



The Australian Nappy Network™ & Diaper Decisions proudly present the 11th biannual Cloth Nappy Hunt - Sep 2011

Thank you for your interest in becoming a sponsor of the Cloth Nappy Hunt. This online scavenger hunt is a free competition for people to win prizes whilst being exposed to some of the great online businesses that are out there. Our goal with the hunt is to provide awesome exposure for the average WAHM on a budget! During the last Hunt we had over 4000 "hunters" trying to win over \$9000 in prizes and had more than 100 000 Icons clicked!

New to the Hunt? In a nutshell Sponsors hide a **Nappy Icon** that looks like this;



somewhere on their web site, and Hunters have a month to find as many of them as they can. The more they find, the more chances they have to win prizes and Sponsors get thousands of potential customers looking through their site.

The Sponsors pay a fee to cover the administration costs of running the hunt and donate a prize that the hunters can win. It costs nothing for the hunters to enter the competition and they have the chance to win the thousands of dollars worth of prizes simply by visiting the sites.

There are 4 different Sponsorship options available to Work At Home Mums/Men:

1: No Icon Sponsor.

Entry level access to the tremendous marketing available through the Cloth Nappy Hunt. There is no need to hide an Icon and therefore keep track of the hints forum during September. The big advantage of this sponsorship is that you can still offer a discount to hunters thereby encouraging them to shop with you during September

Requirements

- An entry fee of \$10
- A tangible prize worth \$25
- Placement of the **Sponsors Button** on your web site home page



2: Sponsor of the Day.

The days leading up to September 1st, when the Hunt Main Event begins, will be marked by a series of Sponsors of the Day. Each of the last days of August (the exact number will depend on how many Sponsors of the Day we get, obviously) will see one business singled out as the Sponsor to visit. We will announce the Sponsor of the Day each morning prior to 9am AEST, and then hunters will have till midnight that day to visit the site and click on the Icon. The next morning we will randomly draw a winner from all those that found the Icon and then we announce the next Sponsor of the Day

After each Daily Sponsor has had their day of Sponsorship they remain as a No Icon Sponsor for the remainder of the hunt. As such, Sponsors of the Day donate 2 prizes. A prize for the main prize pool (something tangible to be posted to us, worth at least \$25) and a prize for the winner of their "Day", which can be a specific prize or a gift voucher/etc worth at least \$10. This prize is sent directly to the winner of their Prize Draw.

Requirements

- An entry fee of \$15
- A tangible prize worth at least \$25
- A 2nd prize or gift voucher worth at least \$10
- Placement of the **Sponsors Button** on your web site home page



- Placement of the Nappy Icon on your site, only 1 click from your home page for your "Day of Sponsorship"

3: Regular Sponsor.

This is the most common type of Sponsor, and we have a total of 175 slots open for Regular or Extreme Sponsors. You hide the Icon on your website, no more than 4 clicks from the home page, and it must be in plain view on a regular page on your site.

Requirements

- An entry fee of \$30
- A tangible prize worth at least \$25
- Placement of the **Sponsors Button** on your web site home page



- Placement of the Nappy Icon in your site during the month of September
- Checking the Hints forum every day during September

4: Extreme Sponsor.

Like Regular Sponsorship, your Icon must be no further than 4 clicks from your home page, but as an Extreme Site, the Icon must NOT be in plain view on a regular page of your site. Extreme Sponsorship is only available to those that have been sponsors of a previous Cloth Nappy Hunt

Requirements

- An entry fee of \$30
- A tangible prize worth at least \$50
- Placement of the **Sponsors Button** on your web site home page



- Placement of the Nappy Icon in your site during the month of September
- Checking the Hints forum every day during September

Please read through the following information carefully as most of your questions will be answered in more detail. Any questions you have can be addressed by sending an email to Sep2011@clothnappyhunt.com

Initial Application – You must be 18 years of age or older, a Work at Home Mum/Man (WAHM) and the owner of a web site to apply. You must not have been banned due to previous Nappy Hunt Rule breaking. You must not be running another online scavenger hunt.

You must read these rules.

