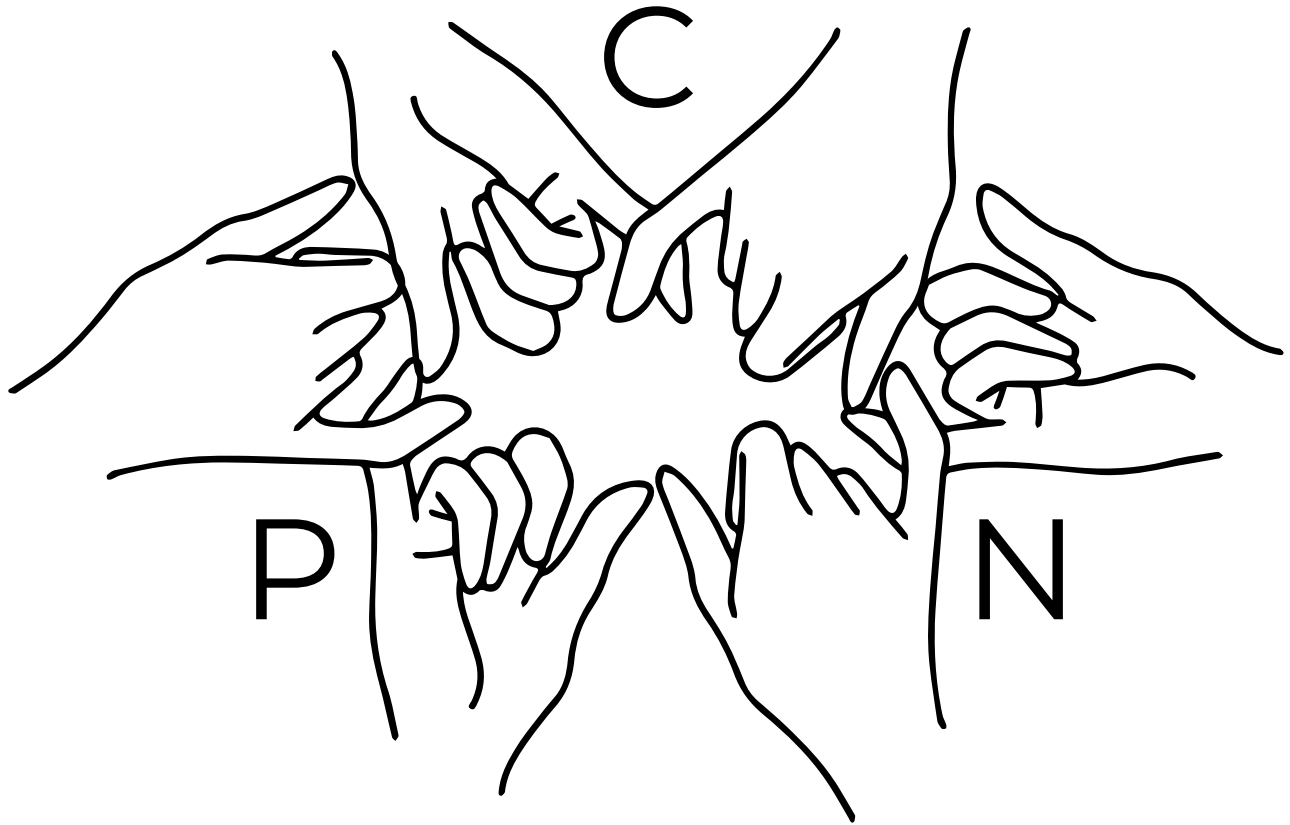


We are proud to introduce and invite you to join:

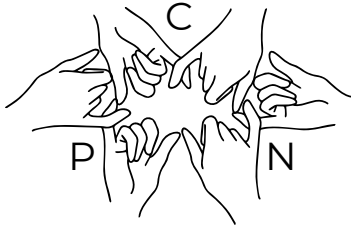


The Creative Partnership Network



Sign up before our launch event for a 25% discount on membership fees for the rest of the year!

What is it?



The **Creative Partnership Network** is a regional network of like-minded small businesses, practitioners, and entrepreneurs who agree to promote each other's work, share their audiences, and offer each other 20% discounts.

Who are we?

