

THE
POINTS
EMPIRE
SYSTEM

EMPIRE
ARTIST

SUMMARY OF THE EMPIRE POINTS SYSTEM

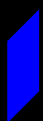
1 / EARN POINTS

FOUR ways to earn points:

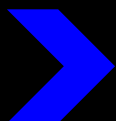
- > Make a Referral
- > Purchase products
- > Post with #EMPIREBANDS
- > Review

2 / UNLOCK TIERED ARTWORK

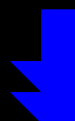
Use your TOTAL EARNED points (over all time) to unlock Tiers and get access to rare artworks.



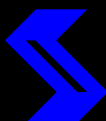
One



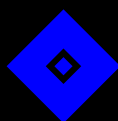
Two



Three



Four



Five



3 / PURCHASE ART WITH POINTS

Use your POINTS BALANCE to make purchases.

The more artists YOU SUPPORT - the more value you receive.

THE GALLERY PACK



ANY FIVE ARTWORKS FOR ~~\$450~~
\$120_(AUD) or 1200 points

- > Save 20% per artwork
- > Artist sticker per band
- > Standard shipping free
- > 5% total sale amount to the Artist

REGISTER TO START EARNING
 POINTS > [HERE](#)

EARNING POINTS

> POINT WORTH:

*10 Empire Points (EP) = \$1.00 AUD
(Australian Dollar)*

> TOTAL EARNED POINTS:

This is the TOTAL number of points you have earned over all time, regardless of points used for purchases - they never go down. (These are used to UNLOCK Tiered bands).

> POINTS BALANCE:

Your points balance is the amount of CURRENT points you have in your account wallet after using points for purchases - these will go up and down, depending what you buy and what you spend your points on. (These are used to PURCHASE products).

WHY SHOULD YOU EARN POINTS:

01 / UNLOCK TIERED BANDS

(WITH YOUR TOTAL EARNED POINTS)

02 / MAKE PURCHASES

(WITH YOUR POINTS BALANCE)

THE FOUR WAYS HOW TO EARN POINTS:

01 / YOU MAKE A REFERRAL: GET 25% worth in points from your referred orders!

Refer a friend. Not only do they get 10% off their first purchase, but you get 30% worth of points!

E.g. they spend \$50 in total, you receive 150 points - thats \$15 value!

02 / MAKE AN ONLINE PURCHASE: GET 5% worth in points from your total purchase amount!

E.g. You spend a total of \$50 ~ you receive 25 points - thats \$2.5 value.

03 / INSTA POST USING #EMPIREBANDS 40_{EP}

The top three Instagram posts a week using this # will receive 40 points - thats \$4 each!

04 / COMPLETE THE BELOW WEBSITE ACTIONS

(THROUGH ACCOUNT PAGE)

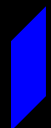
> LEAVE A REVIEW (AFTER A PURCHASE) 25_{EP}

TIERED BANDS

TIERED BANDS

UNLOCKING TIERED ARTWORKS

(VIA WEBSITE, USING TOTAL EARNED POINTS)



TIER ONE ARTWORKS

0 (TOTAL POINTS)



TIER TWO ARTWORKS

UNLOCKED AT 40 TOTAL POINTS



TIER THREE ARTWORKS

UNLOCKED AT 70 TOTAL POINTS



TIER FOUR

UNLOCKED AT 100 TOTAL POINTS



TIER FIVE (EMPIRE CLUB ACCESS)

UNLOCKED AT 150 TOTAL POINTS

PURCHASE OPTIONS

Purchase more Artworks per order to:

- > Get bonus points to instantly **skip Tiers** and unlock rare bands
- > **Save \$\$\$** per band
- > Receive **free shipping**
- > Receive **free artist stickers**

ONE TO TWO Artworks

Artwork access **restricted** to YOUR Tier



PRICE PER BAND

\$30 (AUD)

