

# DEAR CROCHET DESIGNER, WE WOULD LOVE TO WORK WITH YOU!

Our team has worked hard to create a new, dynamic space for the world's most talented crocheters to showcase their work: Plyful. We invite you to collaborate with us by bringing in a creative new design that inspires you. Join us on this journey and let's create something truly extraordinary together!

Plyful is a subscription based platform with a curated collection of crochet patterns, monthly live classes and events, tools to keep a Library of patterns and projects organized, as well as a thriving community of makers.

Here is what we are looking to create on Plyful:

## 1 CREATE A CROCHET COMMUNITY

A place where crocheters can meet on a regular basis, share their work, get to know each other and interact with designers they admire in a more personal way.



## 2 ELEVATE CROCHET

An educational space where people can learn new techniques, stitches and crochet hacks to elevate their craft. And not only that, but a place where they can find a curated collection of excellent crochet patterns.

## 3 SUPPORT INDEPENDENT DESIGNERS

To highlight the work of other incredibly talented designers and live by the “community over competition” motto.



## 4 MAKE A LIVING

Because wool won't feed your family, we make it our priority to create opportunities for fair remuneration for all parties involved.

Sounds Interesting?  
Then check out the rest  
of this informational  
package to see how  
YOU can be a part of it!  
Learn more about  
Plyful [HERE](#).



PLYFUL

# HOW THE COLLABORATION WORKS



## Submit a Design Idea

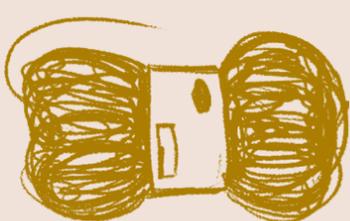
You have creative freedom, but seasonally appropriate items are preferred, as well as garments over accessories. Proposals must include the following:

- description of design + sketch
- sizes included in pattern
- yarn suggestions
- yardage requirements for size being made



## Agree on terms

Designer fees and important dates are agreed upon and contract is signed.



## Wait for Yarn Support

The yarn will be sourced for the designer and we'll do our best to get the suggested yarn or something similar that the designer agrees to use.



## Deliver Pattern & Images

Tech-edited pattern and images of item **worn** are to be delivered via email by the 15th of the month previous to release date. Photos must be of good quality and pattern must be complete in designer's usual style.



## Live Interview

45 min - 1 hr live interview in which designer talks about themselves, the design and anything else they've been working on. Members will be able to ask questions via chat. Interview will be later shared publicly on YouTube.



## Pattern is released

Pattern releases on the **FIRST** of the month and designer as well as design are highlighted throughout the month. The pattern can only be obtained by becoming a paid member.



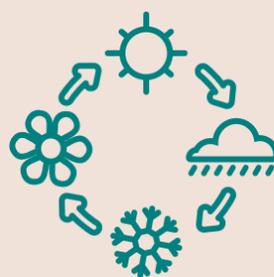
## Live Zoom Masterclass

A one-hour class in which designer shares ANY technique they think people will benefit from - how to read the pattern, specific technique, specific stitch, edging, etc.

This class will **NEVER** be shared on other platforms and the recording will only be available on Plyful.

## Pattern rights are returned

After 12 months from release, pattern rights return to designer and they are free to sell it independently. From this point on, the pattern will **NO** longer be available to new subscribers but will remain in the library of members who previously added it.



# SOURCES OF REVENUE FOR DESIGNER

Designers can't live off yarn alone, which is why it is our priority to remunerate our collaborating designers fairly for their work - this includes the time spent making, designing, teaching and advertising. Please, make sure that you are happy with the agreed upon rates and fees.

## These are the ways in which designers can earn through this collaboration



### Design Fee & Download Bonus

A one-time agreed upon design fee will be paid upon release of the pattern. This fee will range from \$100 - \$300 USD depending on the type and difficulty of the design, techniques involved and sizes included in pattern.

On top of that, the designers will be compensated for each download of their pattern that occurs during the time we host it on our platform.

\*All fees can be negotiated



### Live Interview & masterclass

Both the interview and masterclasses will be paid at a rate of \$100 USD an hour. In any case that the interview or masterclass go over the allotted time, the extra time will be prorated to comply with the agreed upon rate.

### Affiliate Marketing



Designers will be able to join our Affiliate Marketing Program which will allow them to earn 60% of all first-month subscriptions, or 10% of long-term subscriptions, that are purchased through their link.

The designer's link will also be added to the description of their Interview once it is public on YouTube.

Affiliate links will not expire, which means that even after the designer's month is over, they can continue to earn through link clicks with a 10% commission throughout.

### Independent Sales

Once the pattern rights revert to the designer, they are allowed to sell it independently in their platforms at their usual retail price.



### Thank you gift

As a token of our appreciation, all collaborating designers will be gifted a whole year of Plyful with full member benefits for free. This subscription is priced at \$79 and valued at over \$600.