

Arik Armstead Clipping: Full Rules Brief

by ClipLaunch 

Campaign Overview + Goal

Arik Armstead is an NFL defensive end who has played over a decade in the league, won the 2024 Walter Payton Man of the Year award, and runs his own foundation focused on career development for youth. Off the field he is into food, travel, investing, and building his brand through his YouTube channel.

Your mission: pull viral moments from Arik's YouTube streams and videos and push them to TikTok, Reels, Shorts, and X to grow his YouTube channel and build his presence in the food niche. Every clip should make viewers want to see more of him.

Key reminders: tag @arikarmstead in every clip, include a YouTube CTA, and keep it authentic. Anything that looks like an ad is not approved, and only approved footage may be used.

Pay Rate + Budget

- **Rate:** \$1.5 CPM (\$1 per 1,000 views).
- **Max payout:** \$150 per video.
- **Minimum views:** 3,000 views required before a clip qualifies for payout.
- **Budget:** \$3,500 total campaign budget.
- **Approval:** only approved clips count toward payouts. Check approval process for how to get approved.

Rules

- **Page:** no dedicated page required.
- **Audience:** 40%+ Tier 1 audience required. Tier 3 audience will be rejected.
- **Bio:** must include "Full Video / Stream on @arikarmstead YouTube" or "Follow @arikarmstead / Stay Hungry."
- **Caption:** always tag @arikarmstead and add a CTA to follow him or visit his YouTube.
- **Language:** English only.
- **Footage:** use approved footage only.
- **Accuracy:** no false quotes and no fake scandals.
- **Framing:** no gambling, explicit, political, or inflammatory framing.
- **Engagement integrity:** botted or fake engagement (bought views, likes, comments, or follows) results in an immediate ban and a report to the Whop team.
- **Usage rights:** Arik retains the right to repost or use any clips you create.

Assets Required

- **Approved content folder (use these clips only):**
- [NEW CONTENT \(just dropped\)](#)

- Required tag: @arikarmstead on every platform (TikTok, Reels, Shorts, X).
- Branding: add captions, on screen text, and a watermark to every clip before submitting.

Content Style

- Pull viral, engaging moments from Arik's streams and videos: food experiences, travel, investing insights, lifestyle, and personality.
- Lead with hook worthy moments: food reactions, hot takes, quotable one liners, and authentic energy. If it does not hook in three seconds, skip it.
- Every clip should make viewers want to see more of Arik and click through to his YouTube.
- Add subtitles and use fast cuts and zooms for retention.
- Keep it organic and never make it feel like an ad. Let his real personality come through.

Submission Checklist

-  Clip is fully edited with captions, on screen text, and a watermark.
-  @arikarmstead is tagged in the caption.
-  Caption includes a CTA to follow Arik or visit his YouTube.
-  Bio includes one of the approved bio lines.
-  Footage comes from the approved content folder only.
-  Clip is in English.
-  Video reached the 3,000 minimum views before submitting analytics.
-  All engagement is real and organic, with no bottled or fake activity.
-  Submitted to the campaign within 30 minutes of posting.
-  Analytics screen recording is ready (Video Analytics > Viewers > Locations, top to bottom).

What to Avoid

-  Reposting raw, unedited footage.
-  AI edits.
-  Lazy reposts.
-  Misleading captions or clickbait that misrepresents Arik's message.
-  Posting without the required bio and caption.
-  Spamming submissions or repeatedly asking for approvals.
-  Tagging @everyone unnecessarily.
-  Clips that do not clearly show Arik's personality, reputation, or energy.
-  False quotes, fake scandals, or gambling, explicit, political, or inflammatory framing.
-  Botted or fake engagement (bought or artificially generated views, likes, comments, or follows). This triggers an immediate ban and a report to the Whop team.

Approval Process

Submit each video to the campaign **within 30 minutes** of posting. Once a moderator announces in the chat that they are reviewing and approving videos, submit your **screen recording of analytics** through support chat, but only after your video has reached the **minimum view count** required for that specific campaign.

Analytics must be for the **specific video, not the whole account**: go to **Video Analytics > Viewers**, then scroll to **Locations**, and show every section from top to bottom.

Expected turnaround: submissions are checked **daily**. If there is an issue with your screen recording or analytics, our team will notify you. **Approval** means your clip qualifies and counts toward your campaign earnings; **rejection** means it does not count (common reasons: it looks like an ad, Tier 3 audience, banned words, or missing or incomplete analytics). Payments are processed automatically through Content Rewards via Whop and can take **up to 7 days** to arrive. All clips are subject to review. **Only approved clips count toward campaign payouts.**

Need Help?

Stuck on something or not sure if your clip fits the brief? Reach out and ask any questions in the ClipLaunch Chat and we will get back as soon as possible. We are active 24/7 with support!