



## Marketing Affiliate Overview

Thank you for your interest in becoming a Petal+Eon Marketing Affiliate to help us plan private workshops and to raise awareness for our public workshops.

Plan fun & social floral workshops

Collaborate with influencers

Make supplemental and recurring \$\$

Choose your hours (no commitment)

Expand your sales & social media skills

100% commission-based

## About Petal+Eon

**Our Mission:** Feeling connected with friends and family is even more important and challenging during these chaotic times. For your next group chat, we believe a Petal+Eon workshop will help you connect in a way that will feel novel, fun, creative and tangible. When the workshop ends, the one-of-a-kind floral arrangement you create will last 1-2 years, and the memories will last much longer.

**Our Company:** We host 30-60-minute floral arrangement workshops instructed by a florist over Zoom with the flowers and vases shipped in advance. **All the flowers we use are REAL flowers preserved to last 1-2 years without water or maintenance.** Our target customer is anyone in the U.S. who wants to host a creative/DIY/interactive Zoom meeting to stay connected with friends, family, team-members, etc.

Our workshops are perfect for:

- Parties
- Friends nights
- Team-building activities (corporate teams, sports teams, not-for-profits, etc.)
- Meet-and-greet events (apartment/condo buildings, corporate lounges, etc.)
- Date nights

**Petal+Eon** was founded in 2018 in New York City by a team of florists, floral design enthusiasts and an industrial designer who created our patent-pending flower fasteners that enable our customer to make do-it-yourself arrangements without requiring florist skills, tools, glue or tape. ONLY Petal+Eon has this technology, so our workshops are truly unique. Our florists all reside in New York City and our warehouse and offices are located in Queens, New York.

**Our Name:** Pronounced "petal and eon." Think: preserved flower petals that last an "eon" (a year is an eon for flowers).

**We Support Important Causes:** Petal+Eon is proud to brighten up the day of radiation oncology patients at The Mount Sinai Hospital by hosting a complimentary floral workshop for these patients. Petal+Eon has also raised funds for the CityKids Foundation and donated floral bouquets with Tanya Taylor to a women's shelter named WIN 91st Street as part of International Women's Day.

## Role Description

As a Petal+Eon Marketing Affiliate, you will reach out to influencers, event planners, your own contacts, and anyone who may want to plan a floral workshop.

<b>Role Requires:</b>	<b>Role Does NOT Require:</b>
<ul style="list-style-type: none"> <li>• Using your CREATIVITY and PERSONALITY</li> <li>• Sending messages to and/or communicating with potentially interested customers</li> <li>• Starting a dialogue and creating a relationship</li> <li>• Emailing the Petal+Eon Scheduling Team if the customer is interested (info@petaleon.com)</li> </ul>	<ul style="list-style-type: none"> <li>• Anything you don't want to do</li> <li>• Any financial investment from you</li> <li>• Any time commitment from you</li> <li>• Instructing a floral workshop (our florists will do this)</li> <li>• Sending SPAM</li> <li>• Negotiating price or discounting*</li> <li>• Finalizing date/time details*</li> <li>• Finalizing types of vases, etc.*</li> </ul> <p>*The Petal+Eon scheduling team will finalize the above with the customer</p>

