



## **Insect Shield Repellent Apparel Camp Affiliate Program Details & Benefits**

### **Why become an Insect Shield Camp affiliate? Why offer Insect Shield apparel?**

- **Protection:** Insect-borne disease (such as Lyme disease and West Nile virus) is a real threat and being proactive to help prevent it is the right way to run your camp operation... just as you would have children wear a life vest when sailing.
- **Improved Experience:** If your campers are not bothered by annoying bugs, they will be happier and more likely to want to come back next year!
- **Peace of mind for you:** You can feel confident that you have provided for your campers the latest information on technologies to protect campers from insect borne diseases.
- **Earn commission for your camp**

### **What is the problem?**

Parents are increasingly aware of the dangers to their children from insect bites that can carry diseases such as Lyme disease, West Nile virus, Rocky Mountain Spotted Fever, and Eastern Equine Encephalitis as well as others. Many such diseases are spreading rapidly and parents are anxious to protect their children, particularly when they are not around.

### **What is Insect Shield?**

Insect Shield Repellent Apparel offers built-in protection against mosquitoes, ticks, ants, flies, chiggers, and midges (no-see-ums). This includes those that can carry dangerous diseases such as Lyme disease and West Nile virus. Insect Shield Repellent Apparel is EPA-registered, and the repellency lasts through 70 washings – the expected lifetime of a garment. The technology has been tested and proven, and Insect Shield products are appropriate for use by children of all ages.

### **Insect Shield Advantages:**

- Requires no re-application
- Has no potential for over-use or mis-use
- Cannot be swallowed
- Is not harmful to eyes
- EPA-registered
- Can be used by children of any age

### **How the Insect Shield Camp Affiliate Program works?**

As an Insect Shield Camp affiliate you are able to offer Insect Shield Repellent Apparel to your campers/staff to help protect them from pesky and potentially dangerous bugs while at your camp. All Insect Shield apparel sales that stem from your camp earn a commission.

As an Insect Shield Camp affiliate we suggest that you do the following:

- 1.) **Trackable Link:** Add a link to [insectshield.com/camp](http://insectshield.com/camp) from your camp web site (Insect Shield would provide you with a trackable link). Each time your site visitors click-through to Insect Shield's online store from this link and make a purchase, you earn a commission for your camp! We take care of all of the organizational details, including the transaction, processing, and customer service.
- 2.) **Insect Shield Flyer:** Send an Insect Shield Repellent Apparel flyer (print or electronic pdf versions available) to your campers (supplied by Insect Shield) introducing them to Insect Shield Repellent Apparel. The flyer would route them to [InsectShield.com/camp](http://InsectShield.com/camp) where they would log in your camp name during the check-out process. Again – all purchases would earn a commission

- for your camp.
- 3.) You may choose to do other educational outreach programs such as email blasts or other communications to parents to help generate a larger commission and promote better protection for your campers through protective apparel to help ward off mosquitoes, ticks, ants, flies, chiggers, and midges (no-see-ums).

### **Camp Affiliate Commission Structure**

10% on net direct retail sales

### **Frequently Asked Questions**

#### *What will it cost?*

There is **no charge** to participate in the Insect Shield Camp Affiliate Program and no minimum sale requirement. Insect Shield will provide at no charge the print brochures/flyers to be sent to parents with your information package.

#### *How do I link my site to InsectShield.com/camp?*

It's easy! After you sign-up, we will provide you with a trackable link to place on your camp web site, and/or Insect Shield print or electronic flyers to send via the mail or email to your campers.

#### *Does my camp qualify?*

Any camp may submit an application. Insect Shield will review each potential camp affiliate's web site. We unconditionally reserve the right to refuse membership to a site or to revoke an affiliate's membership at any time if we deem it contains or links to objectionable material. Objectionable material includes pornography, explicit language or content, violence, racism, discrimination, the promotion of illegal activities, violation of intellectual property rights or laws, libelous, defamatory or disparaging materials, or sites with little or no original content.