M/X Creative Partners are Meghan Morrison and Xtina Lengyel. By trade and education, Meghan is a fine artist, and X is a writer and editor. We combined forces to make the local health, wellness, and spirituality space a little more beautiful with our creative skills. As working artists and intuitives, we've spent a lot of time alongside small businesses and entrepreneurs with big ideas and small marketing budgets. We want to do good in the world and help others to do the same so we were inspired to form this collective as a better way to build a robust, supportive, and effective business community.

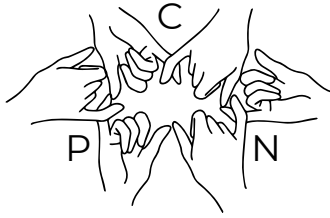
Who are the other members?

Each member within the network has been vetted and specifically invited by M/X. We only want to work with people who are, in being their authentic selves, helping to make the world a little better.

Each member is either local to the Mid-Atlantic region or has agreed to travel with sufficient notice when scheduling allows. (Virtual events are always an option!)

Each member is supportive of the ideas of mutual aid, community, and collaboration and has agreed to our foundational principles.

Each member has an audience interested in health, wellness, hospitality, spirituality, the Earth, or the arts.



What will I receive? (Overview)	Marketing Tier \$100/month	Listed Tier \$20/month
Access to a network of collaborators offering a 20% discount on their services	✓	✓
Listings for individuals and venues under your business umbrella	Up to 3	1
Instances of direct public promotion from other businesses within the network	3	ad hoc \$20/listing
Direct public promotion and inclusion of your events in the M/X calendar and newsletter	✓	
A 25% discount on all M/X Media services	✓	✓
Access to business and marketing resources on the Creative Partnership member site	✓	✓
Access to attend monthly virtual lunch and learns which will either cover a marketing topic or introduce you to another member's services	✓	✓
Option to present your business at monthly virtual lunch and learns	✓	
Option to join us as a guest on our podcast, <i>The Buddy Cop Cast</i>	✓	✓
Option to advertise on our podcast, <i>The Buddy Cop Cast</i>	✓	



Foundational Principles

- The Creative Partnership is a network of **mutual support**.
- We **uplift each other** in order to create a thriving local community.
- We are committed to work that is **ethical, sustainable, and useful**.
- We believe and act in the **power of love and kindness**.
- We are committed to creating **a healthy world for mind, body, and spirit**.
- We are committed to **love, art, and stewardship**.
- We **respect each other**, the paths we've walked to get here, and the unique perspectives they have given us.
- We are committed to **growing an audience of like-minded people** who want to create community, support local businesses, and make the world a better place.
- We are committed to **volunteering** a small portion of our time or services to **benefit the community**.



Some General Guidelines

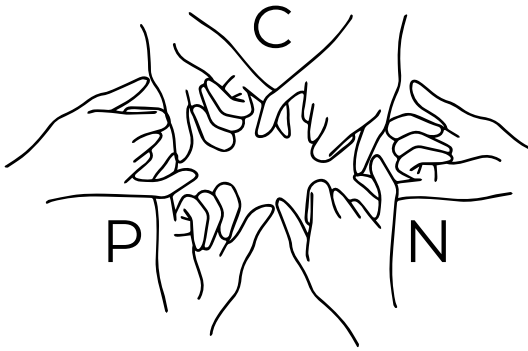
- **Be respectful** of each other's **time** and preferred methods of **communication**.
- Try to be **prompt**. We know creatives aren't always known for their organizational skills, but you can do it. Get back to other members within **72 hours** to let them know you are here for them.
- Keep us posted if any info changes from your listing, including prices.
- **Refer people!** If you can't do a certain date or aren't quite the right fit, but you know someone who is, please connect them. Our goal is to **build community, not exclusivity**, so if this network can help people outside of it as well, we're stoked!
- **Recommend people** if you think they would want to join the network.
- **Follow** each other, and **repost** things you think sound cool!
- Come with a **supportive attitude**. There's more than enough in the world to go around, and each of us has something unique to offer the world, so there is literally **no competition**.
- **Keep us informed!** We want to support you, which we can only do if we know what's up, so when it's relevant, tell us what's up. We'd love to hear from you about what you're doing or what you think we could be doing to **strengthen the partnership**.
- Remember our **foundational principles**.