### 3 Types of Workshops:

<b><u>Private “Workshop”</u></b>	<b><u>Private “Activation”</u></b>	<b><u>Public Workshop</u></b>
Duration: ~45 minutes	Duration: ~20 minutes	Duration: ~45 minutes
Vase options: Emma or Katherine	Vase option: Roman Candle	Vase options: Emma or Katherine
Includes <b>3 roses</b> and decorative (filler) flowers	Includes <b>1 rose</b> and decorative (filler) flowers	Includes 3 roses and decorative (filler) flowers
“The full workshop experience” (recommended for most events)	The essence of the floral arrangement experience with fewer flowers.	~2 workshops per week: <a href="http://www.petaleon.com/events">www.petaleon.com/events</a>
4-person minimum	8-person minimum	1-person minimum
<b>\$65/person*</b> and includes SHIPPING, all supplies, and instruction (no tax)  *\$70 list price but you can offer at \$65 with a 4-person minimum	<b>\$45/person*</b> and includes SHIPPING, all supplies, and instruction (no tax)  *\$50 list price but you can offer at \$45 with an 8-person minimum	<b>\$65/person*</b> and includes SHIPPING, all supplies, and instruction (no tax)  *\$72 list price but you can offer at \$65 using your personal discount code
Multiple flower color themes to choose from	Multiple flower color themes to choose from	Multiple flower color themes to choose from
<b>Emma vase (3” diameter and only comes in pink):</b> 	<b>Roman Candle vase (6” tall):</b> 	<b>Emma vase (3” diameter and only comes in pink):</b> 
<b>Katherine vase (3” cube and comes in white, silver, black, gold):</b>  <i>Customized labels available for Katherine vase for \$120 extra</i>	The Roman Candle comes in a few colors, but these constantly change, so let the Petal+Eon Scheduling team discuss color choice with the customer.	<b>Katherine vase (3” cube and comes in white, silver, black, gold):</b>  <i>Customized labels available for Katherine vase for \$120 extra</i>
<b>Marketing Affiliate Fee:</b> <ul style="list-style-type: none"> <li>• Direct Sale: \$5</li> <li>• Influencer Sale: \$3</li> <li>• Paid to Influencer: \$4</li> </ul>	<b>Marketing Affiliate Fee:</b> <ul style="list-style-type: none"> <li>• Direct Sale: \$3</li> <li>• Influencer Sale: \$2</li> <li>• Paid to Influencer: \$3</li> </ul>	<b>Marketing Affiliate Fee:</b> <ul style="list-style-type: none"> <li>• Discount Code used: \$5</li> </ul>

## Compensation:

Petal+Eon Marketing Affiliates are independent contractors and their compensation is 100% commission-based. The “Marketing Affiliate Fee” (described below) will be paid 7 business days after the relevant Workshop, Activation or Discount Code Sale takes place. If the customer cancels or requests a refund, then the Marketing Affiliate Fee will not be paid. The same payment terms apply to the influencers.

	“Direct Sale”	“Influencer Sale”	“Discount Code Sale”
	<i>Private Events</i>	<i>Private Events</i>	<i>Public Events</i>
	All the below payments are based on the number of paid registrants for any Workshop or Activation or the purchase of a Home Kit (each represents a “Sale”), so a single 10-person private Activation would count as 10 Sales for the Marketing Affiliate who sourced it.		
“Influencer Fee” to any 3 <sup>rd</sup> party:	None	<ul style="list-style-type: none"> <li>• For Workshops: \$4</li> <li>• For Activations: \$3</li> </ul>	None
“Marketing Affiliate Fee”:	<ul style="list-style-type: none"> <li>• For Workshops: \$5</li> <li>• For Activations: \$3</li> <li>• Bonus: a free Home Kit after first 10 Sales</li> </ul>	<ul style="list-style-type: none"> <li>• For Workshops: \$3</li> <li>• For Activations: \$2</li> <li>• Bonus: a free Home Kit after first 10 Sales</li> </ul>	<ul style="list-style-type: none"> <li>• For Workshops: \$5</li> <li>• For Activations: \$3</li> <li>• Bonus: a free Home Kit after first 10 Sales</li> </ul>
“Referral Fee” to Marketing Affiliate:	\$45 after every 30 Sales by any Marketing Affiliates you recommended who made their first Sale within the prior 365 days.		
Example scenarios:	Marketing Affiliate identifies a customer who wants to host a workshop for her friends.	Marketing Affiliate identifies an influencer partner who will host a Workshop for her followers.	Marketing Affiliate shares her discount code with customers who enter it during checkout.
Recurring revenue for a year:	For 365 days after a new customer’s first Workshop or Activation, the Marketing Affiliate will receive the same Marketing Affiliate fee for any additional Sales to this customer. Therefore, if this customer hosts 7 flower bars over the first year, each with 20 guests, the Marketing Affiliate will receive the same Marketing Affiliate Fee for all 140 Sales.		

