



Affiliate Management at its Finest

## **BROOKS RUNNING**

### **Affiliate Marketing Guide**

Brooks is completely dedicated to runners. Not only do we provide top notch shoes and apparel for runners, we are runners.

#### **THE HISTORY**

Brooks Running is A subsidiary of Berkshire Hathaway Inc. Founded in 1914 , it is headquartered near Seattle, WA. A market-driven company, Brooks is specialty dealer which focuses on specifically meeting the needs of runners.

#### **THE BRAND**

**Brooks Sports** is your one stop site for anything and everything running. From quality shoes to our award-winning apparel line, we have everything you need to participate in the most addictive sport the world has ever known, running!

#### **THE MARKETING MESSAGE**

We are a running company. Providing quality products to our customers is what we do. By providing quality products, consumers can Run Happy ®.

#### **AFFILIATE VALUE PROPOSITIONS**

- \*Free Shipping On Orders Over \$75
- \* Free Returns
- \* Quality brand dedicated to runners with minimal impact on humanity and the earth
- \*Award-winning apparel line

#### **AFFILIATE MARKETING OPPORTUNITIES**

- \*Open to working with loyalty programs
- \* Product Reviews for highly trafficked niche blogs
- \* Free Shipping on \$75+

#### **AFFILIATE PROGRAM HIGHLIGHTS**

- \* Commissions ranging from 7.5% to 9.5%
- \* 30 day cookie duration (return days)
- \* Organized, clean, and detailed data feed, updated DAILY
- \* Deep linking
- \* Free Shipping on all orders over \$75
- \* Dedicated, proactive, easy-to-contact affiliate management by MGECOM, Inc.

#### **Commission Details**

Base Rate: 7.5%

Monthly Sales over \$1,000 = 8.5%

Monthly Sales over \$10,000 = 9.5%

Brooks Running is looking to partner with websites through their affiliate program. If you're interested in becoming a valuable member of the team, Please apply to be an affiliate at Commission Junction.