

Diaper Decisions presents the 11th Great Cloth Diaper Hunt

Thank you for your interest in becoming a sponsor of the Great Cloth Diaper Hunt. Our goal with the hunt is to provide awesome exposure for the average WAHM on a budget! Last round the Great Cloth Diaper Hunt had over 4000 hunters! Joining forces with 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 diaper hunt”?

New to the Hunt? In a nutshell sponsors hide a diaper icon 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 thousands of potential customers looking through their site.

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

- An entry fee of \$25
- A tangible prize with a minimum value of \$10
- Placement of a Cloth Diaper Hunt Button on your web site home page
- Placement of the Diaper Icon in your site during the month of November
- Checking the Hints forum every day during November

Please read through this information carefully as most of your questions will be answered. Remember that we consider the business owner the sponsor of the hunt, not the website. Each sponsor may enter as many websites as he or she likes. However, whoever enters the website will be our contact person, and the person responsible for making sure each task is done.

Who is eligible to be a sponsor of the diaper hunt?

Any WAHM business owner who carries products that would interest the natural family or WAHM, and who has been in business for six months or more is eligible to be a sponsor of the diaper hunt.

Types of Hunt Sponsorship

We have two types of hunts that run concurrently. We will be having the Great Cloth Diaper Hunt and within the GCDH we will be having Extreme Diaper Hunting. Extreme Diaper Hunt Sponsor will have different rules for hiding their icon within their website. We will be explaining this more father into the rules.

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 sign in to the forum and check the hints forums EVERY day. Yes, I really mean EVERY day. If you are unable to make this commitment, you should not sponsor the diaper hunt. It is important to sign into the forums, because you may have private messages or there may be a thread in the Sponsor section that requires your attention. You can not tell these things if you are not signed in.

Notification and Waiting Lists (for new sponsors)

All applications will be screened upon receipt. Accepted applicants will be notified via email on or before October 1, 2010.

In the email you will receive 4 training videos (GCDH sponsor training, How to resize a picture, How to join the forum, How to pay your sponsor admin fees), dates and location of our question and answer chat sessions, and instructions on how to pay your fees. Once fees are paid, sponsors will be granted access to the sponsor training section of our website and the sponsor group on the Diaper Decisions forum. In the forum, you will find the html code to add the diaper hunt sponsor button to your website as well as any necessary information.

We will be limiting sponsorship to 175 sponsors: 25 Extreme Diaper Hunt Sponsors and 150 Great Cloth Diaper Hunt Sponsors. We will maintain a waiting list in the event that a sponsor must drop out.

Fees

All fees are due by October 5th. If fees are not received by the deadline, you may still be permitted to sponsor the hunt, but a \$20 late payment fee will be assessed. All fees must be received no later than midnight on the 5th of October to avoid a late fee.

Administration fee

Diaper Decisions charges each sponsor a non-refundable fee of \$25.00 per entered website, to cover administrative tasks. Returning sponsors will receive a \$5.00 discount on administrative fees. All Returning Sponsor discounts must be applied at time of payment or discount will be forfeit. 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, extra bandwidth, and other expenses necessary to host the diaper hunt.

Extreme Diaper Hunt Sponsor Fee

Extreme Diaper Hunt Sponsors will be charged an additional \$10.00 in administration fees.

Optional Service Fees

- Do you feel overwhelmed by managing the GCDH hint forum? Choose our forum management service and we will manage all your forum hint thread and private message hint requests. The requests will be "ghost written" so they will appear to have been answered by you! The forum management service is \$25.00.
- Need help resizing and hosting your pictures? Email us the picture and will resize and host for you! The picture service is \$5.00.

Prizes

Hunters win entries into the prize drawings by finding our diaper icon. All prizes are donated by the sponsors. Sponsors must donate one prize per website entered.

Tangible Prize Donations

Tangible prizes must have a retail value of \$10.00 or more. You may donate more than 1 prize in order to be featured in more than 1 prize package. All prizes will be mailed directly to the winner and must be postmarked no later than January 15, 2011. Prizes can be mailed with any carrier (UPS, USPS, FedEx, Canada Post) and must included

tracking and/or insurance. Once mailed, an email confirmation must be emailed. The confirmation needs to contain a copy of the delivery confirmation number in the body and an attached scan of the delivery confirmation slip. We reserve the right to cancel your sponsorship status if this is not followed. You will find the mailing address in the sponsor section of the forum.

Intangible Prize Donations

Gift certificates are ONLY an option for businesses that CAN NOT offer a tangible prize. This includes businesses that only offer personalized goods or digital products. Gift certificates may be donated in increments of \$15.00 or more. You may donate more than 1 prize in order to be featured in more than 1 prize package. Gift certificates and custom item certificates must be emailed directly to the winner no later than January 15, 2011.

Prize Donation Pictures

We require a link to a 100x100 pixel picture of each prize donation. This is due at the time of registration. If you do not fill out your registration form completely, including prize description and a link to a picture, your registration is not valid and will not be added to our database.

Sponsorship Button

Each sponsor must put up the sponsorship button in a prominent place on their homepage by October 5, 2010. The code for the button can be found in the sponsor forum.