<i>Sample Compensation:</i>	
<b>Situation:</b>	<b>Marketing Affiliate Compensation:</b>
Marketing Affiliate reaches out to a human resources employee at a company that hosts a Workshop for 15 employees.	<ul style="list-style-type: none"> <li>• Marketing Affiliate Fee: \$75 (15 x \$5)</li> <li>• Referral Fee: 15 Sales (half way to \$45 Referral Fee)</li> <li>• Marketing Affiliate also gets a free Home Kit if this was her first Sale.</li> </ul>
Marketing Affiliate messages an Instagram influencer who hosts a Workshop for 50 of her followers.	<ul style="list-style-type: none"> <li>• Marketing Affiliate Fee: \$150 (50 x \$3)</li> <li>• Influencer Fee: \$200 (50 x \$4)</li> <li>• Referral Fee: 50 Sales (\$45 plus credit for 20 additional sales)</li> </ul>

**2 Payment Options for Customers:**

<b>Each person pays for themselves</b>	<b>Host pays for all guests or subsidizes the cost for all guests</b>
Most common	Guests certainly love it!
<b>Both options include a Customized Landing Page:</b> Petal+Eon will send the Host a link to a customized landing page to forward to their guests so the guests can register with the discounted pricing. The guests will choose their vase and flower colors and enter their shipping details.	
No deposit required and each guest will pay using their credit card when they register	Petal+Eon will send the Host an invoice and the Host must pay the entire amount up-front (or the amount they are subsidizing with guests paying the remainder when they go to the landing page)

For an additional price, Petal+Eon offers larger vases that come with more flowers. Ask the customer to discuss with the Petal+Eon Scheduling Team if interested:



## How the Sales Process Works

- 1) **Proactively Send Messages:** As a Marketing Affiliate, you will message or call potential customers and/or influencer partners with messaging similar to the draft text in this document on a following page.
- 2) **Record in Customer Tracking Spreadsheet:** If the customer responds with any interest, please add the customer's name to the shared Google spreadsheet ("Customer Tracking Spreadsheet") at the following link, so you get credit for this customer and will get paid the Marketing Affiliate Fee for 365 days after the first event with this customer takes place. There is a link to this spreadsheet at the Marketing Affiliate Home Page: <https://www.petaleon.com/ma>
- 3) **Answer initial customer questions.**
- 4) **Email Petal+Eon Scheduling Team:** If the customer likely wants to plan a workshop or has special requests, then you will send an email to [info@petaleon.com](mailto:info@petaleon.com) and copy the customer.
- 5) The Petal+Eon Scheduling team will handle communication with the customer. We will try to copy you on all correspondence, but cannot guarantee we will always remember to do so.
- 6) Within 7 business after the workshop with this customer takes place, we will pay you the Marketing Affiliate Fee using Zelle (no processing fees or any deductions, so the exact dollar amount should appear in your account).

## Next Steps:

1. So that we can pay you legally, please complete an IRS W9 form (link at [www.petaleon.com/ma](http://www.petaleon.com/ma))
  - This form is needed so we can issue a 1099 tax document at year-end if your compensation exceeds \$600 during the calendar fiscal year.
2. Email [info@petaleon.com](mailto:info@petaleon.com) and ask us to send you the Independent Contractor Agreement so you can sign electronically.

## Other Topics:

- **Corporate email:** Once your sales exceed \$500, we will offer to issue you a Petal+Eon email address, which you can choose to use if you like.
- **Pre-Made Arrangements:** Our florists also make pre-made ("custom") floral arrangements for party-favors, wedding favors, floral centerpieces for restaurants and hotels, plus we can do custom artistic installations. We can ONLY deliver these within 2 hours of New York City (our pre-made arrangements cannot be shipped). Please email [info@petaleon.com](mailto:info@petaleon.com) if a customer is potentially interested in pre-made arrangements, and you will be compensated the same as for "Discount Code Sales."

