



## **Application 2022**

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[www.smith-wesson.com](http://www.smith-wesson.com)

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## ***Dear Firearms Retailer:***

Thank you for your interest in Smith & Wesson's ***American Guardians® Authorized Dealer Program***. This program offers the opportunity to sell specially priced firearms and suppressors to certain eligible members of the Law Enforcement, Military, and First Responder communities through a network of Authorized Dealers.

As a Smith & Wesson® American Guardians® Authorized Dealer you identify your dealership as a legitimate retail business adhering to all local, state and federal laws. American Guardians® Authorized Dealers are eligible to receive a number of exclusives, including:

- Business Listing on the Smith & Wesson® Website as an American Guardians® Dealer
- Consumer Referral Service
- New Product Announcements and Updates
- High Resolution Photos
- Authorized Dealer Exclusive Promotions
- Exclusive Smith & Wesson® Point of Sale Merchandising Program
- Access to Hands-On Educational Field Seminars
- Access to exclusive SKUs and pricing through S&W® Authorized Law Enforcement Wholesalers

Smith & Wesson® may at any time change or discontinue any dealer benefits. Attached is the Smith & Wesson® American Guardians® Authorized Dealer Application. Please complete and return the application, along with photographs of your store (inside and outside), a copy of your retail tax certificate and a valid signed copy of your FFL. Please include a valid e-mail address on application.

If you have any further questions, please contact us.

***Sincerely,***

Smith & Wesson  
1-800-331-0852  
channel@smith-wesson.com



# AMERICAN GUARDIANS® AUTHORIZED DEALER APPLICATION



Dealer Name		<b>American Guardians® Authorized Dealer Program Application</b>		DSM	
Yrs This Location	# Employees	Phone		Retail App Phone	
Dealer Contact Name		Dealer Contact Email		Manager Name	
Website URL				<input type="checkbox"/> Has SOT	
		Store Sq. Foot >		Does Store Carry	<input type="checkbox"/> Smith & Wesson
		Total Volume \$ >			<input type="checkbox"/> Gemtech
		Total Inv. (units) >			
		S&W Vol. \$ >			
		S&W Inv. (units) >			Top 3 Distributors - List Below
Mailing Address					
City		State	ZIP		
Buying Group Member		Gunsmith on Site	Shooting Range		
		Y <input type="checkbox"/> N <input type="checkbox"/>	Y <input type="checkbox"/> N <input type="checkbox"/>		
Dealer		* Website and E-mail address will be published on the Smith & Wesson® Dealer Locator			
		* American Guardians Authorized Dealers will receive promotional updates via E-mail and USPS			
NOTES					

**- REQUIRED MATERIALS (PLEASE MAIL) -**

**American Guardians® Authorized Dealer Applicants Must Enclose the Following Items:**

- Retail Tax Certificate (or Equivalent)
- Signed Federal Firearms License
- Photograph of Store (Inside and Outside)
- Signed Application



*The Smith & Wesson American Guardians Authorized Dealer Program (the "AG Program") consists of this Application and the AG Program Terms and Conditions which are available at [Smith-Wesson.com/SWAmericanGuardiansProgram/TermsConditions](http://Smith-Wesson.com/SWAmericanGuardiansProgram/TermsConditions) which are expressly incorporated into this Application. BY SIGNING THIS APPLICATION BELOW, YOU CONFIRM THAT YOU HAVE READ, COMPLETELY UNDERSTAND, AND VOLUNTARILY AGREE TO BE LEGALLY BOUND BY, ALL OF THE TERMS AND CONDITIONS OF THE AG PROGRAM.*

\_\_\_\_\_  
Signature of Dealer / Owner / Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Smith & Wesson Approval

\_\_\_\_\_  
Date

# Welcome to the Smith & Wesson® American Guardians® Program

## POINT OF SALE FORM

Only those persons meeting the eligibility criteria below may purchase Smith & Wesson® firearms and Gemtech® suppressors at a discount offered under the Smith & Wesson American Guardians Program\*.

- Sworn LEO (Law Enforcement Officers) State, County and Local
- Federal LEO - F.B.I., U.S. Marshals, DEA, DHS, etc.
- Corrections Officers, including Parole Officers and Probation Officers
- Retired LEO with "retired" credentials including Federal, State, County and Local Law Enforcement Academy Cadets with Enrollment Documentation From the Academy
- State Licensed Security Companies and State/City Licensed Security Officers
- Federal Flight Deck Officers
- Court Judges, District Attorneys ( including Assistant and Deputy District Attorneys )
- First responders including firefighters and rescue personnel with appropriate I.D.
- Military (including National Guard): Active, Retired, Active-Reserve, Disabled in any capacity
- Veterans Honorably Discharged with Form DD214

I, \_\_\_\_\_ swear or affirm, under penalty of perjury, that

(Print Name of eligible American Guardians Customer)

I meet the eligibility criteria (above) to purchase the Smith & Wesson product identified below under the American Guardians Program offered by Smith & Wesson, that I am the actual purchaser (transferee or buyer) of the product, that the product is for my own personal use, and that I may lawfully own and possess the product purchased under the American Guardian Program. I further swear or affirm, under penalty of perjury, that I am not purchasing the product for the purpose of resale. I understand that false statements could subject me to criminal or other penalties and exclusion from participation in the American Guardians Program.

\_\_\_\_\_  
Signature of eligible American Guardians Customer

\_\_\_\_\_  
Date

MODEL \_\_\_\_\_

*Provide one form for product.*

SKU \_\_\_\_\_

Serial Number \_\_\_\_\_

### Authorized Dealer Verification of Customer Identification:

As an Authorized Dealer participating in the Smith & Wesson American Guardians Program, I certify that the Customer identified above has provided me with proper and valid identification or documentation to establish that he/she is: (a) the Customer making the purchase; and (b) eligible to participate in the American Guardians Program.

\_\_\_\_\_  
Sales Signature / Date

\_\_\_\_\_  
Store Name / Dealer Trade Name

Note to Authorized Dealers: this Point of Sale Form is not a substitute for the certification letter required for certain sales to law enforcement officers under 27 C.F.R. sec. 478.134. You are responsible for ensuring that all sales comply with all applicable laws and regulations.

ATTACH A COPY OF DEPARTMENT/AGENCY I.D., LETTERHEAD OR HONORABLE DISCHARGE FORM (WHERE APPLICABLE AND PERMISSIBLE).

