

The Virginia Satir Global Network

Product Promotion Policy

June 26, 2019

Purpose: To describe the process for The Virginia Satir Global Network (hereafter referred to as Satir Global) to promote a product(s) of an Individual Member.

Who Can Participate: Current Individual Member by signing the Memorandum of Understanding.

Promotion Types Available:

- Type One: Free promotion on Satir Global's Facebook page, LinkedIn group, website Blog page and weekly News Flash at least one time.
- Type Two: Includes Type 1 plus a product listing in the Satir Global website Shop that includes a link to the seller's website.
- Type Three: Includes Type One plus a product listing with purchasing capability in the Satir Global website Shop.

See Details below for each promotion type.

TYPE ONE

Description: Promotion on Satir Global's Facebook page, LinkedIn private group, Satir Global website Blog page and Satir Global Weekly News Flash mailing.

Frequency of Promotion: At least one promotion. More than once can be requested. Satir Global will consider your frequency request and notify you of the frequency approved.

Fee: Free

Member Responsibilities:

- ✓ The member must hold the copyright for the product and if someone other than the member has publishing rights, a written statement from the publisher giving Satir Global permission to promote and/or sell the product will be provided to Satir Global.
- ✓ Product must reference and/or advance the work of Virginia Satir in a meaningful way.
- ✓ Request Satir Global to promote your product by emailing Satir Global at office@satirglobal.org.
- ✓ Will coordinate with any other parties involved such as a co-owner, publisher, photographer, artist, etc. as necessary.
- ✓ Provide the following information about your product: Name/Title, Medium (book, poster, video, etc.), image suitable for website posting, suggested wording for promotional material.
- ✓ Must maintain membership in Satir Global for the duration of this agreement.

Satir Global Responsibilities:

- ✓ Review request and determine appropriateness of promoting the product in keeping with our mission and this policy.
- ✓ Determine timing for promoting the product in relation to other promotional priorities.

The Virginia Satir Global Network

Product Promotion Policy

June 26, 2019

- ✓ Prepare material for each medium using material and images provided by the requestor.
- ✓ Promotion will include a Satir Global disclaimer of liability. (See statement below.)
- ✓ Post promotion on Satir's Facebook page, LinkedIn group, website Blog page and email News Flash. These promotions may or may not all occur exactly at the same time but within close proximity date wise.
- ✓ Notify the requestor of the date(s) the promotion will appear.
- ✓ Satir Global may revoke/remove a promotion at any time at the Satir Global Board's discretion.

TYPE TWO

Description: Includes Type One promotion and in addition a product listing in the Satir Global Shop including a link to where it can be purchased.

Frequency of Promotion: Same as Type One plus a one-year product listing in the Satir Global Shop.

Fee: An administrative fee of \$100 to cover office and programming cost of adding the product listing to the Shop, due upon acceptance of the request. Upon the one-year Shop listing expiration, Satir Global may request that the Member reauthorize the link, at which time the annual fee of \$120.00 will be due. If the requestor declines to renew including payment within 30 days of notice, the product listing will be removed from the Shop.

Member Responsibilities:

- ✓ All responsibilities listed under Type One
- ✓ Provide a description and image of the product appropriate for the Satir Global Shop and to be approved by the Satir Global Board.
- ✓ Provide a web link to where the product may be purchased.

Satir Global Responsibilities:

- ✓ All responsibilities listed under Type One
- ✓ Add the product to the Satir Global website Shop using approved product description, image and link provided by the requestor.
- ✓ May revoke/remove product listing from the Satir Global website Shop at any time at the Satir Global Board's discretion.

TYPE THREE

Description: Includes Type One promotion as well as listing and selling of the product in the Satir Global website Shop.

Frequency of Promotion: Same as Type One plus a one-year product listing for sales in the Shop.

Fee: An administrative fee of \$100 to cover office and programming cost of adding and maintain the product listing to the Shop and handling of sales due upon acceptance of the request. Upon the one-year Shop listing expiration, Satir Global may request that the Member reauthorize the sale of the

The Virginia Satir Global Network

Product Promotion Policy

June 26, 2019

product, at which time the annual fee of \$100 will be due. If the requestor declines to renew including payment within 30 days of notice, the product listing will be removed from the Shop and any remaining inventory will be returned with the shipping cost paid by the requestor.

Sales: Satir Global Board establishes the sale price of the product unit, including a mark up to a profitable level. If the requestor does not accept the sale price set, the agreement will not proceed. Buyer pays the shipping cost determined by Satir Global.

Member Responsibilities:

- ✓ All responsibilities listed under Type One
- ✓ Provide inventory in trust to Satir Global to be used to fulfill sales orders. Replenish inventory upon request by Satir Global.
- ✓ Pay cost of shipping inventory to and from the Satir Global Order Fulfillment Center.

Satir Global Responsibilities:

- ✓ All responsibilities listed under Type One
- ✓ Handle Shop sales and shipping/handling of the product to the buyer.
- ✓ Make payments quarterly to the requestor for the actual number of products sold. The amount paid will be the set sales price minus the markup times the number of units sold.
- ✓ The usual 10% sales discount will be offered to Satir Global members.

The Virginia Satir Global Network

Product Promotion Memorandum of Understanding

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Individual Member Name: _____

Contact Person Name: _____

Contact Person Phone: _____ Contact Person Email: _____

Mailing Address: _____

Product to be Promoted and/or Sold by Satir Global: _____

Product Sale Price including Satir Global markup: \$ _____

I hereby certify that _____ owns the rights to this product.
(Member Name)

I agree to the terms of this Product Promotion Policy Date: _____ and
authorize The Virginia Satir Global Network to use **Promotion Type 1, 2, or 3** for the above listed
product. (Please circle the selected Promotion Type)

Satir Global Disclaimer of Liability

Member _____ (name) _____ agrees to indemnify and sign a waiver stating that The Virginia Satir Global Network (Satir Global), its directors and employees, exercise no control over the actions of the individual Satir Global Member. A disclaimer to this effect will be placed on the website and all product promotional materials and publications of the member, unless consent has been obtained from Satir Global in writing advising the disclaimer is not required. By signature, Member confirms that this MOU is solely for the purpose of Satir Global promotion and/or sale of their product. Satir Global is responsible solely for the shipping of this product. Member is responsible for all promotional content including narrative, images, product inventory, publisher agreements, etc. and may not state or imply by actions, that they are the agent, subsidiary, partner with Satir Global. In the event that this promotional arrangement is terminated by either party, the Member will cease to use the Satir Global name or trade-marks.

Signature: _____ Date: _____
(Member)

Printed Name: _____

Signature: _____ Date: _____
(Satir Global Officer)

Printed Name: _____