



**Cribs
for Kids®**

Helping every baby sleep safer

CRIBS FOR KIDS PARTNER APPLICATION

This downloadable application is for review only. All application must be submitted using the electronic form via our application management system, Submittable. Applications will not be accepted via email using this document unless specifically given permission by a Cribs for Kids staff member.

Organization Name*

The answer to this question will be used as the unique identifier for each submission.

Are you completing the partner application for the first time for your organization or updating your organization's information with Cribs for Kids?

- First Time Completing Partner Application (Skip to Organization Address)
- Updating My Organization's Information with Cribs for Kids

IF UPDATING ORGANIZATION CONTACT INFORMATION ONLY: Do you need to regain access to either or both of the following Cribs for Kids Partner exclusive areas? (check all that apply)

- Partner Store Account
- Partner Resource Portal
- None – My organization already has access to both.

Organization Mailing Address*

Address Line 2

City, State, and Zip/Postal Code*

Charity Check Question (EIN Number)*

Date of Incorporation*

First Name*

Last Name*

Credentials*

Job Title*
Contact Phone Number*
Contact Email Address*
Please provide the following information for your company/organization
<p>Which partner category best describes your organization?*</p> <ul style="list-style-type: none"> <input type="checkbox"/> Health Department <input type="checkbox"/> Health Care (e.g. hospital, clinic, health system) <input type="checkbox"/> Public Safety (e.g. first responders, emergency preparedness) <input type="checkbox"/> Government Agency <input type="checkbox"/> Social Service Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> Insurance Provider <input type="checkbox"/> Other
If you selected "Other," what partner category do you feel best describes your organization?
Scope & Mission of Your Organization*
Describe how Cribs for Kids® will further the mission and focus of your organization*
What community resources are available that will enhance your Cribs for Kids Program and make it sustainable (i.e. funding for cribs, home visiting agencies, etc.)?
<p>How did you hear about Cribs for Kids?* <i>(i.e. Google Search/Ad, Social Media, Word of Mouth, etc)</i></p>
CRIBS FOR KIDS PROGRAM PRIMARY CONTACT
<p>Are you the primary contact person for your organization's Cribs for Kids Program?*</p> <ul style="list-style-type: none"> <input type="checkbox"/> Yes (if yes, skip to "Cribs for Kids Partner Store" section) <input type="checkbox"/> No
Primary Contact First Name*

Primary Contact Last Name*

Primary Contact Job Title*

Primary Contact Email Address*

Primary Contact Phone Number*

CRIBS FOR KIDS PARTNER STORE

Are you the person who will be responsible for placing orders for Safe Sleep and Infant Safety Products from the Cribs for Kids Store?

- Yes (if yes, skip to "Accounts Payable" section)
- No

Ordering Contact First Name*

Ordering Contact Last Name*

Ordering Contact Job Title*

Ordering Contact Email Address*

Ordering Contact Phone Number*

ACCOUNTS PAYABLE

Are you the contact for billing/accounts payable?

- Yes (if yes, skip to last question in this section)
- No

Accounts Payable Contact First Name*

Accounts Payable Contact Last Name*

Accounts Payable Contact Job Title*

Accounts Payable Contact Email Address*

Accounts Payable Contact Phone Number*

Click the box to the left to confirm agreement and understanding of the following:

There is no fee to become a Cribs for Kids partner. By becoming a partner, my organization agrees to Net30 terms and conditions for payment on products ordered from Cribs for Kids. My organization understands that if payment is late, we will be subject to a 1.5% penalty/late fee. If any invoiced amount is not received within the payment terms and conditions, then those charges may accrue a late fee of 1.5% of the outstanding balance every 30 days or the maximum rate permitted by law, whichever is lower.

AFFILIATED SITES

Affiliated sites are organizations that are under the same parent company, such as health departments in the same county, hospitals within the same system, or non-profit organizations with multiple locations but a centralized administration. If you are unsure if your organization structure would fall under affiliated sites, please email us at info@cribsforkids.org.

If you have affiliated sites, you will be required to sign Attachment C of the Trademark License Agreement.

Does your organization have any affiliated sites that will be included under this partnership?*

- Yes
- No (if no, skip to the "Trademark License Agreement" section)

Will these sites be responsible for their own ordering?*

- Yes
- No

Will these sites have their own accounts payable contact?*

- Yes
- No

List all other sites affiliated with your organization in the table below. (Please read the note below the table for further instruction.)*

Review Affiliated Sites Spreadsheet Here: [Affiliated Sites Spreadsheet for Submission](#)

- This spreadsheet is REQUIRED OF ALL PARTNERS WITH AFFILIATED SITES. It will have to be entered into a table in the Submittable electronic form.

