SIMULUS CLOTHING

Simulus Clothing Affiliate Program Guide

(for use of Simulus Clothing)

Summary 3

Benefits 3

Tiers 4

Pricing 5

Rates 6

Application 7

Summary

The Simulus Clothing Affiliate Program allows streamers, teams, and organisations of all sizes to launch and utilise a varied line of merchandise for their fans around the world.

Formed with small groups in mind, the affiliate program offers a free package to every accepted applicant to get them earning fast through commission, without any upfront costs. Additionally, every applicant will receive a discount code for their fans and members to use.

Benefits

Upon acceptance to the Simulus Clothing Affiliate Program, all members will be given:

- A 7% discount code
- Commission on every item sold when discount code is used. (Varies per product and tier)
- 3 free product listings

Information on how benefits vary in tiers can be found below.

Tiers

The Simulus Clothing Affiliate Program is currently divided into three tiers.
Tier 1 is automatically granted to all members.
Tier 2 may be granted immediately, depending on size, following, etc.
Tier 3 is only granted following continuous and sizeable sales.

The benefits of each tier vary as follows:

	Tier 1	**Tier 2**	**Tier 3**
Discount code	7%	7%	7%
Free printed product listings	2	3	7
Free embroidered product listings	1	2	3
Cost per additional product listing	£7.50	£5	£3.75
Commission rate	5% - 10%	7.5% - 15%	10% - 20%
Additional discount codes	**X**	3x 15% off codes*	5x 15% off codes*
Additional promotion	**X**	**X**	Member's store prominently featured on thelra.co.uk
Sponsored giveaways	**X**	**X**	One free item to give away upon reaching Tier 3

** Additional discount codes are delivered every three months. If a code is not used within the three months, it will become invalid.*

Following the three month period from acceptance into the affiliate program, a review will be conducted to determine the member's status. Following this, the member's tier may be adjusted.

Under special request, an early review may be conducted.

Pricing

If a member wishes to add additional items to their store, they may pay to do so. The fees are listed below:

	Tier 1	Tier 2	Tier 3
Cost per additional product listing	£7.50	£5	£3.75

If a member wishes to add an embroidered item in place of a printed item to their store during initial setup, the charge will be £5 regardless of their tier.

The prices above include basic design work to prepare the provided materials for print. If a member requires a more complex design, the fees for this can be discussed with Simulus Clothing and a quote will be provided.

Members may choose their own pricing for each product if they wish to earn more commission from each sale. Below are the minimum pricings for each product category and the prices used if no price is specified.

Category	Price
Tees - Printed - One side	£21.99
Tees - Printed - Both sides	£25.99
Tees - Embroidered	£24.99
Hoodies - Printed - One side	£33.99
Hoodies - Printed - Both sides	£36.99
Hoodies - Embroidered	£33.99
Sweaters - Printed - One side	£29.99
Sweaters - Printed - Both sides	£31.99
Sweaters - Embroidered	£29.99
Jerseys - Blank	£39.99

Jerseys - Numbered	£44.99
Long Sleeves - Printed - One side	£24.99
Long Sleeves - Printed - Both sides	£28.49
Hats	£24.99
Single Stickers	£2.49
Sticker Sheets	£7.99
Mousemats	£12.99
Patches	£8.49

Rates

The following are the current commission rates for each product category. Commission rates are a percentage of per item profit.

	Tier 1	**Tier 2**	**Tier 3**
Tees	7.5%	10%	15%
Hoodies	10%	15%	20%
Sweater	10%	15%	20%
Jerseys	10%	15%	20%
Long Sleeves	10%	15%	20%
Hats	7.5%	10%	15%
Mousemats	5%	7.5%	10%
Sticker Sheets	5%	7.5%	10%
Min. earning per item	20p	30p	40p
Max. earning per item	£1.51	£2.27	£3.03
Avg. earning per item	57p	85p	£1.14

- Earnings based on minimum item prices.
- Items not listed will not be eligible for an affiliate cut, unless otherwise expressly agreed.

Commission earned from each sale will be collected into the member's commission pot. Once the pot reaches £15, a payout may be claimed.

Payouts need not be claimed immediately and may exceed £15 but they will not be given until the threshold is met, including in the event that the member wishes to remove their product listings.

Commission is determined by discount code, not the sale of a product. If a customer purchases an item and A) does not use a code *or* B) uses a different member's code, no commission will be earned.

Application

To apply for the Simulus Clothing Affiliate Program, please contact a member of the team.