



Influencer Package



# Discussion Points



Review of Kickstarter Campaign



Influencer Benefits



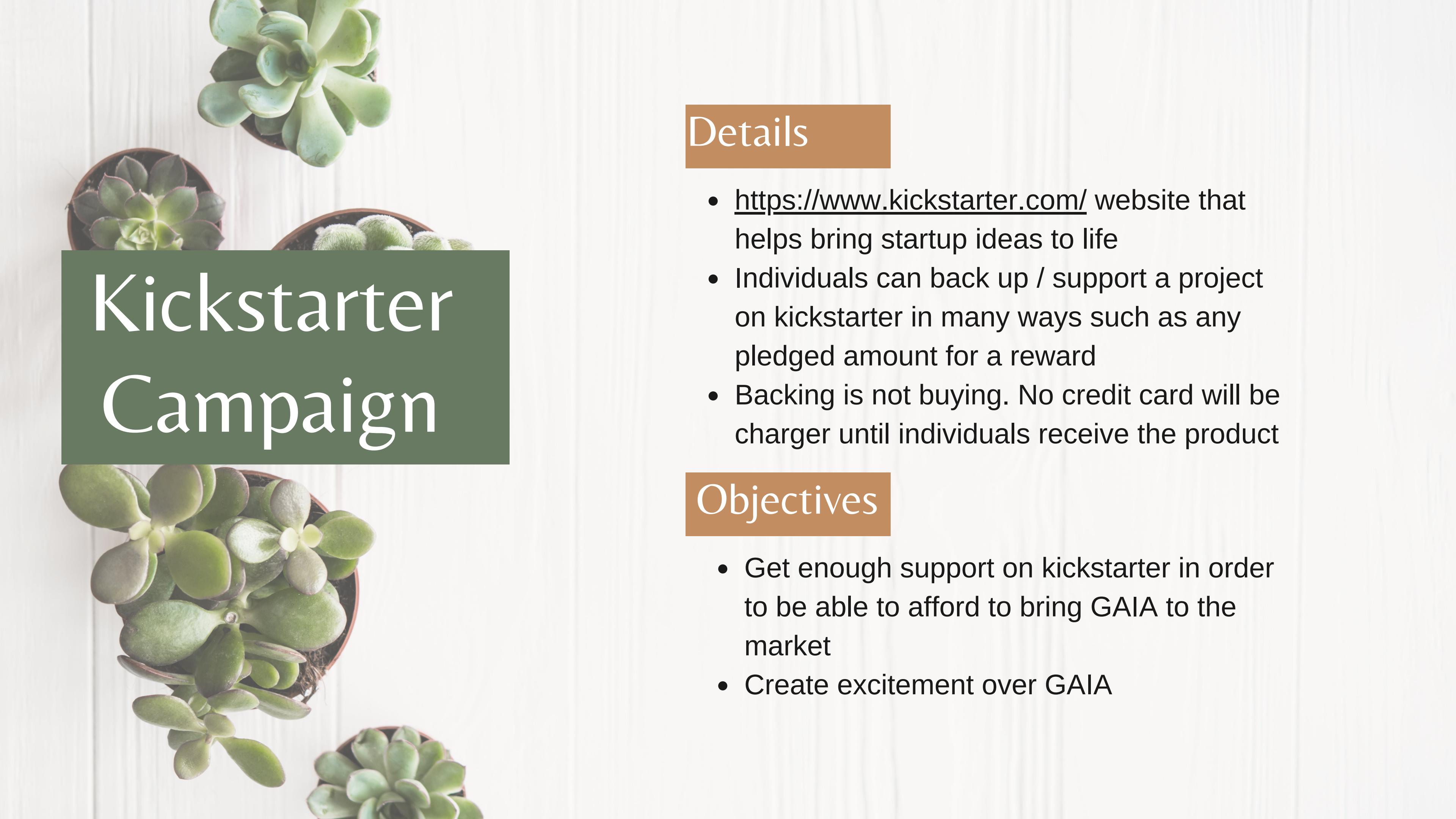
Influencer Invovement



Outcomes/Results



Sign offs



# Kickstarter Campaign

## Details

- <https://www.kickstarter.com/> website that helps bring startup ideas to life
- Individuals can back up / support a project on kickstarter in many ways such as any pledged amount for a reward
- Backing is not buying. No credit card will be charged until individuals receive the product

## Objectives

- Get enough support on kickstarter in order to be able to afford to bring GAIA to the market
- Create excitement over GAIA

# Kickstarter Campaign

## Support this project

Support this project because it speaks to you. We'll send you a digital thank you card and you'll have access to the updates only for backers.

\$10



### Early bird ONE signature GAIA

Receive one signature GAIA in beautiful off-white.  
Once the limit is done, you can still pre-order at the regular price.

