



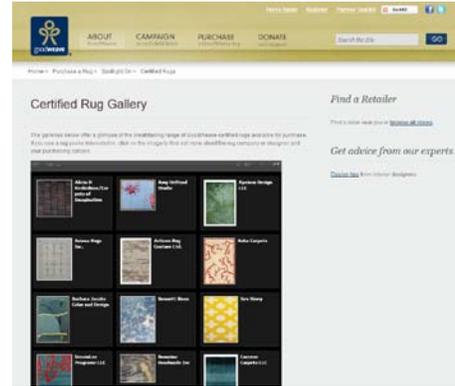
Enhance Your Visibility

Enhancing your visibility is one of the best ways to build value with your GoodWeave partnership, helping you reach a growing market of socially conscious consumers. Making your GoodWeave affiliation more visible also helps you do good. Our partnership makes visible what is usually invisible: the way your rugs were produced. With the tools in this section, you can make your clients aware of the profound value of a rug that was not made by children.



Website Visibility

GoodWeave receives over 200,000 unique visitors to its website every year. More than a third of this traffic is purchase-related. As a GoodWeave partner, you are offered increased visibility on our website and in press announcements. For new partners, you will receive a welcome email inviting you to share your information with us. If you have not already done so, please send the information below to Partnership@GoodWeave.org. For all partners, be sure to frequently update your information with us in order to enjoy all the benefits of website visibility.



What We Need:

- Your company logo in high resolution (300 dpi) JPEG, TIF or EPS format
- A photo of the owner/founder, preferably in the context of your rugs, in high resolution (300 dpi) JPEG or TIF format
- A brief, three to four paragraph description of your company, history, business philosophy, design approach and background on the owner/founder
- A complete and up-to-date showroom/retailer list (business name, address, phone, website url, and point of contact name and email, in Excel format)
- Three flat rug design images in high resolution (300 dpi) JPEG or TIF format

What You Get:

- A profile of you and your company, including your photograph, on GoodWeave.org
- Placement of your company logo and information in our online rug gallery where consumers and designers can contact you
- Announcement of your company's partnership with GoodWeave in press releases
- Mention of your company in eNewsletters to donors, designers and industry partners
- Placement in our online "store locator" where consumers, designers and others can find your retailers and showrooms through Country and zip code searches



Marketing Materials

GoodWeave marketing materials are an excellent way to make your GoodWeave partnership more visible. Use these materials in your showroom, at point of sale and at special events. Instructions for how to order all materials are in section 7, page 2.

Point of Sale Brochure

Displaying the *One in a Million* brochure in your showroom is a great way to start a conversation about GoodWeave and your commitment to ending child labor.



Window Decal

With the 4.75" x 7" decal affixed to your front window or door, your competitive advantage begins even before the client walks in the door.



Rug Buying Guide

This guide, "Purchasing Your One in a Million Rug," provides helpful rug purchasing tips for clients and shows your commitment to ethical labor practices.



Certificate of Origin

Including a Certificate of Origin with every purchase connects your clients with the people who made your rugs and communicates that your company is committed to the highest standards of integrity.



Proud Partner Plaque

A 9" x 10" GoodWeave "Proud Partner" mounted plaque is a great way to tout your GoodWeave affiliation at trade shows, special events or in your showroom.



Prayer Flags

Made from sustainable *lokta* paper in Nepal, these hand printed prayer flags are modeled after the traditional Tibetan flags that bring benefit to all when hung. In place of the Tibetan lucky symbols are traditional rug designs alongside the GoodWeave symbol. The flags are a unique item to hang in your showroom or tradeshows or to use as a give away at special events.



Video

A DVD included in this section contains a three-part CNN series about GoodWeave, a *Faces of Freedom* photograph slideshow, and "From Carpet Loom to Classroom," a 10-minute overview of GoodWeave's educational programs in Nepal, featuring two young beneficiaries. Play any one or all of these in your showroom, at trade shows or special events.



Photo Library

GoodWeave's extensive digital photo library was developed by U. Roberto "Robin" Romano (1958–2013), an award-winning human rights educator, filmmaker and photographer whose life was devoted to exposing child slavery and other forms of human exploitation around the world.

From moving portraits of adult weavers and rescued children to beautiful images of the carpet making process, there are more than 300 professional-quality photographs in the photo library. The complete photo library is available on our website at GoodWeave.org/toolkit and is password-protected. Contact us at Partnership@GoodWeave.org for your password and account.

As a GoodWeave partner, you can download the copyrighted images in the photo library and use them in your promotional materials, on your website or for events. Each photograph should be credited as "© U. Roberto Romano, courtesy of GoodWeave" in any and all publications. Please see our Photo Library Terms & Conditions in section 6, page 13, for exact copyright information and usage details (Terms & Conditions are also on the Resources DVD in section 7).