## Draft Message #1 - To an Individual to Plan a Party (“Direct Sale”):

Hi XXXXXXX,

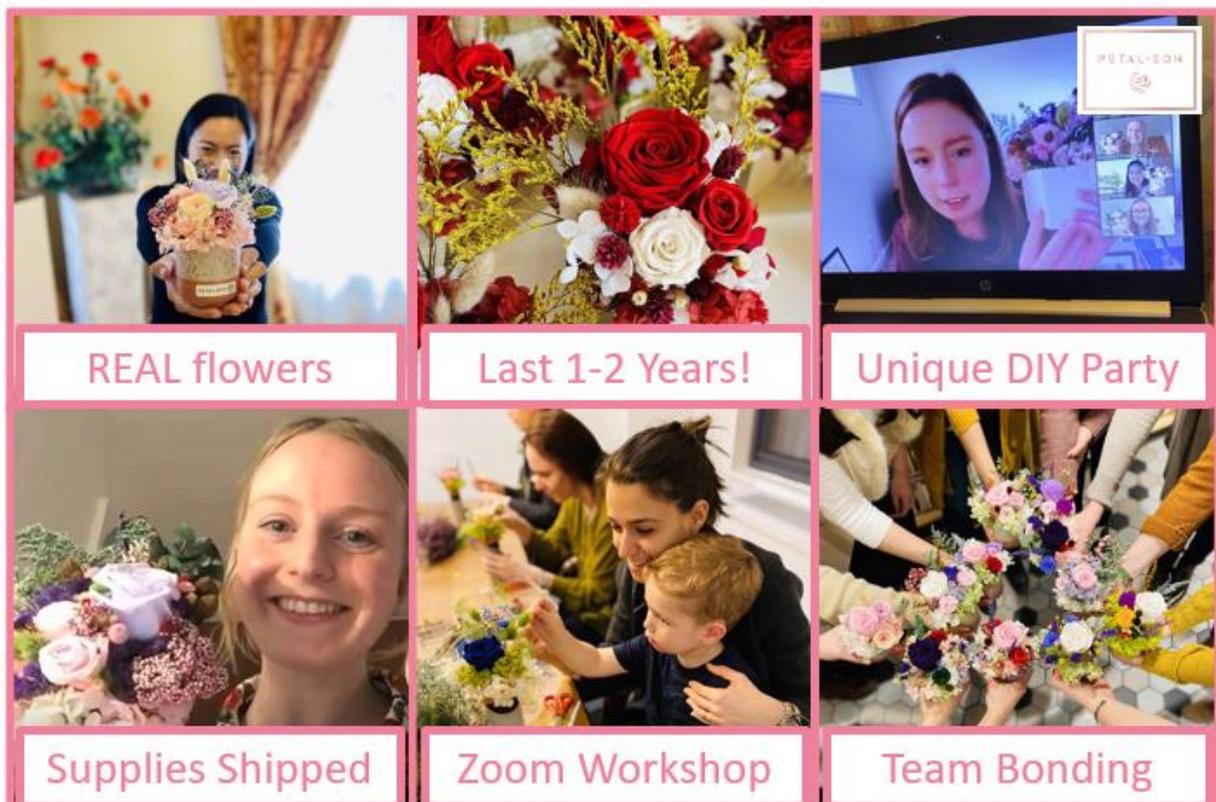
I think a “Petals & Pixels Workshop” would be a fun activity for you and your friends. Petal+Eon hosts these floral arrangement workshops instructed over Zoom with all supplies shipped in advance. Best of all, the flowers are REAL and eco-friendly and last 1-2 years without water or sunlight! These workshops are perfect if you’re planning any parties, friends’ nights, etc. More details here: [www.petaleon.com/privateevent](http://www.petaleon.com/privateevent).

If you’re potentially interested, all you need to do is choose a date/time for the workshop. Then I will send you a customized link to send your guests where they will choose their flower colors, choose their vase, and provide shipping details. We have workshop options at \$65/person and \$45/person.

Please let me know your thoughts!

