

## **Clean + Conscious Awards - Rosette Licence & Affiliate Policy**

The Clean + Conscious Awards don't rely on the advertising spend of big brands, to ensure that there is no compromise on authenticity. Rosette Licences and Affiliate links are important to provide the funds to continue to build these awards, which benefit us all.

**All Finalist and winning brands will receive their submitted image with superimposed rosette. No action below will influence the final judging at all.**

'Click To Buy' Links, Rosette and additional Clean + Conscious Artworks and the licence to display the 2021 rosette on all packaging, correspondence, promotional and marketing materials, email signatures and (not limited to) social media, are available to those who purchase a Rosette Licence or have an Affiliate Program.

You can choose from one of the 3 options below:

### 1. **Rosette Licence** (Includes everything!)

- Click To Buy Links from our website & directory
- Original Rosette Artwork File (will be updated to "Gold", "Silver", "Bronze" or "Editor's Choice" if awarded later on)
- 3 additional Clean + Conscious Rosette Artwork Files for your marketing needs
  - \$300 per product

[Purchase a Rosette Licence HERE](#)



## **2. 'Click To Buy' Links only**

- Create the possibility to further grow your business and continue increasing your exposure ongoing.
  - Either purchase a Rosette Licence
- OR
- Sign us up to your Affiliate Program or a stockist of yours' Affiliate Program (between 5-9% commission)

## **3. Rosette Artwork File + 'Click To Buy' Links only**

- Either purchase a Rosette Licence
- OR
- Sign us up to your Affiliate Program or a stockist of yours' Affiliate Program (10%+ commission required. Stockists offering 10% commission with Affiliate Programs include Biome and Aussie Health Products.)

### Additional Clean + Conscious Rosette Artwork Files:

- Additional Clean + Conscious Rosette Artworks that can be used in the marketing of your win & the licence to display them on promotional & marketing materials.
  - Available with Rosette Licence only



## **Affiliate Program Information**

### **What is an Affiliate Program?**

- Affiliate marketing is the process of you choosing and working with other people and businesses that market your products and send traffic to your site. You pay those people or businesses, called affiliates, a commission on each conversion. It's a great marketing tactic for both small and large businesses because you only pay commissions for sales after they occur.

### **Why should I have an Affiliate Program?**

- Affiliate marketing is an inexpensive way of increasing sales, website traffic, increasing your audience and providing social proof and reviews. Having an Affiliate Program is beneficial for businesses of all sizes.

### **How does this relate to the Clean + Conscious Awards?**

- Whether you become part of an Affiliate Program or not, this will not affect the final judging at all. All winners and finalists will receive their submitted product image with a superimposed rosette.

### **Brands who do have an established 10% commission Affiliate Program will also receive:**

- The stand-alone rosette artwork and licence and to display the 2021 rosette on all packaging, correspondence, promotional and marketing materials, email signatures and (not limited to) social media.
- Finalists will have a 'Click to Buy' hyperlink from the Clean + Conscious website to the affiliate site. This optimises every click and increases the opportunity for sales.

### **Brands with Stockists with Affiliate Programs:**

- If you have a stockist who is a member of an Affiliate Program offering 10%+ commission (such as Biome and Aussie Health Products), you may choose to use their program instead of setting up your own.
- If you have a stockist which offers an Affiliate Program, however this is less than 10% (eg. Nourished Life, Flora & Fauna, The Well Store, Oz Hair & Beauty) you are still able to have a 'Click to Buy' link for your product to their site.

### **How do I set up an Affiliate Program?**

- There are many different Affiliate Marketing sites and programs. The one which a lot of smaller businesses who were Finalists in 2020 chose to use is Affiliatly. It is low cost and easy to set up and understand. For larger businesses, Commission Factory is popular.

### **What should the commission % be and how many weeks should the cookies be active for?**

- Most brands in the Awards have a commission % between 10-20%. Cookies are normally active for 30 days.

**The Affiliate Program must be maintained for a period of 12 months, otherwise the Rosette Licence will be retracted.**