



Influencer Package



# Discussion Points



Review of Kickstarter Campaign



Influencer Benefits



Influencer Involvement



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 charger 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.

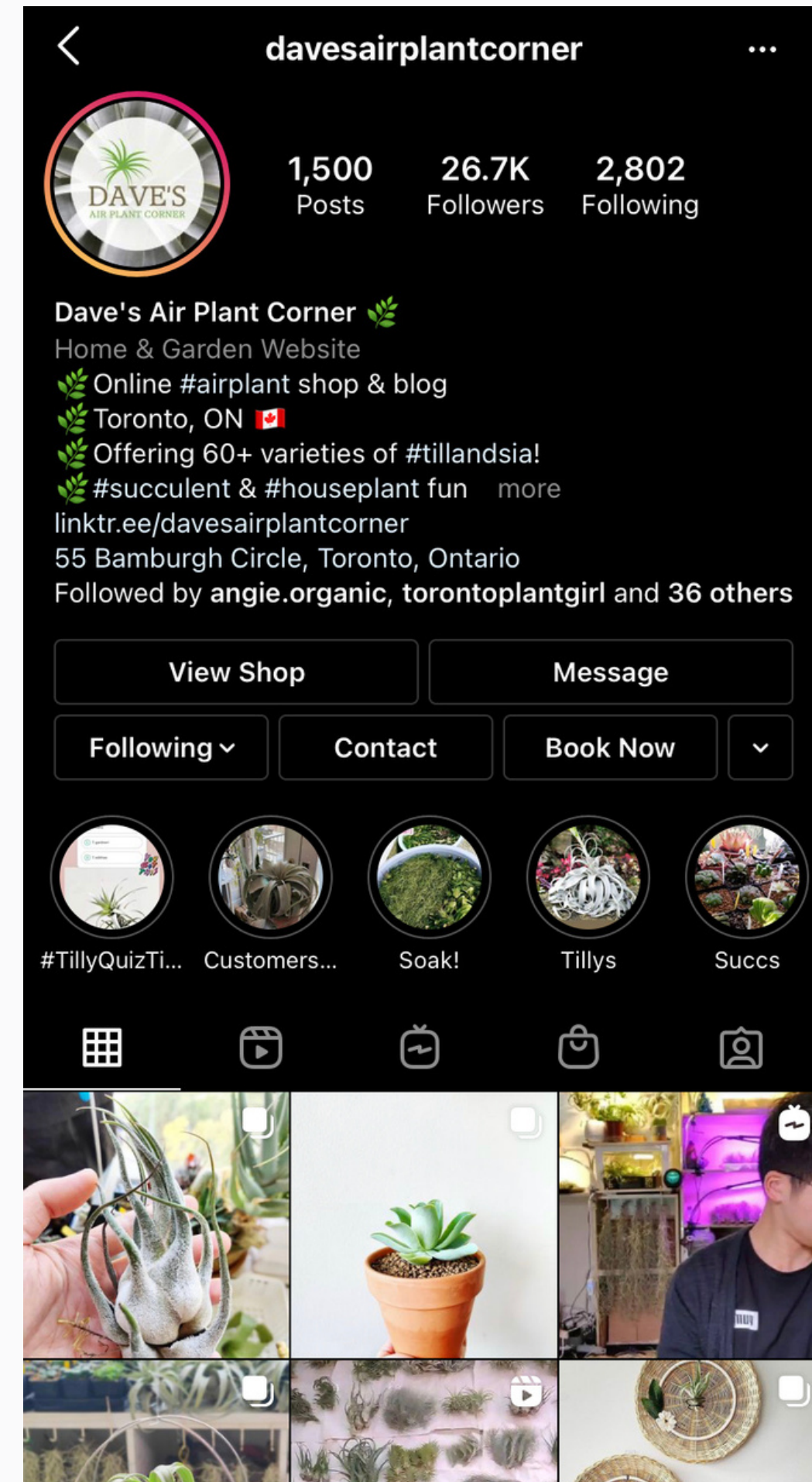




# Influencer Benefits

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 Invovement