Sincerely,

XXXXXX



## Draft Message #2 - To a Corporate Customer for Team-Building (“Direct Sale”):

Hi XXXXXXX,

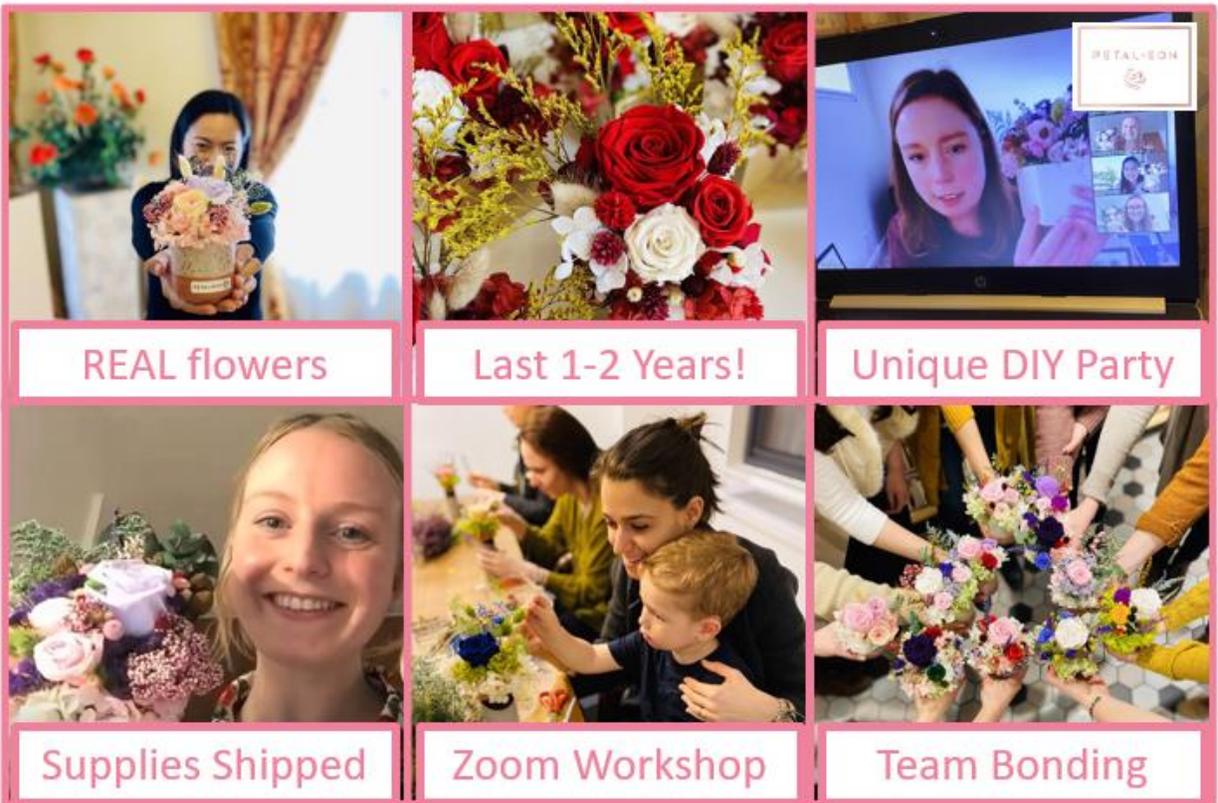
I think a “Petals & Pixels Workshop” would be a fun activity for your company. Petal+Eon hosts these floral arrangement workshops instructed over Zoom with all supplies shipped in advance. Best of all, the flowers are REAL and eco-friendly and last 1-2 years without water or sunlight! More details here: [www.petaleon.com/privateevent](http://www.petaleon.com/privateevent).

If you’re potentially interested, all you need to do is choose a date/time for the workshop. Then I will send you a customized link to send your team where they will choose their flower colors, choose their vase, and provide shipping details. We have workshop options at \$65/person and \$45/person.

Please let me know your thoughts!

Sincerely,

XXXXXX



### Draft Message #3 - To an Influencer Partner (“Referral Sale”):

Subject: **Exclusive floral workshop for your followers – and \$5/registrant to you**

