



STATE ASSOCIATION AFFILIATE AGREEMENT

(DATE)

(ASSN NAME/ADDRESS)

Dear Executive Director:

For the one-year initial period of this Affiliate Agreement, the parties agree to the following:

EternalWings Company Responsibilities:

- EternalWings Company agrees to offer a 15% discount to each qualifying association member of the (ENTER ASSOCIATION NAME) on the sales of **Butterfly Memorial Garden** subscriptions. EternalWings will require current membership verification and/or a list to verify membership of each prospective subscriber in order to apply the discount.
- Eternal Wings Company agrees to provide (ENTER ASSOCIATION NAME) a 5% rebate on the purchase price of each member organization subscription to the Butterfly Memorial Garden, paid in bi-annual installments.
- EternalWings will receive, in exchange for promotional product support from (ENTER STATE) Hospice Association:
 - a. EternalWings shall have permission to use "*Butterfly Memorial Garden Affiliate Association*" language in advertising/direct mail/website/exhibit booth - or any other marketing activities.
 - b. EternalWings will work jointly with the Association so that the Association may send out announcements to membership from EternalWings announcing the Affiliate Agreement and corresponding **Butterfly Memorial Garden** member benefits.
 - c. EternalWings will agree to work with the Association on identifying best communication vehicles and frequency of message for product announcements to members.

State Association Responsibilities:

Partnership: The Association will work with EternalWings to provide awareness of the **Butterfly Memorial Garden** service to its members. The Association agrees to work with EternalWings to mail and/or email to its membership a letter announcing the partnership as a membership benefit. The content of such letter will be as agreed upon by both parties.

Promotion to Membership:

1. The Association will provide to EternalWings a minimum of 4 announcements in appropriate Association communication vehicles.
2. The Association will publicize on its website the EternalWings **Butterfly Memorial Garden** name and logo as a partner in providing the member benefit.
3. The Association may opt to provide an EternalWings representative with attendance at meetings, other special events, and/or presenter time at any appropriate meetings.
4. EternalWings will incur the expenses and costs of marketing activities or initiatives conducted in the interest of the agreement, such as costs of printing and postage of news and information mailed to the members by the Association.

Service Mark: The Association will allow EternalWings to display its logo, and any other service mark readily identifiable as referring to the Association, on any and materials used by EternalWings in connection with promoting **Butterfly Memorial Garden** subscription services.

TERM AND TERMINATION

General: The term of this agreement shall be for a period of one year beginning on the effective date set forth hereunder. This agreement may be terminated for any reason by either party, by providing written notice of intent to terminate to the other party at least ninety days to the date upon which such termination shall become effective.

Renewal: This agreement will be automatically renewed at the end of the one-year effective period, until notified otherwise by Association.

This agreement will become effective as of _____, and will thereafter continue in force and effect, pursuant to the terms and conditions contained herein.

Association Representative NAME

By: _____
Title: _____
Date: _____

EternalWings Representative NAME

By: _____
Title: _____
Date: _____