Hunter Discounts/Specials

Some sponsors choose to offer a discount or incentive to hunters for shopping during the hunt. This is optional and the discount/incentive is completely up to you. We will be supplying you with a coupon code that all sponsors must use in order to be included on the discount list that is given to all the hunters. This code will work with almost every cart we have encountered so far.

Diaper Icon

You will receive instructions on how to register for your icon in the sponsor forum. You must register for your icon no later than October 10, 2010.

Hiding the icon for the trial run

We require that every sponsor participate in a trial run. This is to ensure that you are able to hide your icon properly before the hunt begins. Further instructions on how to complete the trial run will be discussed in the sponsor forum.

Hiding the icon for the diaper hunt

Sponsors are required to "hide" their code on their site no earlier than October 31, 2010, but prior to the start of the GCDH. If the code is not hidden prior to the hunt, you will be immediately removed from the sponsor list and you will not be able to sponsor any future hunts. If something comes up (emergency etc.) please let us know as soon as possible and Diaper Decisions staff will put your icon up or make a note for hunters. We can be reached at SponsorRegistration@DiaperDecisions.com. The code will need to be removed from your site by December 2, 2010.

Rules for hiding the icon

Great Cloth Diaper Hunt Sponsors

Your icon must be hidden in plain site on an already existing website page. We recommend that you hide your icon in a product description. Your icon can not be more than four clicks from the home page. The icon 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. In the past, some sponsors have led the hunters on a mini hunt on their individual website. If you choose to do this, limit the clues to four.

Extreme Diaper Hunt Sponsors

You have virtually no rules to hiding your icon. Your icon must be no more than four clicks from the home page. Your icon must be hidden on your website. Remember, the harder the better for you extreme diaper hunt sponsors. We recommend hints on your website. You can use no more than 6 hints on your website.

Hints and the Forum

If you are asked for a hint please provide one. If you are asked for a hint please provide one. 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. Please do not require hunters to ask for hints on the hint forum. 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. We understand that hunters can be snippy and sometimes down right rude, but when you are answering emails regarding the hunt you are representing Diaper Decisions as well as your business. Please answer all emails in a polite manner. If you feel that someone is being unduly rude, please forward the emails to sponsorregistration@diaperdecisions.com and we will review it.

Yahoo Group

All important information is sent out on the sponsor yahoo group. Please make sure that you join the yahoo group! When you are granted access to the sponsor forum, you will receive instructions on how to register for the sponsor yahoo group. All important info will be in the forums and also sent to the yahoo group so if you think that you are missing something, just check the forums or the yahoo group!

Sponsor Participation

Sponsors may participate in the Hunt; however, they are not eligible for any grand prizes.

Possibly Offensive Materials

One issue that has 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 do not want you to remove that content. We do not feel that we should leave anyone out, as we had 3700 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 might contain materials of this nature, please contact us at sponsorregistration@DiaperDecisions.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.

Possibly Dangerous Materials

If we feel your websites constitutes a threat to hunter's computers (through virus scan programs, etc) we reserve the right to remove you from the hunt immediately.

Bandwidth

You **will** need approx. 4 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? 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.

Diaper Hunt Sponsor Integrity

We must work together to insure the integrity of the Hunt. This means that you should not say disparaging things about the diaper hunt in any public place. If you think something is not being handled well by management or another sponsor please bring it to the private sponsor board or to us personally for resolution. Remember by becoming a sponsor you will be representing Diaper Decisions and all of the other businesses that sponsor the hunt also.

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.

To encourage this, we will be offering some referral incentives. You can find more information about this in the sponsor forum.

Sponsor Packs

We will be offering sponsor packs to hunters during this hunt. A sponsor pack is a packet of samples and coupons from various sponsor businesses. Each pack will contain 25-30 samples and coupons from various businesses. Sponsor packs are another way to get your name out there! Donations must be at least 50 items. Donations must be received by October 15 in order to be included in Sponsor Packs. **IF THEY ARE NOT RECEIVED BY THIS DATE THEY WILL BE HELD FOR THE NEXT HUNT.**

Remember, the sponsor packs must include samples. This means that you must donate a sample **AND** a business card, not simply a business card. We have some incentives for donating samples to the sponsor packs. If you donate 50 samples, you will receive a website button to alert all your customers to your inclusion in the sponsor packs. If you

donate 75 samples you will receive a free sponsor pack. If you donate 100 samples you will receive a free sponsor pack AND a free bottom advertising spot in the Diaper Decisions forum during the Hunt!

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 SponsorRegistration@DiaperDecisions.com
3. Upon being accepted as a sponsor you will receive an email with directions on how to complete the following steps.
 - a. Pay admin fees by October 5
 - b. Join the yahoo group
 - c. Put your sponsorship button in a prominent place on your website before October 5
 - d. Register for your diaper icon before October 10
 - e. Ensure you have enough bandwidth to last through the entire month.
4. Review your site for potentially offensive content. Email SponsorRegistration@DiaperDecisions.com if you find any.
5. Take part in the trial run BEFORE October 29
6. Put up your icon prior to the hunt beginning.
7. Answer hints and visit the forum at least once a day.
8. Mail all prizes no later than January 15.