Hi XXXXXXXX,

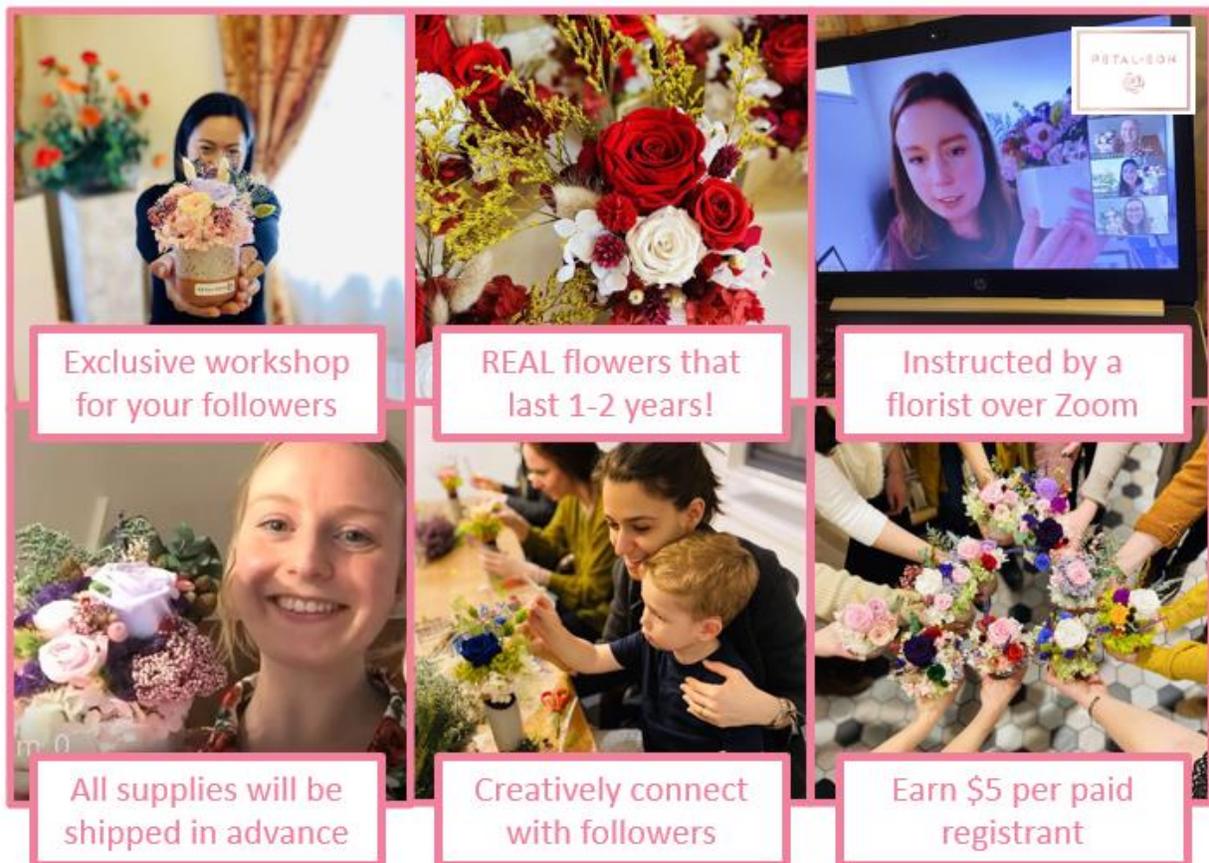
I love your Instagram and share a passion for XXXXXXXX.

I think a “Petals & Pixels Workshop” would be a creative way for you to connect with your followers and to earn \$5 per paid registrant. Petal+Eon hosts these floral arrangement workshops instructed over Zoom with all supplies shipped in advance. Best of all, the flowers are REAL and eco-friendly and last 1-2 years without water or sunlight! More details here: [www.petaleon.com/privateevent](http://www.petaleon.com/privateevent).

If you’re potentially interested, it’s easy to plan and does not require any financial or time commitment. All you need to do is choose a date/time for the 45-minute workshop. Then I will send you a customized link to send your followers where they will choose their flower colors, choose their vase, provide shipping details, and pay \$65 or \$45 to register (depending on the type of workshop you want to offer).

Please let me know your thoughts!

Sincerely,



XXXXXXXXXXXXXXXXXXXX

## Draft Message #4 - To a Leasing Office of an Apartment/Condo Building for a “Meet-and-Greet” event (“Direct Sale”):

Hi XXXXXXX,

I think a “Petals & Pixels Workshop” would be a great activity to keep your residents creative and connected. Petal+Eon hosts floral arrangement workshops instructed over Zoom with all supplies shipped in advance. Best of all, the flowers are REAL and eco-friendly and last 1-2 years without water or sunlight! More details here: [www.petaleon.com/privateevent](http://www.petaleon.com/privateevent).

If you’re potentially interested, all you need to do is choose a date/time for the workshop. Then I will send you a customized link to send your residents where they will choose their flower colors, choose their vase, and provide shipping details. We have workshop options at \$65/person and \$45/person (and we can discount further for buildings in NYC because we can hand-deliver). We have completed numerous successful workshops for Equity Apartments, Russo Management, and Extell Management.

Please let me know your thoughts.

Sincerely,