#### *How often will I get paid?*

Commission checks are issued once a year (by the end of Q4) for all net direct retail sales generated for that season – minus a one-time \$50 set-up fee per embellishment type (screen printing/embroidery).

#### *If my camp web site is not up yet, can I apply?*

Sorry. We need to review and approve your live site before accepting your camp affiliate application.

#### *Can a web site based outside of the United States be an affiliate?*

No. At this time only camps based in the United States can apply. We are only shipping products throughout the United States.

#### *Can my campers/staff buy Insect Shield Apparel with my camp logo?*

Yes. If you are interested in offering Insect Shield Repellent Apparel embellished with your camp logo we offer this service on wholesale orders. For information please contact [wendybretzel@insectshield.com](mailto:wendybretzel@insectshield.com)

### **Tips for Success - Ideas to Increase Your Sales**

- Promote your affiliation with Insect Shield Repellent Apparel
- Place your link in an easily accessible and visible place on your homepage, parent information page, or packing list page. Make it easy for camper's families to find us.
- Place the Insect Shield brochure/flyer prominently in your mailing of pre-camp information to the parents. Include Insect Shield information in any follow up mailings you might do as well.
- Keep visitors to your site informed about your affiliation with Insect Shield. We recommend including information about your Insect Shield affiliation in your newsletters, press releases, direct e-mail campaigns, camp mailings and on your home page.

### **Getting Started**

*Becoming an Insect Shield Camp affiliate is easy. Here's how you do it.*

- If you would like to sign your camp up to become an Insect Shield Camp Affiliate simply fill out the online affiliate application.
- When you are accepted into the Insect Shield Camp Affiliate Program we will supply you with a trackable link to place on your camp web site and any additional flyers you need to mail or email to your campers.

### **A message from Dr. Thomas Mather, noted University of Rhode Island researcher**

Dear Camp Directors:

I am a professor at the University of Rhode Island and a researcher on the subject of diseases carried by ticks and other biting insects. As an outdoor enthusiast and former boy scout, I fully support all efforts aimed at getting children and their families outside to latch onto nature. My job, however, is to keep these little “bits of nature” from latching onto people. Like you, I am very concerned about increases in diseases like Lyme Disease, West Nile Virus and Rocky Mountain Spotted Fever. Unfortunately, children playing and hiking outdoors are particularly susceptible.

Studies increasingly are showing just how therapeutic nature experiences can be for children. But not if they get sick doing them! Now, there is an important new way to help keep children as safe as possible from biting ticks and insects whenever playing outdoors, camping, or hiking. And, it's easy, too. Insect Shield is a new technology that builds insect repellency directly into children's (and adults') clothes. Effective protection is built in; all you have to do is wear the clothing.

I do not have any relationship with this company other than the fact that I visited their headquarters in North Carolina to personally ask them to create a line of Insect Shield clothes intended especially for summer campers.

Insect Shield agreed to my request, and now clothes with Insect Shield technology are available for you to offer to your campers and staff.

The insect protection provided by this clothing will last much longer than just through summer camp—the repellency lasts through 70 washes—so children can be protected at camp, in the backwoods, and after they return to their backyards at home.

I encourage you to look at our website ([www.tickencounter.org/research](http://www.tickencounter.org/research)) for results of a trial using this technology to protect people wearing summer weight clothes from tick bites. Contact us at [TERC@etal.uri.edu](mailto:TERC@etal.uri.edu) if you have specific questions. Tick and mosquito transmitted diseases are completely preventable if you and your camper families are ready to take appropriate action.

Thomas N. Mather, Ph.D.  
Professor & Director  
Center for Vector-Borne Disease  
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[www.tickencounter.org](http://www.tickencounter.org)



### **Contact Us**

If you have any questions about setting up links or becoming an Insect Shield Camp affiliate, please e-mail [janinerobertson@insectshield.com](mailto:janinerobertson@insectshield.com)

Insect Shield is a member of:

