

Schoolbelles
4747 West 160th Street
Cleveland, OH 44135
December 1, 2015



Dear Applicant:

Thank you for your interest in the Schoolbelles Blog Partnership Program. We are very excited to start this new program and look forward to developing closer ties with the communities in which we serve. Please take some time to read the Service Specification before completing the application, to make sure you are a good fit for the Schoolbelles Blog Partnership Program. (Only bloggers ready to commit to the terms of the Service Specification need apply.)

You can submit the completed application via:

- Email: spalmisano@schoolbelles.com
- Fax: 216-898-5514
- Mail: Schoolbelles
C/O SBP Program
4747 West 160th Street
Cleveland, Oh 44135

Timeline for Applications	Initial Launch	Ongoing Program			
	<u>Mar-May 2016</u>	<u>Jan-Mar</u>	<u>Apr-Jun</u>	<u>Jul-Sep</u>	<u>Oct-Dec</u>
Applications Due	Jan. 31, 2016	Nov. 30	Feb. 28	May 31	Aug. 31
Acceptance Notification	Feb. 15, 2016	Dec. 15	Mar. 15	Jun. 15	Sep. 15
Signed Agreement Due	Feb. 29, 2016	Dec. 31	Mar. 31	Jun. 30	Sep. 30

If you have any questions about the application process, please feel free to contact me at 216.898.5500, ext. 152. Again, thank you for your interest in the Schoolbelles Blog Partnership Program.

Sincerely,

A handwritten signature in black ink that reads "Spalmisano". The signature is written in a cursive, slightly slanted style.

Stephanie Palmisano
Marketing Director

Enclosures (2): Service Specification, 4pgs; Application, 2pgs



Schoolbelles Blog Partnership Program

Schoolbelles Blog Partnership Program

Service Specification

Version 1.0
November 16, 2015

Presented by:
Schoolbelles School Uniforms

Service Specification

Introduction

"Alone we can do so little, together we can do so much." -Helen Keller

The Schoolbelles Blog Partnership Program was born to build and unite a community as an extension of the Schoolbelles commitment to provide great service to Schoolbelles customers. With Schoolbelles Blog Partners, Schoolbelles can offer customers more relevant content, get meaningful feedback on our products, and greater brand exposure while supporting Blog Partners quarterly with products for review, contributions to Blog Partners and their selected charity, blog promotion to our established audience, and more.

Schoolbelles Uniforms is a national school uniform supplier for public and private schools. Schoolbelles customers are primarily in the Midwest area, particularly in Ohio (Cleveland, Cincinnati, Akron/Canton, and Toledo), Illinois (Chicago), Michigan (Detroit), Pennsylvania (Pittsburgh), Indiana (Indianapolis) and Kentucky (Taylor Mill). With an established customer email list of approximately 100,000, 2.5K Facebook followers and a rapidly growing Twitter following of over 500, Schoolbelles is well positioned to promote Blog Partners and their content.

Services offered

Each quarter, Schoolbelles will offer the following to selected Blog Partners:

- **Uniform for Review** – Schoolbelles will provide one uniform item of their choosing for the Blog Partner to wear test and review on their blog.
- **Uniform Allowance** – Schoolbelles will provide a Schoolbelles Gift certificate valued at \$50 to use at the Blog Partner's discretion. (Schoolbelles Gift Certificates do not expire.)
- **Charitable Donation** – Schoolbelles will donate monetary support to a local charity of the Blog Partner's choice, off an approved list of charities by Schoolbelles.
- **Contest Sponsorship** – Schoolbelles will provide the prize (in the form of a product or a gift card) for a Blog Partner-run contest/giveaway.
- **Blog Promotion** – Schoolbelles will meet a set monthly quota to promote the Blog Partner's blog via social media and/or email marketing.
- **Social Media Promotion** – Schoolbelles will meet a set monthly quota to engage with the Blog Partner's social media sites.
- **Electronic Resources** – Schoolbelles will provide relevant image files and information as needed to facilitate Blog Partner services rendered as listed below.
- **Limited Blog Partnerships** – Schoolbelles will only partner with a limited number of bloggers so that each Blog Partner can be appropriately featured.

Service Specification

Services rendered

Each quarter, selected Blog Partners will provide the following to Schoolbelles:

- **Uniform Review** – Bloggers will post an original review of the provided uniform item on the blog. Product reviews must include a link back to the Schoolbelles website plus any other relevant contact information such as local store information and social media links. Blog review content including images will also be provided directly to Schoolbelles for promotional use.
- **Weekly Blog Posts** – Bloggers will post weekly original content of relevance to parents of school-age children for Schoolbelles to share and/or retweet via Facebook and/or Twitter.
- **Follower Reports** – Bloggers will provide Schoolbelles with relevant information about blog followers and visitors including, but not limited to, total unique followers, total blog visitors and geographical locations of followers and visitors.
- **Schoolbelles Link** – The blog site will link to Schoolbelles in the form of a page link or image link advertisement. Links within a blog post do not count.
- **Social Media Promotion** – Bloggers will meet a set monthly quota to engage with Schoolbelles on social media sites.
- **Exclusivity** – Bloggers will not promote any other school uniform providers or the school uniform department of larger retailers for the duration of the agreement.