CAD \$31

Original: CAD \$39

Limit 200

*Shipping is not included.*



### Early bird ONE customized GAIA

Receive one customized GAIA. You can choose one of our custom designs or send our team a specific design you would like to have.  
Once the limit is done, you can still pre-order at the regular price.

CAD \$40

Original: CAD \$50

Limit 200

*Shipping is not included.*



### Early bird THREE customized GAIA

Receive three customized GAIA. You can choose one of our custom designs or send our team a specific design you would like to have.  
Once the limit is done, you can still pre-order at the regular price.

CAD \$79

Original: CAD \$99

Limit 200

*Shipping is not included.*



### Meet the founders + Limited edition oak wood GAIA!

Spend a day with the team and learn about our design process behind GAIA. Receive a custom and limited edition GAIA made with oak wood (only five will be made available!).

CAD \$700

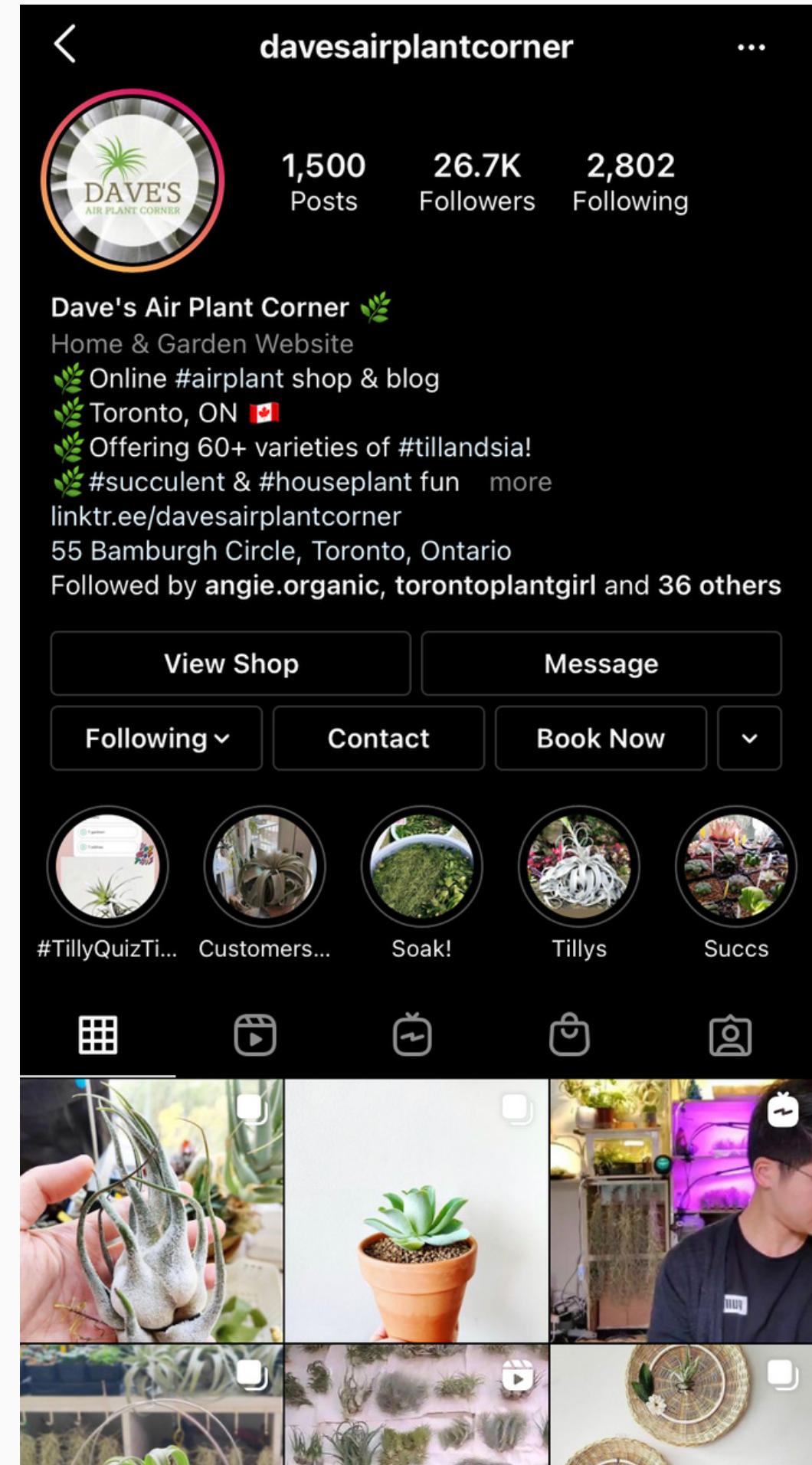
*Shipping is not included.*



# Influencer Benefits

We offer you  
@Davesairplantcorner:

