

Queen Rose

Affiliate Programme

Date Updated: 13 March 2024

Dear Onboarding Affiliates:

Welcome onboard to Queen Rose (QR) affiliate programme! To ensure you have a fun and pleasant journey with Queen Rose, kindly spend a few minutes reading and acknowledge our affiliates T&Cs, perks and commission rates in this affiliate onboarding note.

About Queen Rose Affiliate Programme:

Queen Rose affiliate programme serves to connect with both experienced and fresh content creators / KOL through a brand exposure and earn scheme where we encourage our affiliates to create content online to drive sales and traffic to our online channels, mainly our official site.

This programme also allows our potential affiliates to use both digital and traditional sales and marketing efforts to drive purchases on our official site as we provide and equip our affiliates with the media kits required. Affiliates are also encouraged to share their media files with Queen Rose for our brand and social media platform postings.

Our Affiliates:

We welcome individuals from all backgrounds to join our affiliate programmes whether you're looking to build your very own brand presence, enhancing your brand quality through brand partnerships, or just to earn from side hustles!

New to affiliate programmes and content creation? Fret not as our Queen Rose PR team will provide you with the content directions, guides, media kits and more to help you kick start your journey! Our programme also creates a stress-free environment with multiple affiliate tiers to ensure our affiliates are rewarded with every milestone tier with different affiliate perks.

To join our affiliate programme, simply visit:

<https://www.queenrose.com/community/affiliate/signup> and our PR team will update you on your application status.

Product Featuring Platforms and Contents:

We encourage our affiliate members to share Queen Rose products across multiple personal social media platforms including: Facebook, Youtube, Instagram, Tiktok, Pinterest and your personal blogs. Affiliates are required to submit a copy of their video and image content to queen rose for our social media platform publication when required, and for collaborative tagging.

The contents generated should also be in line with Queen Rose's ongoing or upcoming campaigns and brand direction, displaying the correct link of your personal affiliate code, including any promotional codes to direct traffic to our official site and for our backend system to record any sales generated by your content.

All open campaigns, promotion prices, hashtags will be provided in our affiliate dashboard. Do feel free to contact us should you require content ideas.

Sample Request

We may evaluate on the sample requests from our affiliate members. The approval of products of higher sales value such as mattresses will be dependent on affiliates' influential capacity and / or prior commission records.

Content Posting and Submission

Affiliates are to create a content with the product samples received, together with their assigned affiliate link within fourteen (14) days upon receiving the samples, unless otherwise agreed with Queen Rose PR team on exclusive or scheduled campaign release.

Commission Rates, Bonus and Terms

Commission Tiers and Rates:

Affiliate Member Tier	Monthly Sales Value Range (USD)	Proposed Commission Rate (%)	Tier Bonus
Starter I	100 - 1,000	5.00%	Enjoy 5% OFF first personal purchase
Starter II	1,001 - 1,500	6.00%	
Starter III	1,501 - 2,000	8.00%	Enjoy 5% OFF your personal purchase x 4 coupons*
Bronze I	2,001 - 3,000	10.00%	
Bronze II	3,001 - 5,000	12.00%	Enjoy 10% OFF your personal purchase x 4 coupons*
Silver I	5,001 - 7,000	13.00%	
Silver II	7,001 - 9,000	14.00%	Enjoy 15% OFF your personal purchase x 4 coupons*
Gold	9,001 - 9,999	14.50%	
Platinum	10,000 - 19,999	15.00%	Enjoy 15% OFF your personal purchase x 4 coupons*
Diamond	20,000 and above	17.00%	

Terms & Conditions

1. Commissions are after any discounts and delivery fees applicable for each successful purchase
2. Cut-off date for commission records is on the 21st day, 23:59 hours of every month
3. Commission payouts will be disbursed on the 10th of the following month
4. All affiliate members are required to provide **a valid Paypal account** to facilitate with the payment of commission
5. All returned / cancelled orders within 30 days of the order dates will be revised
6. Tier upgrade / revision will be updated / reflected on the 1st of the following month
7. * Personal purchase coupons will be issued to affiliate members on a quarterly basis and is not exchangeable / refundable for cash or other products / services
8. All commissioning values are to be generated from the sales of product from our official site <https://www.queenrose.com> unless otherwise specified by our PR team in written e-mail

Commission Cut-offs and Payment

Commissioning Calendar		Payout Date
Start	End	
22nd of every month	21st of every month	10th of every month

Affiliate Tier Upgrades

Affiliates tiers upgrading will be based on the sales value performance of the previous commissioning month and will be reflected on the 1st of the following month.

Please refer to the illustration below as reference using a Starter Affiliate II member as an example of how the Affiliate Member Tier Upgrade works:

Scenario 1:

Affiliate at Starter Tier II with sales value closing at \$1,400 will still maintain his / her tier at Starter II the following commissioning month, drawing a commission of 6% of the net sales value.

Commissioning Month	Closing Sales Value as at 21st of month
22 Jan - 21 Feb	\$1,400.00

Scenario 2:

Affiliate at Starter Tier II with sales value closing at \$1,999 will be upgraded to Starter Tier III on the 1st of the following month, drawing a commission of 8% of the net sales value.

Commissioning Month	Closing Sales Value as at 21st of month
22 Jan - 21 Feb	\$1,999.00

Scenario 3:

Affiliate at Starter Tier II with sales value closing at \$3,500 will be upgraded directly to the Bronze II tier on the 1st of the following month, drawing a commission of 12% of the net sales value.

Commissioning Month	Closing Sales Value as at 21st of month
22 Jan - 21 Feb	\$3,500.00

Reversal of Membership Tier

In the event an affiliate did not manage to achieve the sales value of his / her current commissioning tier, his / her affiliate tier shall then be revised to the next lower tier on the 1st of the following month. The tier bonus received / disbursed within the quarter will not be affected in the event of a downgrade of membership tier.

Affiliate Perks

S/N	Perks	Coverage	Remarks
1	Product Samples	Request for new samples for content creation and product showcase	Frequency / approval of samples depending on sales value
2	Marketing Collaterals	Access to our collaterals media for your social media post and other digital platforms	Access of collaterals media for all affiliate tiers
3	Video Brief	Ideas and content direction to help you plan and reach potential audience	Brief on content creation / direction will be placed on affiliate forum for members to participate, with hashtags to follow
4	Extra Creator's Commission	Invites for exclusive content and images with extra earnings	Members with exception talents will be invited to create contents with Queen Rose for additional content commissions
5	Exclusive Promotions	Discounts for your audience, purchase with purchase, free gift	Promotions to help new affiliates kick start, promotions as rewards for performing affiliates to drive higher sales to earn next tier commissions
6	Upcoming Promotions	Get informed with upcoming promotion for affiliates to create their own collaterals (DIY)	Affiliates can then have their collaterals shared across our collaterals media as part of QR effort to recognise their creativity
7	Promotion Proposals	Members can propose their exclusive promotion to Queen Rose for approval. Such promotion will only be exclusive to them and their audience	Allows affiliate flexibility to create promotion that can target their audience to motivate purchase

Termination, temporary suspension of Affiliate Membership

Queen Rose reserves the rights to revoke, pause or investigate any affiliate members should we suspect a breach of policy, intension of discrimination or unethical practices of any kind during your partnership with Queen Rose.

Updates and Changes to Affiliate Policies and T&Cs

Queen Rose also reserves the right to update or make revision to the policies, terms and conditions to our Affiliate Membership Programme. All updates and / or revisions will be announced through our social media (Instagram and / or Facebook) and official site banner.

Acknowledgment

We appreciate your time and interest with our affiliate programme. By signing up, you hereby understand, agree and acknowledge the policies, terms and conditions, affiliate tiers and commissioning system of the affiliate programme. Please note that for new content creators or affiliate members without prior experience, our PR team may be required to conduct a short interview with you before the approval of your application.