Marketing Tier (Deep Dive) You Receive:

- Access to a network of collaborators who have agreed to work together at a 20% discount to create memorable experiences for their shared customer bases*
 - Offer workshops, classes, and educational events that enhance your business
 - Hire artists, vendors, healers, teachers, readers, and more to work parties, retreats, and other events.
 - Find the perfect venue for your vision.
 - Peace of mind knowing that you have a network to support you in accomplishing your goals
- 3 instances of direct promotion from other businesses within the network per month
 - Thoughtfully designed by M/X marketing team
 - In line with both your brand and the brand of the promoting business
 - Exposure to a wider audience within your target demographic
- Up to 3 listings in our network for you, your venue, and your staff. For instance, if you own a yoga studio but are also a yoga teacher who travels for events, you can include a listing for your studio with rental and event pricing, a listing for yourself as a teacher, and a listing for one of your staff members who may work events while representing your business. (The additional listings must be directly related to your primary business, not other independent practitioners or artists.)
- Direct promotion and inclusion of your events in the M/X calendar and newsletter
- A 25% discount on all M/X Media services
- Access to business and marketing tips and materials on the Creative Partnership member site as they become available
- Access to monthly virtual lunch and learns which will either cover a marketing topic or introduce you to another member's services
- The option to present your services at a monthly lunch and learn session
- The option to advertise on our podcast

*Discount applies to event-based goods and services, not general use sales. (For instance, an artist would be expected to provide a discount to lead a workshop for another member but is not expected to supply prints to that member's store inventory at a discount unless arranged independently between members.)



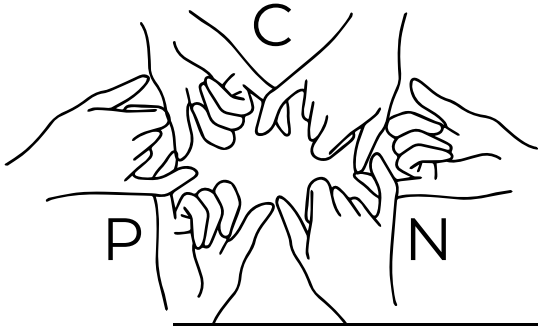
Marketing Tier (Deep Dive)

You Give:

- A monthly fee of \$100 (which supports the administrative cost of the network and your ad creation as well as the creation and distribution of the monthly newsletter)
- 3 posts per month promoting like-minded, symbiotic businesses in your area
- A 20% discount on your fees and services for other members of the partnership. (If you charge someone \$200 for two hours of service at a party, you would charge someone in the network \$160. If, on the other hand, you charge individuals at an event and pay the host out of what you earn, they would give you a 20% discount on their fee.)
- 1 charitable event or promotion per year, organized by M/X.

Why 20%?

We went with a standard employee discount because we know any higher would be hard for individuals and small businesses to give and any lower would be hard for individuals and small businesses to pay. We offer 25% off on our services for our members because we really truly appreciate you helping us to grow this community and we want our services and expertise to be available to you.

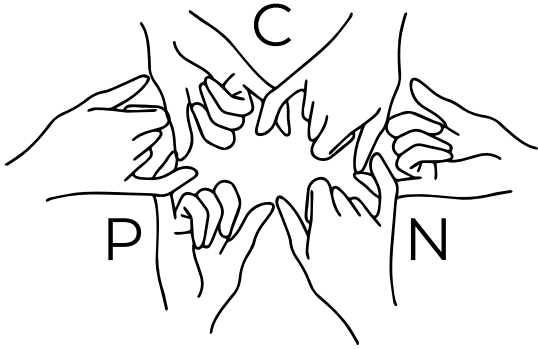


Listed Tier (Deep Dive)

You Receive:

- Access to a network of collaborators who have agreed to work together at a 20% discount to create memorable experiences for their shared customer bases*
 - Offer workshops, classes, and educational events that enhance your business
 - Hire artists, vendors, healers, teachers, readers, and more to work parties, retreats, and other events.
 - Find the perfect venue for your vision.
 - Peace of mind knowing that you have a network to support you in accomplishing your goals
- A personal listing in our network
- The option to have your service or event promoted by up to 3 other members of the network ad hoc for a \$20 fee
- A 25% discount on all M/X Media services
- Access to business and marketing tips and materials on the Creative Partnership website as they become available
- Access to monthly virtual lunch and learns* which will either cover a marketing topic or introduce you to another member's services

*Discount applies to event-based goods and services, not general use sales unless discussed. (For instance, an artist would be expected to provide a discount to lead a workshop for another member but is not expected to supply prints to that member's store inventory at a discount unless arranged independently between members.)



