

Robbie Rabbit™ Partner Program

Link. Sell. Earn. Simple.™

Program Application

Step 1 Please complete the form below. Make sure to PRINT legibly.

Agency Information	
Name	
Street address	
City, State ZIP	
Website URL	
Contact Person Info	
Name of contact person	
Title	
Email of contact person	
Phone number	
Alternate Contact Person Info	
Name of alternate contact	
Title	
Email of alternate contact	
Phone number of alternate contact	
FOR OFFICE USE ONLY	
Vendor ID (VID)	

Step 2 Please read the Agreement on the following page and sign where indicated.

Step 3 Mail both pages to Robe Communications; 2131 W Republic Rd, #266; Springfield, MO 65807. Or, you can scan and then email the forms to adam@robbietherabbit.com.

Step 4 Sit back and relax. You should hear from Robe Communications, Inc. shortly.

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Program Agreement

I, _____, am applying on behalf of _____ (“the Organization”) to participate in the Robbie Rabbit™ Partner Program.

Partner Program overview. Upon acceptance into the Partner Program, the Organization will put a link on its site to www.robbietherabbit.com. When people visit the Organization’s site and click through to www.robbietherabbit.com and place a Qualifying Book order, the Organization earns Credits (which are then converted to cash) for each Qualifying Book sold.

No fees or other charges. I understand that there is no charge to me personally or to the Organization to participate in the Robbie Rabbit™ Partner Program. Similarly, I represent that Robe Communications will not be charged by the Organization (or any third party on behalf of the Organization) any direct or indirect expense incurred in adding (or removing) the www.robbietherabbit.com link to (or from) the Organization’s site. I understand that Robe Communications expressly refuses to pay any such fees whatsoever.

I understand that Robe Communications is under no obligation to include a link to the Organization on the Robbie Rabbit™ website.

Earning Credits. I understand that Robe Communications will assign the Organization a unique Vendor ID (VID) and that in order for the Organization to receive Credit for each Qualifying Book sale made via www.robbietherabbit.com, the buyer **must** type the Organization’s VID in the Promotional Code field when checking out. I understand that the Organization will accumulate one Credit for each Qualifying Book sale made via www.robbietherabbit.com when the buyer appropriately references the Organization’s VID, and that Credits will accumulate until the Organization has accrued 20 or more Credits.

Converting Credits to cash. Once the Organization has accrued 20 or more credits, Robe Communications will convert the Credits converted to cash during the next Payout Cycle at the rate of U.S. \$1 (one U.S. dollar) per Credit earned. Once the 20-credit requirement is met, Credits will be converted to cash during each Payout Cycle.

Receiving payment. By the end of the month after the close of a calendar quarter, Robe Communications will convert each Credit to U.S. \$1 (one U.S. dollar) and issue payment via a check made payable in U.S. funds to the Organization. If Robe Communications learns the Organization is defunct at the time of a scheduled payout, it will instead make a donation (in U.S. dollars or in goods) to an agency that helps children in foster care. Robe Communications reserves the right to change the conversion rate of the Credit and/or the Payout Schedule at any time.

Example 1: An organization accumulates 23 credits in July, 17 credits in August and 10 credits in September. By October 31, Robe Communications will issue a check payable to the organization for U.S. \$50.

Example 2: An organization accumulates 10 credits in January, 5 in February and 3 in March. The organization accrued 18 credits during the first quarter. Because the organization has not yet met the initial 20-credit requirement, payment is not yet made. The organization accumulates 7 credits in April, 2 in May and 7 in June. By July 31, Robe Communications will issue a check payable to the organization for U.S. \$34. The organization accumulates 3 credits in July, 3 credits in August and 3 credits in September. By September 30, Robe Communications will issue a check for U.S. \$9.

Qualifying Books. Here are the Qualifying Books for the Robbie Rabbit™ Partner Program: “Robbie’s Trail through Foster Care” and “Robbie’s Trail through Adoption.” Robe Communications may, over time, add other books as Qualifying Books. As a courtesy, Robe Communications will notify the organization of additional Qualifying Books that may be added to the program in the future. (An email will be sent to the Contact Person email address supplied on the Program Application.)

Linking requirements. I understand that the Organization’s website must meet the following criteria:

- √ Site must be family-friendly (e.g., no inappropriate language, no pornographic images or references, etc.)
 - √ Content must be accurate, current and useful for its intended audience
 - √ Site should have a privacy policy that’s consistent with the privacy policy of the Robbie Rabbit™ site
- (At www.robbietherabbit.com, we don’t sell or share email addresses or contact info. See site for our complete privacy policy.)

I understand that the mission and/or goals of the Organization cannot, in any way, discriminate against others, seek to provide any unlawful practice or service, or make available any product or service that might not be considered kid-friendly.

I further understand that it is the Organization's responsibility to communicate the VID (and how to enter this) to people who may click through the Organization's site to www.robbietherabbit.com and purchase Qualifying Books. I recognize that the Organization may want to include verbiage such as the following when linking to www.robbietherabbit.com:

Want to help a foster child and/or an adoption-eligible child adjust better to tough changes in life? Check out the Robbie Rabbit™ series <link to site here>. Each story in this series comes with children's activities and an adult guide. The Robbie Rabbit™ stories — and their supplemental materials — are designed specifically for foster parents, adoptive parents and/or caseworkers who want to help children in care.

PLUS, when you purchase certain Qualifying Books (such as "Robbie's Trail through Foster Care" or "Robbie's Trail through Adoption"), our organization WILL EARN \$1 FOR EVERY BOOK SOLD if you type "ABC123DEF" in the Promotional Code field when checking out at www.robbietherabbit.com. (Jot down the special Promotional Code now so you'll have it handy when checking out!)

I understand that I must replace the yellow-highlighted phrase above with the VIN assigned to the Organization. I also understand the verbiage above is a suggestion and that the Organization may modify the language as it sees fit, as long as the content is consistent with the message above.

Right to change or terminate Program. I understand that Robe Communications reserves the right to discontinue or change the Partner Program at any time without the consent of the Organization. If such a change (or program termination) should ever take place, Robe Communications will convert and pay out (according to the terms explained previously) any Credits that the Organization had accrued prior to the effective date of such change (or termination) of the Partner Program.

As a courtesy, Robe Communications will notify the Organization of any change in the Program prior to the effective date of any such change. (An email will be sent to the Contact Person email address supplied on the Program Application.)

Right of refusal. I understand that Robe Communications has the right to refuse any Partner Program Application if it believes the Organization's mission, goals and/or website do not meet the criteria explained in the "Linking requirements" section of the Program Agreement.

I understand that if the Organization is chosen to participate in the Robbie Rabbit™ Partner Program that this Agreement does not constitute Robe Communication Inc.'s endorsement of the Organization. Furthermore, I understand that any benefit the Organization will receive from participating in the Robbie Rabbit™ Partner Program is limited to what is explained in this Agreement.

I understand that this Agreement may be terminated at any time, in writing or via email, by either a representative of Robe Communications or a representative of the Organization.

By signing below, I represent that I have read, understood and agree to the terms of the Robbie Rabbit™ Partner Program.

Printed name

Signature

Date