



## Affiliate Referral Marketing Program Agreement

Eternal Reefs, Inc. and \_\_\_\_\_ [the affiliate] agree to enter into a referral marketing agreement. The affiliate is interested in providing leads to Eternal Reefs of families and individuals interested in using Eternal Reefs' services for the purpose of cremation memorialization. Eternal Reefs agrees to pay the affiliate a referral fee for each referral that results in a sale of an Eternal Reef.

Eternal Reefs, Inc. will provide the affiliate with website ads that link the affiliate's website directly to the Eternal Reefs website. These ads will automatically assign tracking information to visitors from the affiliate's website. Referred visitors will be automatically tracked as they explore the Eternal Reefs website. If the referred visitor completes and submits an Eternal Reefs information request, that request will be credited to the affiliate's account on the Eternal Reefs internal database.

Affiliates may also send referrals to Eternal Reefs directly through email correspondence.

Eternal Reefs, Inc. agrees to pay the affiliate a referral fee of \_\_\_\$400.00\_\_\_\_\_ for each referral that results in a sale of an Aquarius, Nautilus or Mariner Memorial Reef.

Eternal Reefs, Inc. agrees to pay the affiliate a referral fee of \_\_\_\$400.00\_\_\_\_\_ for each referral that results in a sale of an Eternal Reefs Unattended Memorial Reef.

All referral fees will be paid to the affiliate within thirty days of the final placement of the Eternal Reef, or sooner for our future planning customers.

The affiliate acknowledges the following limitations of the Affiliate Referral Marketing Program:

A] Eternal Reefs may have a multiyear sales cycle with each referral. Eternal Reefs will track all referrals for three years. If a sale has not occurred within three years the referral will be considered closed and no referral fee will be paid.

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Authorized Signature

B] Eternal Reefs on some occasions will receive more than one request for information regarding the same person to be memorialized. Eternal Reefs will pay the referral fee to the first affiliate only who referred the family or individual being memorialized.

\_\_\_\_\_

Authorized Signature

C] Eternal Reefs on some occasions will receive requests for information from a name that cannot be directly connected to the deceased. For example, children with a different last name or friends, extended family and partners may request information on behalf of a third party. Eternal Reefs will make a good faith effort to identify and pair these transactions to the affiliate for the purpose of paying the referral fee. Affiliate recognizes that these transactions may not be able to be connected to the affiliate and, if no connection can be made, no referral fee will be paid.

\_\_\_\_\_

Authorized Signature

Both parties agree to work in good faith to make this program a success for Eternal Reefs and

\_\_\_\_\_.

Both Eternal Reefs, Inc. and the affiliate have the right to end this relationship with thirty days written notice to the other.

Any amendments to this agreement must be in writing and signed by both parties.

_____	_____	_____	_____
Authorized Signer Affiliate	Position	Authorized Signer Eternal Reefs	Position

_____	_____	_____	_____
Printed name	Date	Printed name	Date