

Quill & Pigeon

Early-Stage (“beta”) Artist Collaboration

Introduction: Quill & Pigeon is a maine-based startup aimed at redefining the greeting card industry by connecting local artists with consumers who want meaningful, eco-friendly cards. Our platform aims to showcase unique greeting cards from Maine artists, and to foster more meaningful connections between people and our environment. Quill & Pigeon is dedicated to reviving practice of personal correspondence, promoting local talent, and advocating for sustainability. Our goal is to use technology to rekindle the joy and authenticity of offline communication! We have a vision that every message sent enriches connections and supports community values.

The Opportunity: We are inviting artists to join our “beta” program to have their artwork featured on our website and sold to our users. This collaboration offers artists a chance to gain visibility, reach a wider audience, and become part of a growing community passionate about art and sustainability.

What We Offer:

- **Visibility:** Your art will be featured on our platform, accessible to customers interested in unique, artistically driven greeting cards.
- **Community:** Join a network of local artists committed to making an impact through their art.
- **Sustainability:** Be part of a project that values eco-friendly practices and aims to operate on a net carbon neutral basis.
- **Compensation:** Receive competitive wholesale rates for your cards *plus* a royalty for each sale on our platform. (we know, this model is a little different!)

Expectations:

- **Artwork Submission:** Complete the Quill & Pigeon onboarding form to start the process. Our team will then collaborate with you to select the best cards for our platform.
- **Digital Media:** High-quality images of your artwork are crucial. Please follow our submission guidelines when uploading images.
- **Collaboration:** As a nascent startup, your feedback is incredibly valuable. We ask for your active involvement to help refine our process and offer the best experience for customers and artists.
- **Promotion:** Participate in promotional efforts to share the story behind your art and your collaboration with Quill & Pigeon.

How to Join: Interested artists can apply online using this form: <https://tally.so/r/w48Jpr>

**We can't wait to see your beautiful work and welcome
you to Quill & Pigeon!**

Pricing Strategy:

- **Wholesale Pricing:** We offer a *standard rate* of \$2 per card for most cards.
- **Standard Rate:** We purchase cards at artists listed wholesale prices, then sell on Quill and Pigeon for our retail rates. Artists then receive 10% commissions.
- **Custom Rate:** For more bespoke, one-of-a-kind cards, we adjust the buying price to reflect your card's value (at our discretion) and adjust the retail price proportionally. In other words, if the standard rate is \$2 per card, and Quill & Pigeon's base retail price is \$10, your card may be valued at \$5, and then we would purchase the card for \$5 (\$3 more than the standard rate of \$2) and it would retail on Quill & Pigeon at \$13 (\$3 more than the base retail price)**.
- **Artist Royalty:** Artists will also receive a 10% royalty on the price for each card sold through Quill & Pigeon.
- **Royalty Payments:** Royalties are calculated monthly and paid out within 30 days post-month-end. Balances under \$25 roll over to the next payment cycle.

~ FAQ ~

- How exactly do the royalty payments work? What happens when the threshold isn't met?
 - **Example:** Joe sells 50 cards to Quill & Pigeon. In the first month, 20 of the cards sell for \$10 each. His royalty balance at the end of the first month is \$20 (10% of \$200). Because his balance is less than the \$25 *minimum payout amount*, the balance then rolls into the next month. In the next month, 10 more of Joe's cards sell on the platform. The 10% royalty means he made \$10, and because his previous balance was \$20, he meets the threshold and receives a check (or direct deposit) for \$30.
- How exactly does the Custom rate work?
 - **Example:** Karen makes bespoke cards that she prints herself using handmade paper that she's embedded with dried flowers. She sells these cards in her studio for \$14 each. Karen sells 10 cards to Quill & Pigeon for \$7 each (\$5 more than the standard rate) and gets \$70**. Those cards get listed on the Quill & Pigeon site at \$15 (\$5 more than the base price of \$10).

NOTE: For any other questions or suggestions please reach out to us at hi@quillandpigeon.com

** All prices and examples are simplified and do not include all of the taxes and fees that may apply according to state, federal, and local laws.