Service term

The service agreement is for the duration of one quarter, or three months. The partnership may continue in subsequent quarters with the approval of both parties.

Schoolbelles has the right to terminate the blog partnership if at any time the Blog Partner does not fulfill the obligations set forth above, or if they engage in activities deemed extremely inappropriate by Schoolbelles.

Privacy statement

Schoolbelles will not share our Blog Partner's personal contact information. The Blog Partner's personal contact information will only be used to communicate about and fulfill the obligations of both parties as set forth in this service agreement.

The Blog Partner will not share individual names or contact information of Schoolbelles employees without express consent in advance.

Ownership

Content created by the Blog Partner is the property of the Blog Partner. Any products provided for review are the property of the Blog Partner. The Blog Partner may use the Schoolbelles name and logo with permission.

Schoolbelles retains the right to reuse the blog reviews of Schoolbelles products in their digital or printed promotional content, including digital images created by the Blog Partner and used in the product review. All reused content will be appropriately attributed to the Blog Partner. Schoolbelles may use the blog name as appropriate.

Service Specification

Disclaimer

The blog partnership will not begin until Schoolbelles receives the signed agreement form provided to the selected Blog Partners. Failure to fulfill the terms above will result in the termination of this service agreement. Both parties agree to respond to any communication within 2 business days, unless notified about unavailability in advance. Failure to respond within 1 week will result in the termination of the service agreement. No credits or refunds will be given for such terminations and both parties agree to these conditions.

Blog Partners represent and warrant that they will not violate any law, third party rights, or publish any false, inaccurate, misleading, defamatory or libelous content or statements. Failure to comply or if non-compliance is detected will result in the automatic termination of this service agreement.

All materials provided should be digital copies and not physical hard copies. Schoolbelles may require Blog Partners to re-submit images should the images be determined to not be of high enough quality.

Schoolbelles will strive toward Blog Partner satisfaction, but does not guarantee that all Blog Partner requests will be satisfied if they are unreasonable or unable to be accomplished within the scope of the services offered. Schoolbelles does not warrant that the services offered will meet the Blog Partner's requirements or that the service offered will be uninterrupted or error-free. Schoolbelles agrees that the entire risk as to the quality and performance of the resultant content is with Blog Partner. Blog Partners are expected to make reasonable corrections, such as misspellings or incorrect links, in a timely manner as requested by Schoolbelles, as long as the requested corrections do not affect the editorial content.

Indemnity

Blog Partner agrees to indemnify Schoolbelles and hold Schoolbelles harmless for actions resulting from Blog Partner activity.

SCHOOLBELLES BLOG PARTNERSHIP PROGRAM APPLICATION

APPLICANT INFORMATION

Name:		
Date of birth:	Phone:	Email:
Current address:		
City:	State:	ZIP Code:
Marital Status:		

CURRENT BLOG INFORMATION

Web address:	
Blog Alias:	Active years/months:
Top three geographic (City/Metro) locations of followers:	
Average weekly post quantity:	
Email addresses on file:	

ACTIVE SOCIAL MEDIA PLATFORMS

Facebook:
Twitter:
Youtube:
Pinterest:
Snapchat:
tumblr:
Other:
Other:
Other:

CO-APPLICANT INFORMATION IF JOINT PARTNERSHIP

Name:		
Date of birth:	Phone:	Email:

CHILDREN'S CURRENT SCHOOL INFORMATION

School name:		
Address:		Child's current grade:
Phone:	E-mail:	Web address:
City:	State:	ZIP Code:
Principal:	Enrollment info:	Type:
School name:		
Address:		Child's current grade:
Phone:	E-mail:	Web address:
City:	State:	ZIP Code:
Principal:	Enrollment info:	Type:
School name:		
Address:		Child's current grade:
Phone:	E-mail:	Web address:

SCHOOLBELLES BLOG PARTNERSHIP PROGRAM APPLICATION

City:	State:	ZIP Code:
Principal:	Enrollment info:	Type:
LOCAL CHARITY INFORMATION		
Name:		
City:	State:	Zip:
Web address:		Phone:
Contact name:		Email:
REFERENCES		
Name	Address	Phone
CHILDREN - GENDER & AGES		
1.	4.	
2.	5.	
3.	6.	
SIGNATURES		
I authorize the verification of the information provided on this form. I have received a copy of this application.		
Signature of applicant:		Date:
Signature of co-applicant (<i>only if a joint partnership</i>):		Date:

Please submit the completed application via:

- **Email:** spalmisano@schoolbelles.com
 - **Fax:** 216-898-5514
- **Mail:** Schoolbelles
C/O SBP Program
4747 West 160th Street
Cleveland, OH 44135

Timeline for Applications	Initial Launch <u>Mar-May 2016</u>	<u>Jan-Mar</u>	Ongoing Program		
Applications Due	Jan. 31, 2016	Nov. 30	<u>Apr-Jun</u>	<u>Jul-Sep</u>	<u>Oct-Dec</u>
Acceptance Notification	Feb. 15, 2016	Dec. 15	Mar. 15	Jun. 15	Sep. 15
Signed Agreement Due	Feb. 29, 2016	Dec. 31	Mar. 31	Jun. 30	Sep. 30

