

The Australian Nappy Network™ and Diaper Decisions present The 8th Cloth Nappy Hunt

Thank you for your interest in becoming a sponsor of the Cloth Nappy Hunt. Our goal with the hunt is to provide awesome exposure for the average WAHM on a budget! Last round the Cloth Nappy Hunt had over 2000 hunters! Joining forces with the Australian Nappy Network and Diaper Decisions for this Hunt will help you expose your business to hundreds, if not thousands, of potential new customers! How many future sales will you receive because your new customers “saw you on the nappy hunt”?

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. Hunters can win prizes in a free competition and Sponsors get hundreds of potential customers looking through their site.



A brief overview of what is required of a Cloth Nappy Hunt sponsor:

- An entry fee of \$20
- A tangible prize with a minimum value of \$20 (\$50 for extreme sites)
- Placement of a Cloth Nappy Hunt Button on your web site home page→
- Placement of the Nappy Icon in your site during the month of March
- Checking the Hints forum every day during March.



Please read through the following information carefully as most of your questions will be answered in more detail.

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.**

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 150 sponsors. We will maintain a waiting list in the event that a sponsor might drop out.

Fee – The Australian Nappy Network™ and Diaper Decisions charges each sponsor a non-refundable fee of \$20.00 to cover administrative tasks. This fee is **NON-REFUNDABLE**. If you decide you no longer want to participate after being accepted as a sponsor, you will **NOT** receive a refund. This fee covers our time and expenses to host the nappy hunt. This fee is due by February 15th. All unspent funds are given to the A.N.N. and used for cloth advocacy work.

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

Prize Donations - Prizes must have a retail value of \$20.00 or more (minimum \$50 for extreme sites). 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 Lesley no later than February 20th. Please ensure that

you have mailed your prize with enough time to be received by Lesley by February 20th. If your prize is not received in time, you will be removed from the sponsor list. You will NOT receive a refund for your fees. We will send you the mailing address for the prizes when you are accepted as a sponsor.

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. 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 February 15th. 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 February 15th. The code for the button will be sent to you in your welcome email and 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. Diaper Decisions 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.

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

Hiding the icon for the trial run - On February 27th at 6PM AEDST we will have a trial run. It is mandatory that you put your icon up at this time!! Please place your icon code on your home page or splash page. We will be checking each website to ensure the icon is displayed properly. This trial run is to ensure that everyone CAN put up the code and will not run into any problems on the day of the hunt. It also checks that all the codes are correct for each store.

Hiding the icon for the diaper hunt - Sponsors are required to "hide" their code on their site no earlier than February 28th but prior to the start of the Cloth Nappy Hunt at 9.00 am AEDST on March 1st. If the code is not hidden prior to the hunt, you will be immediately removed from the sponsor list. You will also not be able to sponsor any future hunts. If something comes up (emergency etc.) please let us know as soon as possible and Susie, Lesley or Shane will either put your icon up or make a note for hunters. We can be reached at March2010@clothnappyhunt.com 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. We will move the icon once a week. The icon service costs \$15. If you wish to use the icon service, please check this option on your application.

The code will need to be removed from your site by April 1.

Rules for hiding the icon - Please do not hide this code more than 4 clicks from the home page. Your icon can not be hidden in an invisible link. The code must stay on your main website. If you have a hyena cart and a regular website, you must decide if you want hunters on your hyena cart or your other website. We will direct hunters to enter your site on the part that they will be hunting on. We encourage you to create a mini hunt on your individual website. Feedback shows that hunters prefer this type of

a mini hunt on each site. This is an option and is NOT required. If you choose to do this, please limit the clues to 4.

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.

Extreme Sites – A lot of sites enjoy making the hunt tricky for hunters, and so there is a separate section for Extreme Icons. The extreme icon looks like this → Last hunt there was some consternation from hunters about what constituted an extreme site, and so this time around we will be checking where/how people are planning on hiding their Icon so we can classify them correctly. The extreme icons are harder to find, but you don't need to find as many to be eligible for a prize.



Hints and the Forum - If you are asked for a hint please provide one. Please do not 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.

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 Susie@DiaperDecisions.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 any grand prizes.

Possibly Offensive Materials - One issue we have had come up was sites that have potentially offensive materials. This can include political references, and overtly religious content. By religious content, we mean any content that has to do with any religion at all. We understand that faith and religion is important to many of us and we don't want you to remove that content. We do not feel that we should leave anyone out, as we had over 2000 hunters last time and of course, there were all kinds of people. We simply want to notify hunters so they will not have to read content that may offend their particular belief system if they do not wish to read it. We ask all sponsors to view your own sites with a very clear eye to determine if there is anything on your site that might somehow be offensive to someone with a completely different set of values than your own. Those of you who feel your site may contain materials of this nature, please contact Shane or Lesley March2010@clothnappyhunt.com and let us know. Your site will be marked with an asterisk, just indicating the person needs to read the disclaimer we are writing before viewing the site. We don't anticipate this slowing the traffic to your site but we feel it is necessary on our parts, to alleviate some of the emails we got with concerns over people's offense about certain things.

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

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 know of your sponsorship of the Hunt to help us bring in as many new hunters as possible. 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 March2010@clothnappyhunt.com no later than 15/02/10
Upon being accepted as a sponsor you will receive an email with directions on how to complete the following steps.
3. ____ Pay the admin fee of \$20.00 no later than 15/02/10.
4. ____ Mail all tangible prizes in order to be received no later than 20/02/10
5. ____ Put your sponsorship button in a prominent place on your website no later than 15/02/10.
6. ____ Ensure you have enough bandwidth to last through the entire month.
7. ____ Review your site for potentially offensive content. Email March2010@clothnappyhunt.com if you find any.
8. ____ Add Susie@DiaperDecisions.com to your address book so my mass emails won't go to spam.
9. ____ Take part in the trial run on February 27
10. ____ Put up your icon prior to the hunt beginning.
11. ____ Answer hints and visit the forum at least once a day.