

RULES

Who can I promote to?

Adults 21 and over only.

Can I say "lock" or "guaranteed"?

No. No promised wins or sure profits, ever.

CHAPTER 8

TROUBLESHOOTING AND SUPPORT

What you see	Likely reason	What to do
Clicks stay at 0	The link lost its `?ref=` part, or points to sign-up, login or the calculator	Share the exact link from Copy. Press Refresh.
Clicks rise, referrals don't	People visited but haven't created an account in that browser yet	This is normal. A referral counts when someone creates an account in the same browser within 30 days of clicking.
A friend signed up but isn't listed	Different device, cleared cookies, another affiliate's link afterwards, or an account already linked to someone else	Ask them to check they used your link before signing up. Support can look into it.
A commission says "cancelled"	Their subscription ended before the hold finished, or the sale was refunded	Nothing to fix.
Ready to pay is $0	Commissions are still in their 30-day hold	Check "days until ready" in Recent Commissions.
Next payout is below Ready to pay	A refund adjustment is being taken off	See Refund adjustments owed.
A "Before we can pay you" item shows	Payout setup isn't finished	Use the button next to the item.

CONTACT

Email
contact@f3ai.dev

Help pages
parlaygorilla.com/support
parlaygorilla.com/legal/affiliate-program

21+ · Not a sportsbook. We do not take bets on your behalf. You place every bet. No guaranteed wins. Gamble responsibly. If you or someone you know has a gambling problem, call **1-800-522-4700** or visit **ncpgambling.org**.

Parlay Gorilla™ is a product of F3 AI Labs. Parlay Gorilla is not affiliated with, endorsed by, or associated with the NFL, NBA, MLB, NHL, NCAA, or any professional sports league or team. This guide summarizes the Affiliate Program Policy. The policy governs if the two differ.