- 25% off any GAIA for you and your audience using your **Code: Dave25** and special link : \*\*Link must be used in order for code to work  
<https://gaiaplants.com/products/gaia>
- A free GAIA for you
- A contest to also give away 3 FREE Gaias to your audience



# Influencer Involvement

We ask of you

@Davesairplantcorner:

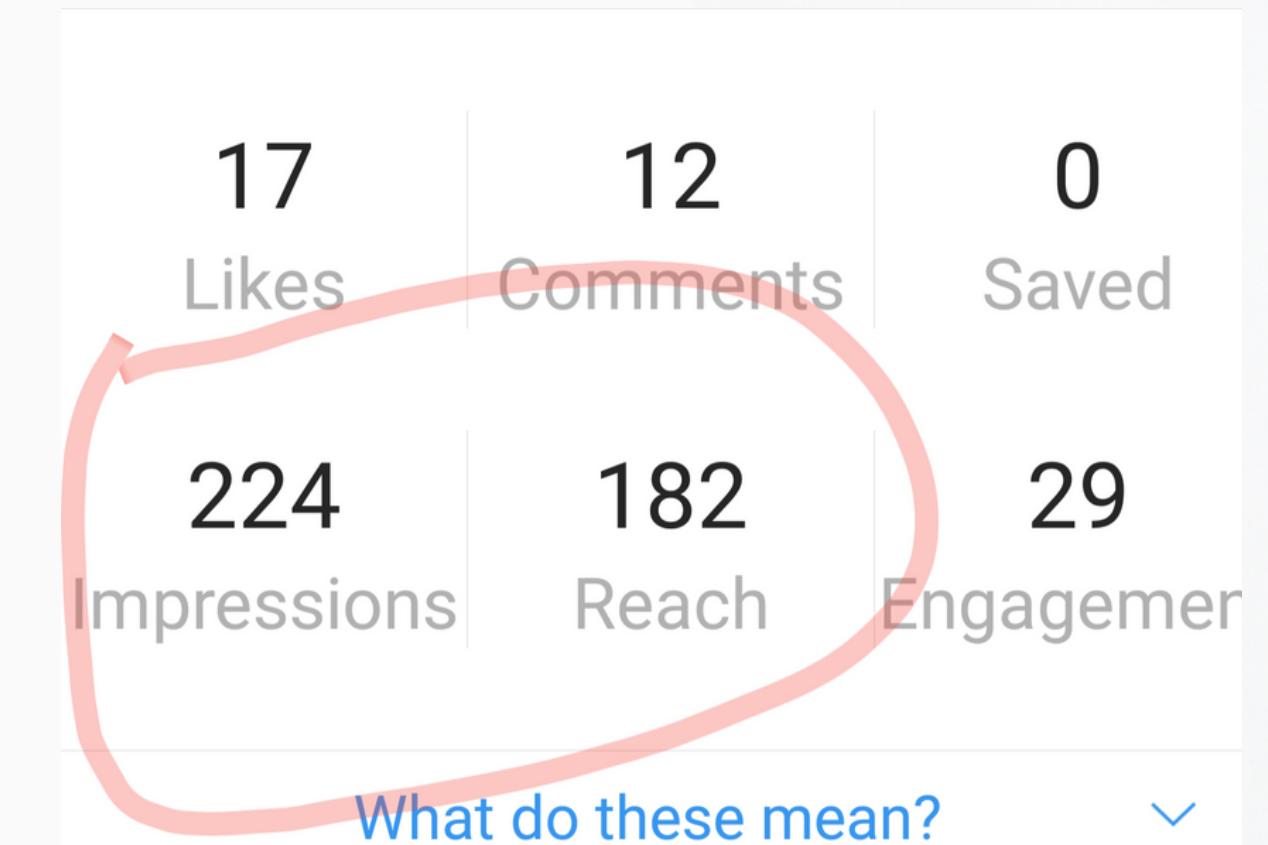
- Post on Instagram Story and feed about GAIA for 25% off for your audience
- Run a contest in partnership with us to give away 3 FREE GAIAs

We value the importance of an Instagram feed so:

- We are providing you these images and pictures for you to choose from for a post, [click here](#)
- As well, here is the [Contest giveaway image](#)

# Outcomes/Results

- We just ask for you to share with us the insights from your post and story
- It can be as simple as a screenshot
- We are happy to share with you the results of the campaign as well



# Sign offs

I @Davesairplantcorner :

Influencer Agreement ("assist in promoting GAIA via Instagram") is entered into this 22nd day of November, 2020, by and between the Advertiser (GAIAPlants) and the Influencer (Davesairplantcorner).

