

TERMS OF AGREEMENT



Payment Terms

- *Small designs (mitts, hats, cowls):* \$100-150
- *Medium designs (shawls, stoles, light tops):* \$200-250
- *Large designs (cardigans, sweaters, pullovers):* \$300-350

25% paid upfront, 75% paid upon *official pattern release date*.

Exclusivity

Pattern rights remain with Aroha Knits, and I can sell the pattern on Ravelry, Etsy, Craftsy, LoveKnitting, etc. However, only the YARN used for the sample will be featured in the pattern and a link to the Yarn Cakes and Tea episode will be left in the about section of the design.

Aroha Knits will grant a copy of the pattern to the Yarn Dyer/Manufacturer to use as part of a kit or sell individual copies (patterns sold in kits count as an individual copy):

- Percentage paid on individual patterns sold at retail price (electronic delivery only): 50%
- Percentage paid on individual patterns sold at wholesale price (electronic delivery): 25%
- Percentage paid on individual patterns sold at wholesale price (hard copy delivery): 15%

The Yarn Dyer/Manufacturer agrees to make royalty payments each quarter (4 times per year) to Designer based on a percentage of the total pattern sales, both retail and wholesale.

Responsibilities of the Designer (Aroha Knits)

In charge of designing, knitting, writing up and providing the layout, photos, charts, schematics of the pattern. Also in charge of getting the pattern test knit and tech edited.

Knitted sample can be sent to Yarn Dyer upon request.

A week before the pattern release, Aroha Knits will feature the YARN in an episode of Yarn Cakes and Tea (which will be linked in a blog post), a video

podcast where I give my thoughts about the yarn and how it works into my design.

The day of the pattern release, Aroha Knits will put up a FREE beta version of the pattern onto Ravelry. Visitors must go to the Aroha Knits blog and read the blog post that highlights the yarn and enter in their email address in order to receive the pattern in their inbox. This email will also contain information and links to the YARN to incite them to buy. They also have the option to buy the full version of the pattern.

Responsibilities of the Yarn Dyer/Manufacturer (YOU)

In charge of providing yarn support. When the pattern goes into testing, a discount for testers on the yarn is recommended.

Responsibilities of Both Parties

In charge of promotion. Promotion schedule will be discussed.

Promotions come in the form of blog posts, social media posts, announcements in newsletters, etc.

Open communication via email is vital.

Deadlines (Open to change)

Design Concept Due By:

Knitted Sample Due By:

Written Pattern Due By:

Tech Editing and Test Knitting Due By:

Official Release Date:

Promotion Period (approximately one week):