

DarkHorseOwners.com

Partner & Offers Program

Guidelines & Terms of Participation

About DarkHorseOwners.com

DarkHorseOwners.com is the dedicated online community for owners of the Ford Mustang Dark Horse. We are a focused, passionate membership of drivers who care deeply about their cars — from street driving to track days, from stock builds to full modifications. We are an independent community and are not affiliated with, endorsed by, or connected to Ford Motor Company in any way.

We are not a general automotive forum. Every member on this platform owns or is actively interested in one specific vehicle, which means every eyeball on our Deals & Sponsors page belongs to exactly the audience you want to reach.

What We Offer Partners

A dedicated listing on our Deals & Sponsors page, visible to all registered members. Your listing includes your company name, a brief description of your business, the offer or discount you provide to our members, and a link to your website.

Listings are provided at **no charge**. This is not a paid advertising program. We offer space because we believe genuine partnerships benefit our members, and we are not yet at the scale where charging makes sense. That may change in the future, and existing partners will always be given advance notice.

What We Ask in Return

In exchange for a listing, we ask that every partner provide a meaningful discount or exclusive offer specifically for DarkHorseOwners.com members. This is the foundation of the program — our members get real value, and your business gets qualified exposure.

The offer must be:

- Genuine and exclusive to DarkHorseOwners.com members (not a publicly available coupon)
- Clearly defined (e.g., 10% off all orders, free shipping on first order, etc.)
- Honored consistently for any member who presents it
- Updated or renewed if it expires or changes

Partner Selection

We are selective about who appears on this page. Submitting an inquiry does not guarantee a listing. We review each application based on relevance to the Dark Horse community, quality of the offer, and fit with the tone and values of the site.

Categories we actively seek:

- Car care products (detailing, ceramic coatings, paint protection)
- Performance parts and tuning shops
- Wheels, tires, and suspension specialists
- Track day organizers and driver development programs
- Custom fabrication and body work
- Apparel, merchandise, and lifestyle brands
- Media, photography, and automotive content creators

Partner Conduct

Partners are expected to represent themselves professionally and honestly. Spam, unsolicited direct messaging of members, or any attempt to bypass the community guidelines of DarkHorseOwners.com will result in immediate removal from the program.

Partners may not post advertising or promotional content directly in the forums unless they have received explicit written permission from DarkHorseOwners.com to do so.

Rights Reserved by DarkHorseOwners.com

DarkHorseOwners.com reserves the right to:

- Decline any application for a listing, for any reason, without explanation
- Remove a partner listing at any time, with or without prior notice
- Modify the terms of the Partner Program at any time
- Change the program from a no-charge model to a paid model in the future
- Determine, at its sole discretion, whether a submitted offer meets the standard required for listing
- Request updates, revisions, or additional information from any partner at any time

Continued participation in the Partner Program constitutes acceptance of these terms and any future updates to them.

How to Apply

To be considered for a listing, please complete the inquiry form at darkhorseowners.com/contact/ and select *your business type* from the dropdown. Include a brief description of your company and the offer you intend to provide to our members.

We will review your inquiry and follow up by email. If approved, your listing will be added to the Deals & Sponsors page and you will receive confirmation.

Questions? Reach us at contact@darkhorseowners.com

Website: darkhorseowners.com

DISCLAIMER

DarkHorseOwners.com is an independent community website created by and for owners of the Ford Mustang Dark Horse. It is not affiliated with, sponsored by, endorsed by, or connected in any way to Ford Motor Company or any of its subsidiaries. All Ford and Mustang trademarks, logos, and model names are the property of Ford Motor Company and are referenced here solely for identification purposes.