

Become a

Nugu

Affiliate



What becoming a **Nugu** affiliate gives you

- A brand new marketing channel
- Nugu radio advertising campaign scheduled for last ¼ 2010
- Additional web presence via nugu.co.uk
- Regular bulk e-mailing to both existing and potential **Nugu** members notifying them of your special offers.
- Regular leaflet distribution to 10,000's of domestic households promoting **Nugu** deals
- Being part of an exciting new marketing concept
- Unique opportunity

What we ask of you as a **Nugu** affiliate

- Produce a unique "deal" for **Nugu** members
- Your "deal" may take the form of a global discount, a value add, a special price on a particular sku, a "when bought with" deal, but it must be unique for **Nugu** members. Your deal may be changed with one weeks notice to us, to be replaced by your new deal.
- Display our **Nugu** decal and POS in your retail outlets.
- Grant all **Nugu** members your advertised "deal" upon their presentation of their Nugu membership card.

How much does it cost you?

- It just gets better.
- Membership is completely free to our chosen affiliates and will give you all the pre-described benefits for no cost whatsoever
- All it costs you is the discount or value add deal that you offer our members.
- However, if you require product exclusivity – either by product grouping or geographical location - locking out your competition, a charge will be levied. Please ask for a quotation.

NUGU cards can make the difference

- Do you want more customers?
- Are your customers price conscious?
- Do you want to drive more customers to your business?
- Do you want an 'edge' over your competition?
- Do you want to be recognised for increasing sales?
- Will customers return if they save money?

NUGU affiliates are winners

- Your business will gain more footfall
- More customers
- More sales
- Expansion of your customer database
- Your marketing/ promotional costs remain the same
- Your customers get great value.
- Your business gets referred to others

Why not sign up now?

Please call us for an application form on **01438 841298**, or e-mail us at: affiliates@nugu.co.uk

Nugu Affiliate Agreement

Affiliate Details:

Company Name	
Trading name	
Address	
Town	
Post Code	

Contact	
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Position	
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Tel:	
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Web:	
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e-mail:	
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Brief description of business:
Initial deal for Nugu Members:

Whereby it is hereby agreed as follows:

- Nugu Ltd agrees to promote the affiliates Nugu Members deal completely free of charge through its marketing activities unless the retailer requests product or geographical exclusivity.
- Such marketing activities will include the following: inclusion on nugu.co.uk website, radio advertising, leaflet distribution, bulk e-mailing to targeted consumers.
- The retailer agrees to produce a unique deal to Nugu members that may take the form of any or all of the following: global discounts, value add, "when bought with", or a special price on a particular sku.
- The retailer agrees to display our Nugu decal and POS in its retail outlets.
- The retailer agrees to grant all Nugu members their Nugu deal upon the presentation of their membership card.
- The retailer may change its Nugu deal at any time by giving us no less than 7 days notice.
- Each party may withdraw from this agreement by giving no less than 14 days notice to the other party in writing.

Signed on behalf of the retailer _____

Dated

Signed on behalf of Nugu Ltd _____

Nugu Ltd, 17 Mill Lane, Welwyn, AL6 9EU

Tel: 01438 841298

e-mail: affiliates@nugu.co.uk

www.nugu.co.uk