



**DOLLAR  
COFFEE  
CLUB**

# Affiliate Marketing Program

## Income Opportunities

The Dollar Coffee Club (DCC) has an Affiliate Marketing Program that provides Club Members with a simple platform for sharing great products. The Program also provides the Club Members with the opportunity to create a part-time or full-time income. Anyone who joins the DCC as a Club Member can participate in this Affiliate program. As an Affiliate, you refer others to join as Club Members and earn various weekly and monthly bonuses. Being an Affiliate provides an excellent opportunity to build a home-based business and develop an immediate and recurring income stream.

*There are four (4) ways Affiliates can generate an income:*

- 1 Customer Rebates
- 2 Referral Bonuses
- 3 Product Box Bonuses
- 4 Annual Performance Bonus

These income opportunities are paid either weekly or monthly, providing Affiliates the potential to create an income that is paid up to 64 times a year.

## 1 CUSTOMER REBATES

DCC Members purchase products at the best prices which are discounted 15% to 30% off Customer prices. Affiliates market products directly to Customers using their DCC website / link and earn the difference between the Member non-AutoShip price and the Customer price.

As an example, if the Member price for a box of product is \$30 and the Customer price is \$35, the Member earns a five dollar (\$5) Customer Rebate on every box purchased.

Customer Rebates are paid on a weekly pay cycle, which begins and ends each Sunday at midnight. Payment is made the following Monday into the Club Member's electronic wallet.

There are no requirements to earn Customer Rebates other than being an Affiliate.

## 2 REFERRAL BONUSES

Referral Bonuses are earned when a Club Member shares the DCC with others who decide to join as Club Members. Each time a new Club Member joins you earn a \$40 Referral Bonus.

The Referral Bonus is paid on a weekly pay cycle, which begins and ends each Sunday at midnight. Payment is made the following Monday.

There are no requirements to earn the Referral Bonus other than being an Affiliate.

### 3 PRODUCT BOX BONUSES

Product Box Bonuses are earned by Affiliates on boxes of product purchased by Club Members and Customers. In addition to earning bonuses on boxes of product purchased by Members and Customers you personally enroll, you can also earn Product Box Bonuses on anyone who joins up to six (6) levels below you. (Club Members you personally enroll are on your first level, people they enroll are on your second level, etc.)

*The requirements for the amount an Affiliate earns per box is as follows:*

- 1 An Affiliate with a shipped, monthly subscription of four (4) boxes or more earns one dollar (\$1) on each box of product purchased by Club Members and Customers up to six (6) levels below you. (See requirements for levels earned.)
- 2 Affiliates with a shipped, monthly subscription of less than 4 boxes earns fifty cents (.50) on each box purchased by Club Members and Customers up to six (6) levels below you.

*The requirements for the number of levels an Affiliate can earn on is based on the following two criteria:*

- 1 The total number of active\* Personally Enrolled (PE) Club Members with two (2) or more boxes each month.
- 2 The total number of boxes purchased by your PE Club Members and Customers each month.

Levels Earned	Minimum PE Club Members	PE Boxes Purchased**
1	1	4
2	2	8
3	3	12
4	4	16
5	5	20
6	6	24

\* An active club member is defined as having two or more shipped boxes during the month.

\*\* The minimum number of PE boxes purchased are those boxes purchased by Club Members and Customers you personally enrolled. It does not include your own personal boxes purchased.

Level	No. of Club Members / Customers	Boxes
1	6	24
2	18	72
3	54	216
4	162	648
5	486	1,944
6	1,458	5,832
<b>TOTAL:</b>	<b>2,184</b>	<b>8,736</b>

**EXAMPLE:** Assume you have a 4-box monthly subscription and you have personally enrolled six (6) Club Members, each with 4 boxes. You would qualify to earn \$1 on each box in six levels. You also have 2,184 Club Members and Customers in your 6 levels, who have purchased a total of 8,736 boxes during the month. You would earn one dollar (\$1) on each box purchased.

## Power UP your Box Bonus!

You can power up your Product Box Bonuses from \$1 per box to \$2, \$3 and even \$4 on all your boxes on levels 3, 4, 5 & 6. To qualify to earn the Power Up Bonuses you must be on a 4-Box monthly subscription, enroll 2 new Club Members in the month and achieve the minimum (level 1) PE Box requirements as follows:

BOX BONUS					
PE Box Minimum	Earn on Level	Basic		Power UP	TOTAL
30	3	\$1	+	<b>\$1</b>	= <b>\$2</b>
40	4	\$1	+	<b>\$1</b>	= <b>\$2</b>
50	5	\$1	+	<b>\$2</b>	= <b>\$3</b>
60	6	\$1	+	<b>\$3</b>	= <b>\$4</b>

*Note: You must achieve the requirements for Product Box Bonuses at each level*

Product Box Bonuses are paid on the monthly pay cycle, which begins the first of each month and ends the last day of the month. Payment is made the 18th day of the following month.

## 4 ANNUAL PERFORMANCE BONUS

All Club Members participating in the Affiliate Program have the opportunity to earn a share of this Annual Bonus. For each box of product sold by the Dollar Coffee Club, one dollar (\$1) is set aside and accumulated to be paid at an annual event.

*The criteria used for determining the allocation of the Annual Performance Bonus includes:*

- 1 Number of new Personally Enrolled Club Members
- 2 Number of boxes purchased by Personally Enrolled Club Members and Customers
- 3 Number of boxes purchased within your first three (3) levels
- 4 Number of boxes purchased within your first six (6) levels

Annual totals for each of these criteria are used to determine bonus amounts.