



Thank you for reaching out and your interest in collaborating with Beddy's and Nod & Winks. We are excited to let you know you have been accepted into our Affiliate Program and we look forward to working together! Being part of our Affiliate Program does require collaboration/posting/and styling conditions, and are outlined as follows:

Requirement for Collaboration/Affiliate Program Membership

- Within 8 weeks of receiving product:
- 1 social media post within 6-8 weeks after product is received
- Minimum of 2 Insta Stories tagging Beddy's OR Nod & Winks in each (@beddys OR @nodandwinks)
- 1 Instagram Reel/Video
- To maintain your active status in the program, you must post quarterly on any social media platform. Be sure to tag so we see your post.

Requirements for Posting

- Post and stories must be **solely dedicated** to Beddy's and/or Nod & Winks and explain the unique features, mainly zipping, that separate zipper bedding from traditional bedding.
- Posts must tag Beddy's and/or Nod & Winks in photo AND caption.
- Within 36 hours of posting:
 - Analytics be sent of post and stories if at all possible.
 - Screenshots of stories, and link to post must be sent to our team.
 - 3 original high resolution photos are also required once your post goes live. Send a portrait and a landscape style photo. These images are invaluable for showcasing your creativity and promoting our products effectively.
 - Additionally, we'd like to remind you that when including lifestyle images featuring children in your content, please ensure that all children in the photos are over the age of 4. This ensures that the content aligns with our brand and target audience.
- Failure to meet the collaboration requirements listed above **will result in an invoice being sent that reflects the retail value of the product received.**

Styling Requirements

- The bedding must be wrinkle free (steaming or ironing helps)
- Make sure the bedding is tucked tight into the bed frame/box spring. This helps keep the zippers from getting stuck, and makes it look tidy.
- Do not post Beddy's products with anything controversial, demeaning, or any political statements.

Other Requirements

- Please use the hashtag #gifted or #affiliate.
- Make sure to follow all FTC guidelines. <https://www.ftc.gov/news-events/press-releases/2019/11/ftc-releases-advertising-disclosures-guidance-online-influencers>
- By agreeing to the collaboration requirements, you have released your photo(s)/video(s) for Beddy's use and to be used at our discretion.
- If you would like photo credit, please add a small watermark in the lower corner of your photo.
- New affiliates must reach a minimum of \$2,500 in sales before additional Beddy's product can be sent.

Beddy's reserves the right to update these terms and conditions at its discretion. Beddy's reserves the right to revoke, at its sole discretion, an affiliate code or link. Excluding cases where contract requirements were not met, should Beddy's terminate the contract early, all earned commissions will be paid out by Beddy's and no further invoices will be sent.

For an updated version of our terms and conditions, please see our website:

<https://beddys.com/pages/affiliate-terms-and-conditions>

Once you have reviewed and signed this requirements document, we will work on getting product to you. Please let us know what style and size you need, and please keep in mind that we start with one bedroom and may add additional rooms if the first post is successful. Thank you and we look forward to working with you!

Signature _____

Printed Name _____

Date _____

Email Address _____