At the bottom of these rules is a link to an online survey. All the answers to the questions in the survey can be found in these rules. After you have completed the survey you will be given a link to the application form. Fill out the form, and send it in to us.

Applications will be processed in the order they arrive, and Icon Sponsors will be capped when we reach 175.

Sponsor of the Day applications will be capped at 14.

There is no cap on No Icon Sponsors.

Applications close on the 31st of July, but we expect to reach capacity before then, so get your application in immediately.

However - incomplete applications will not be accepted, and your place will not be held. If information is missing from your application you will need to resend it and the date/time we receive your finished application is when you will have applied. Read these Rules carefully. Read the application form carefully.

Notification and Waiting Lists – Everyone accepted as a sponsor will be notified shortly after they have sent in their application. Included in the acceptance email will be an address to mail your prize, email address to send PayPal for the admin fee, instructions on how to retrieve your icon code and also the html to add the sponsorship button to your site.

Accepted sponsors will be granted access to the sponsor group on the Diaper Decisions forum. We will be limiting sponsorship to 175 Icon Sponsors and 14 Sponsors of the Day.

We will maintain a waiting list in the event that a sponsor might drop out, and any No Icon/Sponsor of the Day will be given the chance to upgrade.

Fee – The Australian Nappy Network™ and Diaper Decisions charges a fee to cover administrative tasks, payment for hosting/programs and payment of prizes sent to the hunters. This fee is due by August 1st. All unspent funds are given to the A.N.N. and used for cloth advocacy work.

If you administrate a mall or congo cart, the fee you pay is only for the mall, and not all the shops that are there. The individual shops cannot use the discount code and cannot take advantage of our twitter feed or facebook wall.

Prizes - Hunters win entries into the prize drawings by finding our nappy icon. All prizes are donated by the sponsors.

Prize Donations - Tangible prizes must have a retail value of \$25.00 or more. If you wish to donate more than 1 prize in order to be presented in more than one prize package, please number your prize donations. All tangible prizes must be received

by no later than August 7th. Please ensure that you have mailed your prize with enough time to be received by Lesley by August 7th. If your prize is not received in time, you will be removed from the sponsor list. We will send you the mailing address for the prizes when you are accepted as a sponsor.

Prizes must be tangible and posted to us. Gift Vouchers, Custom Slots, etc are not acceptable as the \$25 prize. HOWEVER "Sponsors of the Day" must donate another prize worth at least \$10 for their day. This prize is sent directly to the winner, and as such can be a voucher, gift certificate or similar.

Prizes should be packaged as you would send them to any customer, nicely wrapped and including any marketing material you like. But they have to be clearly marked for us to be able to identify them amongst the hundreds of others we receive. **Wrapped nicely and then placed in a ziplock bag that is clearly marked is ideal.**

If you send more than 1 prize, please have them clearly marked so we know what's inside the package without having to open it up. If you choose Picture Service (see below) then make it easy for us to get to your prize (ie don't wrap it in tissue paper and a bow, because that will be getting tossed out after we've had to open it).

Prize Donation Pictures - We require that you host a 100x100 pixel picture of each prize donation. **The link to your picture MUST be on your application when it is submitted.** The picture is used on the prize pages of the website at <http://www.diaperdecisions.com/pages/nappyhuntprizes.php> **We do not want an image attached to your application, but a link to where the image is hosted, like this** <http://au.clothpadshop.com/images/cpsprizesept2010.gif>

If you are unable to resize or host your own pictures, A.N.N. and Diaper Decisions will provide this service for a \$10.00 fee. Your picture fee is due by August 1st. This fee will cover our time to perform the task and the bandwidth used in hosting your picture. If you wish to use this service, please mark this on your application.

Sponsorship Button - Each sponsor must put up the sponsorship button in a prominent place on their homepage by August 7th. The code for the button is posted in the sponsor forum.

Hunter Discounts/Specials – Some sponsors choose to offer a discount or incentive to hunters for shopping during the hunt. We will provide all sponsors with a code to be used for your discount. This code will be sent to all hunters upon registration. This is optional and the discount/incentive is completely up to you. If you are offering a discount to hunters, you must use the code we send and hunters MUST be able to use the code during checkout.