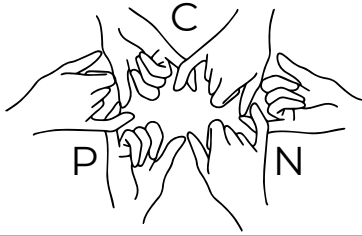
Listed Tier (Deep Dive)

You Give:

- A monthly fee of \$20 which supports the administrative cost of the network as well as the creation and distribution of the monthly newsletter
- A 20% discount on your fees and services for other members of the partnership. (If you charge someone \$200 for two hours of service at a party, you would charge someone in the network \$160. If, on the other hand, you charge individuals at an event and pay the host out of what you earn, they would give you a 20% discount on their fee.)
- 1 charitable event or promotion per year, organized by M/X.

Why 20%?

We went with a standard employee discount because we know any higher would be hard for individuals and small businesses to give and any lower would be hard for individuals and small businesses to pay. We offer 25% off on our services for our members because we really truly appreciate you helping us to grow this community and we want our services and expertise to be available to you.

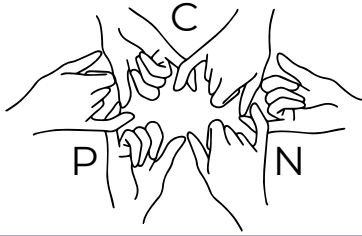


How it works: (The Details)

- Sign up for a monthly plan by accessing the form on our website, and be prepared with the following information:
 - Your name
 - Your preferred pronouns
 - The name of your business if different from your name
 - Your email address
 - Your phone number
 - The best way and times to reach you
 - Your website if you have one
 - Your social handles
 - Your birth month and day (This will be private. We just want to make sure we remember to wish you a happy birthday!)
 - Your location (just town and state)
 - A brief **first-person** bio (300 words or less)
 - A brief **first-person** explanation of your services (300 words or less)
 - Your hourly rate or the normal cost of your main services (before partnership discount) For example: \$150/hour or \$30/30 minute reading
 - Other interests and areas of expertise
 - Causes that are important to you (For example: animal rescue, hospice care, sustainability, etc.)

If you need help with the wording on any of this, just ask us. It's what we do, and we won't try to upsell you our copywriting services.

- This information will be added to our roster of creative partners, which each member can access in the membership area of our website.
- Get a feel for what we have going on. The website is a continual effort, so you never know what new resources will be posted or new topics will be discussed!
- Hit each other up! If you plan something with another member of the Partnership, please let M/X know! It's important for us to be able to track how the Partnership is going overall, and when it's mutually appropriate, we'd love to promote and/or recap the event in our newsletter.
- If you're a Listed member and you want to do a one-off ad, email:
- xtina@mx-media.co and meghan@mx-media.co with the subject line: **"[NAME OF BUSINESS] ad hoc promotion"**



How it works: (cont. for Marketing Tier)

For Marketing Tier Members, we'll need some additional information to create monthly ads for your business:

- Your brand basics—the colors, fonts, and style guides you use in your marketing materials (If you don't have these things, you do need them. We're happy to help you develop a brand kit at our 25% discounted rate. We promise, they are very important and useful well beyond this context.)
- Your logo (We'll take as many versions as you've got!)
- The pertinent details on any specific promotions or events you hope to feature the following month **by the 15th emailed to:**
- xtina@mx-media.co and meghan@mx-media.co with the subject line: **"[UPCOMING MONTH] [NAME OF BUSINESS] promotions"**
 - Name of event
 - Location
 - Date and Time
 - Cost
 - Links to register when applicable
- You'll receive the ads you are expected to post to your own networks by **the last Friday of the month**. We'll include captions, hashtags, links, handles, and both the date and time of when you should post.
- Whether you set a reminder or add them to a scheduling app, make sure you get your posts up for the month! Helping to lift each other up is at the heart of this partnership.