

## WonderFil® Affiliate Program Policies

All WonderFil® Affiliates are required to accept our terms and conditions and remain in compliance with these terms. This list contains everything you need to know to be a WonderFil® affiliate, including resources, recommendations, and legal information.

If you're not yet part of the WonderFil® Affiliate Program, you can apply here:

<https://shopwonderfil.com/affiliate-program-sign-up/>

### Getting Started / Resources

1. Affiliate Starter Email: Once accepted to our Affiliate program we will send you a welcome email with links to resources you can use for promoting WonderFil® products. As well as a link to begin creating your Affiliate profile via our website.
2. Account: You can log into your account at anytime and track your clicks and referrals.
3. Need anything else?: If you ever need anything else or have questions, feel free to reach out to the team at [affiliate@wonderfil.net](mailto:affiliate@wonderfil.net).

### Commission

1. Commission Rates: Commission is calculated based on the rate below on a month by month basis.
  - 5% for total customer transactions of \$1000 basis or under per month.
  - 10% when total customer transactions reach \$1500 for the month.
  - 15% when total customer transactions reach \$2500 or over for the month.
2. Payment: A Statement of commissions will be calculated at the end of every month, with the affiliate payment sent by cheque no later than the 10th day of the following month.

### Promoting WonderFil®

#### 1. WonderFil® Branding

##### WONDERFIL LOGO

The WonderFil® brand logo is available for use by other companies and brands for any marketing involving WonderFil Specialty Threads™. By downloading any of these logos, you agree to the following terms and conditions.

DO NOT MODIFY THE LOGO

The WonderFil® brand logo should not be modified in any way except by rescaling the entire logo at an even ratio. Changing the colour, stretching of the logo's shape either horizontally or vertically, re-scaling individual parts of the logo, and adding other elements to the logo are prohibited.

#### KEEP ALL PARTS OF THE LOGO

WonderFil® is a registered trademark, and as a result should always have the ® symbol beside the name. By using any of these logos, you agree to not remove the registered trademark symbol from the logo design.

#### USE THE LOGO CLEARLY

We request that wherever the WonderFil® logo is used that it shows clearly. Meaning it should not be too small to be legible or placed on a background where it disappears into it. We have provided two styles of the logo in three versions to avoid this: full colour, black, and white.

## **2. What to call yourself**

As we have multiple ways to partner with WonderFil and several ways to reference those relationships, here are some guidelines around what you can and cannot call yourself within the WonderFil Affiliate Program.

Do: Say you're a "WonderFil Affiliate".

Do Not: Refer to yourself as a Partner or that you've "partnered with WonderFil." This includes press releases, references in videos, listings on your website, or in any other marketing material you may be using

## **3. Buying Ads**

You will not purchase ads that direct to your site(s) or through an affiliate link that could be considered as competing with WonderFil's own advertising, including, but not limited to, our branded keywords.

## **Policies that don't fit into the other areas**

1. Survey Participation: We would encourage you to participate in any Affiliate-specific NPS surveys, industry surveys, marketing surveys, etc. as we request.

2. Sharing Placements: When requested, you'll share the places you've used your affiliate link. This includes, but is not limited to, links, screenshots, and email sends.

3. Purchasing WonderFil products yourself: Do not purchase through your own affiliate link.