Forum – Every sponsor must be a member of the Diaper Decisions Forum. All important messages will be posted in the forums, questions can be asked in the forums and **ALL sponsors must check the hints forums EVERY day.** Those that don't may be kept from Sponsoring future hunts.

Nappy Icon – You will be responsible for retrieving your own icon code. This code is made to work on your specific website. Please do not make any changes to this code. You cannot alter the Icon in any way. Do not change the size, colour, shape or any other aspect of the Hunt Icon. And the Icon must only appear on your site once.

Instructions on how to retrieve your icon code will be emailed to you in your welcome email and posted in the forum.

“Sponsors of the Day” must put their Icon up the evening before “their day” and an email sent to Sep2011@clothnappyhunt.com so that we can check that it works before.

Testing your Icon - Once Regular and Extreme Sponsors have retrieved the code for their Nappy Icon, they should put it up on their home page for testing, and an email should be sent to Sep2011@clothnappyhunt.com to get us to check it. This is to check that you are able to add the code to your site correctly and that the code works to register your store as an Icon find. Once we have established that it works correctly we will email you to take it down until you hide it in your site before the Hunt starts. Testing must be done by Sunday, August 28th at 6PM.

Sponsor of the Day will have the Icon checked when they put it up prior to their “Day”

Hiding the icon for the nappy hunt - Regular and Extreme Sponsors are required to "hide" their code on their site no earlier than August 31st and prior to the start of the Cloth Nappy Hunt at 9am AEST on September 1st. Early the morning of the hunt is best, but last thing the night before is acceptable. The code will need to be removed from your site on October 1st.

If the code is not hidden by 9am AEST on September 1st, you may be removed from the sponsor list. You might also be excluded from any future hunts. If something comes up (emergency etc.) let us know as soon as possible and we will either put your icon up or make a note for hunters. You can reach us at Sep2011@clothnappyhunt.com

Sponsors of the Day will put their Icon up the evening before their “Day”. They will email us at Sep2011@clothnappyhunt.com with a link to the page where they have hidden it so we can check that it is working before we announce their site the next morning. Sponsors of the Day will remove the Icon from their site once their winner is announced.

If you are unable to hide your icon on your website, or do not want to hide your icon on your site, A.N.N. and Diaper Decisions will provide this service for you. We will handle the trial run, and hide your icon on your site. The icon service costs \$15. If you wish to use the icon service, please check this option on your application.

Rules for hiding the icon - Regular/Extreme sites must not hide this code more than 4 clicks from the home page. The code must stay on your main website and cannot link to a different site/blog/facebook page/etc. **If your website is larger than 20 pages you must have a minihunt!** Feedback shows that hunters prefer this type of a mini hunt on each site, and we encourage it for all sites. But we have made it mandatory for sites larger than 20 pages (specifics below). You must limit the clues to 4, and you must ONLY direct people around your web site. NOT to your blog, facebook page, etc. You must use the Hint Graphics that we supply for your hunt. If you would like a special one made up that we don't supply, let us know and we will create it for you.

If you are a Regular site, your Icon MUST be placed on a standard page of your site, so that a hunter can find it, just by looking through your pages. It cannot be on a hidden page, or a page that requires a password to access it. Your icon can not be hidden in an invisible link.

Extreme sponsors must NOT have the Icon on a standard page of your site. It cannot be placed on your site somewhere that can be stumbled upon by someone just browsing through your site.

Sponsors of the Day must hide their Icon 1 click from their home page. The Icon must be on their main website and cannot link to a different site/blog/facebook page/etc.

What is a mini hunt

A mini hunt consists of a series of clues that lead hunters around your site. You use these clues to guide the hunters to the products you would especially like to promote. For example, say you want to promote your burgers. On the home page of your site you could have:

Clue 1: They're better at Hungry Jacks.

This will lead people to the burger page of your website. And they get to see how great your burgers are. From there you want people to see your fried chicken. So on your burger page you have:

Clue 2: It's the Colonel's 11 secret herbs and spices that make it taste so good.