TRADEMARK LICENSE AGREEMENT

Cribs for Kids requires our partners to complete and sign the Trademark License Agreement (TLA). A copy is available for you to review ahead of submitting your partner application. Once you submit your application, the official TLA will be sent to you via DocuSign. In the section below. Please indicate whether you or someone else within your organization will be responsible for signing the TLA on behalf of your organization.

If your organization cannot accept DocuSign or require an alternate signing process, please email us at info@cribsforkids.org.

Who is responsible for signing the Trademark License Agreement for your organization?

- I am (if the form submitter is responsible skip to the "Online Presence" section)
- Organizational Representative

First Name*

Last Name*

Job Title*

Email Address*

Phone Number*

ONLINE PRESENCE

Cribs for Kids wants to stay connected with our partners. Please provide your website and social media channels below.

Website*

Facebook

Twitter

Instagram

LinkedIn

Other

(i.e. YouTube, TikTok, Snapchat, etc)

CRIBS FOR KIDS PARTNER MAP

All Cribs for Kids Partners are automatically listed on the Partner Map. The Cribs for Kids® Partner Map serves two essential purposes. Firstly, it serves as a location map for our partners and organizations interested in the Cribs for Kids program. The map allows organizations to identify and connect with our partners in their area to collaborate and effectively address infant safe sleep needs in their community.

The second purpose is to connect families in need with partners in their community who can help them obtain a safe sleeping environment for their baby.

Cribs for Kids® understands that each partner organization may provide different types of programming. Please answer the questions below to the best of your ability with your program details. The partner map will denote the specifics of each Partner's program and crib recipient requirements.

If your organization would like to opt out of appearing on the Cribs for Kids® Partner Map, please email us at info@cribsforkids.org.

Will you be providing cribs to your community?*

- Yes (if yes, skip to the “provides cribs” sub-section)
- No (if no, please continue to the last check box question)
- Clients Only (if clients only, skip to the “clients only” sub-section)

SUBSECTION - PROVIDES CRIBS

What are your requirements to receive a crib?*

(i.e. child under 1 year, low income, no other safe sleep environment, must be current client, has to take safe sleep course, etc.)

How should caregivers in need of a crib contact your organization?*

(i.e. referral number, email address, online form, etc). Please provide any applicable phone numbers, email addresses, or links that clients will need to access your program.

SUBSECTION – CLIENTS ONLY

What are your requirements to become a client and to receive a crib?*

How should caregivers in need of a crib contact your organization to become a client?*

(i.e. referral number, email address, online form, etc). Please provide any applicable phone numbers, email addresses, or links that clients will need to access your program.

- Please click the box to the left to once again confirm understanding of the statement below.**

I understand that the Cribs for Kids program is not a free crib giveaway program. By becoming a Cribs for Kids Partner, my organization will gain access to the Cribs for Kids safe sleep programming, educational resources, and the online store with discounted pricing on safe sleep products.

Cribs for Kids Partner Application Complete

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Next Steps

The next step in the Cribs for Kids Partner Process is the Trademark License Agreement. A copy is online for you to review at <https://www.cribsforkids.org/become-a-partner/>.

Cribs for Kids is now utilizing DocuSign for our Trademark License Agreement. This will enhance the efficiency of the partner onboarding process and ensure all sections of the document are completed as necessary. Once you complete the Partner Application through Submittable, a Cribs for Kids staff member will send the Trademark License Agreement via DocuSign to the designated email in the application.

Your organization will first sign the Trademark License Agreement; afterward, Judy Bannon, our CEO/Founder, will sign the document on behalf of Cribs for Kids. If you require a different signing process or have questions regarding the contents of the Trademark License Agreement, please email at us at info@cribsforkids.org if you have not yet submitted your partner application. If you have submitted your application, please send us a secure message through your Submittable account. A Cribs for Kids staff member will contact you as soon as possible to answer your questions.

Once both items are complete, your application status will be moved to "Accepted". You will then receive the "Welcome Email" via Submittable, which will include more information about your Cribs for Kids Partnership, a fully executed copy of the Trademark License Agreement, and the login credentials to our Partner Resource Portal, where you can find educational/program tools we have created and share with our partners.

And finally, you will be granted access to our Partner Store with discounted pricing, and you can begin ordering. The login credentials for the Partner Store will be sent in a separate email outside of Submittable by Karli Kamerling, our Director of Systems and Distribution Operations.