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 GAIA's

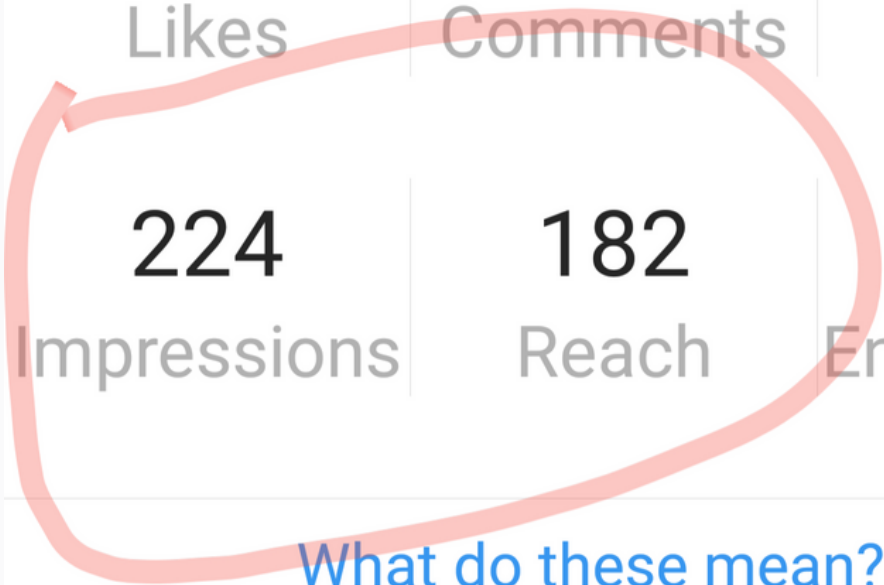
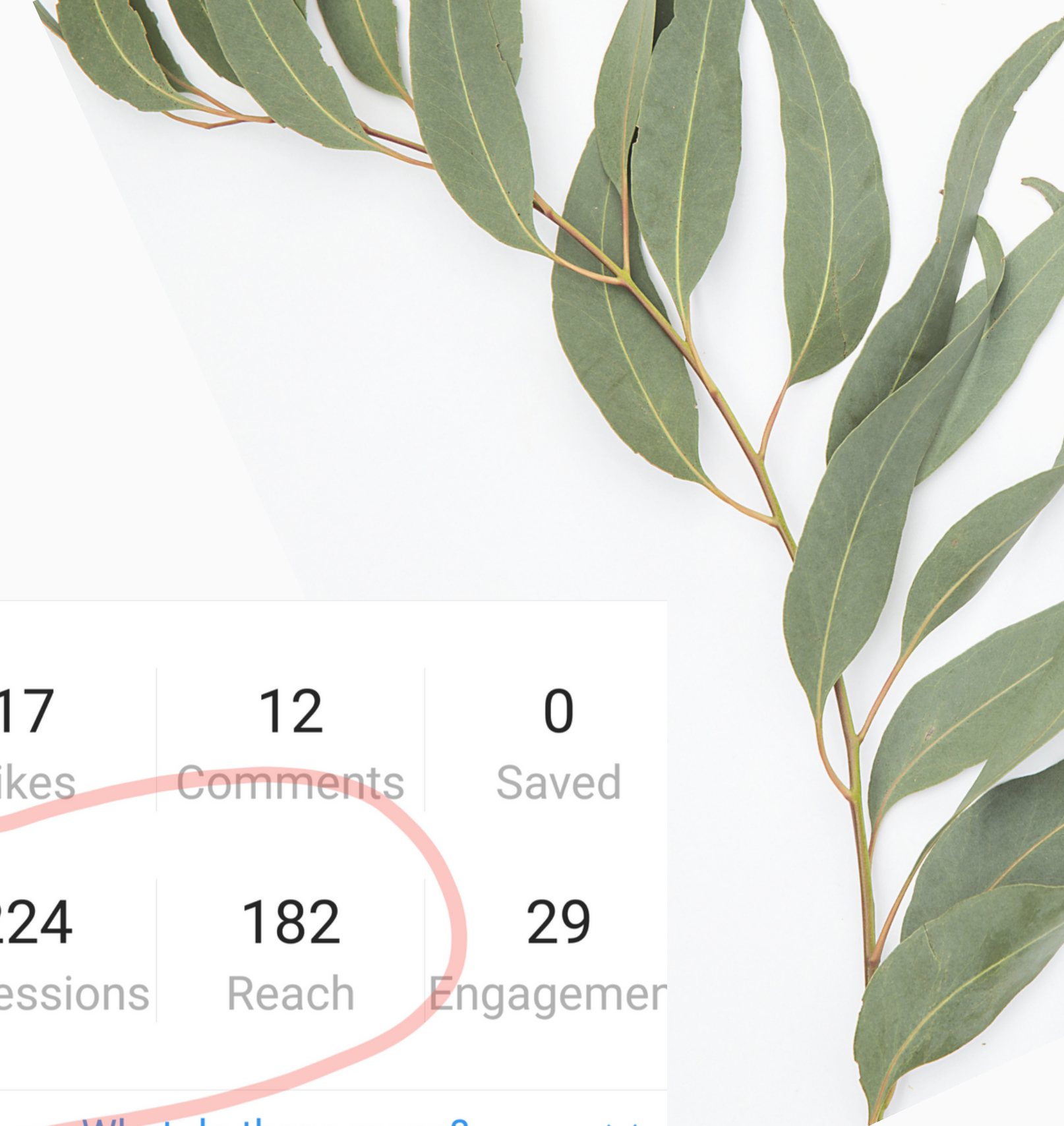
We value the Important of an instagram feed so:


- 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



17	12	0
Likes	Comments	Saved
224	182	29
Impressions	Reach	Engagement
<a href="#">What do these mean?</a> 		

# 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).