This will lead people to your fried chicken page. 4 clues are allowed, and so when people get to the last page they find your Icon.

Hints and the Forum - If you are asked for a hint please provide one. You cannot require hunters to register for a newsletter, or yahoo group for the hints. It is IMPERATIVE that every sponsor checks the hunt forum at the Diaper Decisions Diaper Hunt forum EVERY DAY!! www.diaperdecisions.com/forum2. This is the official hint forum and hints must be answered at least once a day. **There will be Sponsors kept from this Hunt that didn't check their Hint thread last hunt. We are not kidding about this.**

Email Address - We do send out all important info in mass emails to all sponsors. Last hunt quite a few people said they were not getting the mass emails. Please make sure that Sep2011@clothnappyhunt.com is in your address book so these do not get routed to spam. Also all important info will be in the forums, and sent via email so if you don't get the email, or think that you are missing something, just check the forums! www.diaperdecisions.com/forum2

Sponsor Participation – Sponsors may participate in the Hunt; however, they are not eligible for the speed prize, the grand prizes or any extreme prizes.

Bandwidth - You *will* need approx. 2 times the bandwidth you normally use. Please up your bandwidth before your site goes down.

Hunt Chats - There is a Chat Room at the Diaper Decisions website that is open for the duration of the Hunt. We will give Sponsors the opportunity to host a chat during September, so if you would like to book in some time to talk one on one with your customer base please indicate that in your application form.

Hunt Newsletter - We will be sending out 10 Newsletters during the hunt (like this <http://mim.io/9ca95>) and we advertise 10 or so Sponsors at the bottom of them. Please indicate in your application if you would like to take advantage of this.

Facebook & Twitter - This is two more ways that you can capitalise on free marketing. We currently have over 4800 Facebook likers, which is more than our total of registered hunters. Please supply us with your account names when you apply, and if you do not have a Facebook account, I strongly suggest you get one. A large number of your customers belong to it, and this is a great way for you to be talking to them as often as you want to.

Only Nappy Hunt Sponsors can appear on our Facebook wall. Do not tag any other businesses into those posts as they will be deleted.

Reasons for Future Exclusion - Why might you be excluded from participating in future and ongoing hunts? A.N.N. and Diaper Decisions reserves the right to exclude you from future or ongoing hunts for any reason including the following:

1. You do not put your icon up on time.
2. You do not ship your prize at the appropriate time or do not ship your custom items in a timely manner.
3. You have ongoing disputes or unresolved customer complaints that are brought to our attention.

We must work together to insure the integrity of the Hunt. If you are unable to perform the required responsibilities, please let us know as soon as possible.

Advertising and Marketing – The Hunt is a cooperative effort and we request your help in getting the word out there. We ask that you let your customers and newsletter subscribers know of your sponsorship of the Hunt to help us bring in as many new hunters as possible. Every other Sponsor will be doing the same. We thank you for your help in this area.

Recap – What are your responsibilities?

1. ____ Register for the Diaper Decisions Forum at www.diaperdecisions.com/forum2
2. ____ Complete and email the enclosed sponsorship application to Sep2011@clothnappyhunt.com no later than 31/07/11
Upon being accepted as a sponsor you will receive and email with directions on how to complete the following steps.
3. ____ Pay the admin fee no later than 01/08/11.
4. ____ Mail all tangible prizes in order to be received no later than 07/08/11
5. ____ Put your sponsorship button in a prominent place on your website no later than 07/08/11.
6. ____ Ensure you have enough bandwidth to last through the entire month.
7. ____ Add Sep2011@clothnappyhunt.com to your address book so my mass emails won't go to spam.
8. ____ Have your Icon checked by 28/08/11 .
9. ____ Put up your icon prior to the hunt beginning.
10. ____ Answer hints and visit the forum at least once a day.

You can take the Nappy Hunt Sponsor Survey at

http://www.proprofs.com/quiz-school/story.php?title=test_6335

Note: Adobe will pop up a security warning when you click on a link. Click Allow.