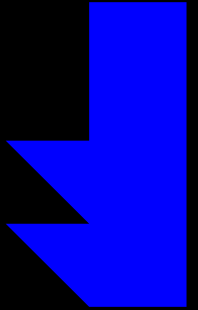
or 300 ep

- > No savings per artwork
- > No free artist stickers
- > No free shipping
- > **5%** total sales amount to the Artist

THREE TO FOUR Artworks

INSTANTLY UNLOCK **TIER THREE** + **TWO** ARTWORKS

Instead of waiting to save 70ep to unlock Tier Three artworks - purchase 3-4 artworks and **skip to Tier Three instantly**.

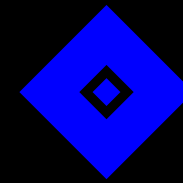


PRICE PER BAND **\$27** (AUD) or 270ep

- > **Save 10%** per band
- > **Artist sticker** per band
- > Standard **shipping free**
- > **5%** total sales amount to the Artist

THE GALLERY PACK

INSTANTLY UNLOCK



INSTANTLY UNLOCK TIER FIVE +
EMPIRE CLUB STATUS

+ RECEIVE
THE EMPIRE
CLUB *MYSTERY*
BAND



Instead of waiting to save
150ep to unlock all Tiers and
achieve Empire Club status -
purchase 5+ artworks and *skip*
straight to Tier Five and
recieve Empire Club status.



ANY FIVE ARTWORKS FOR \$450
\$120_(AUD) or 1200 points

- > Instant Empire Club access +
FREE Mystery band
- > Save 20% per band
- > Artist sticker per band
- > Standard shipping free

THE EMPIRE CLUB STATUS

INSTANT ACCESS WITH *THE GALLERY PACK PURCHASE!*
OR UNLOCKED AT *150* TOTAL POINTS



EMPIRE CLUB PERKS

- > FREE Empire Club *Mystery Artwork*
- > *Exclusive access* to limited editions and
Empire Club only designs
- > *Earn 1.25x* extra points for all actions
- > Standard *shipping free on ALL purchases*
- > Get involved - Exclusive access to voting
and future *design requests*
- > *All Artist magazines* available for
download
- > *Empire Club Facebook* group access

THE SYSTEM EXPLAINED

The scenario below helps you visualise the Empire Points system in use:

01 / BUY AN ARTWORK FOR \$30 TOTAL

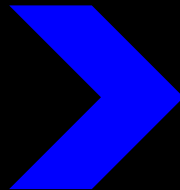
+15_{EP} (5% OF \$30)

- > (+15) POINTS BALANCE = **15_{EP}**
- > (+15) TOTAL EARNED POINTS = **15_{EP}**

02 / LEAVE A REVIEW.. **+25_{EP}**

- > (+25) POINTS BALANCE = **40_{EP}**
- > (+25) TOTAL POINTS = **40_{EP}**

TIER TWO UNLOCKED AT 40
TOTAL EARNED POINTS



03 / PURCHASE 1x TIER TWO ARTWORK FOR \$30 (YOU USE YOUR 40 POINTS BALANCE + \$26 cash)

POINT BALANCE = **40_{EP}**

POINT BALANCE SPENT **-40_P**

\$26 CASH PURCHASE **+13_{EP}** (5% OF \$26)

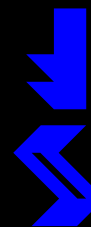
- > POINTS BALANCE = **13_{EP}**
- > (+13) TOTAL EARNED POINTS = **53_{EP}**

04 / REFER A PURCHASE AMOUNT OF \$30

Refer a friend. They get 10% off their first purchase and you get 25% worth of points.

REFERRAL REWARD = 25% OF \$30 **+75_{EP}**

- > (+75) POINTS BALANCE = **88_{EP}**
- > (+75) TOTAL EARNED POINTS = **128_{EP}**



TIER THREE UNLOCKED AT 70

TIER FOUR UNLOCKED AT 100

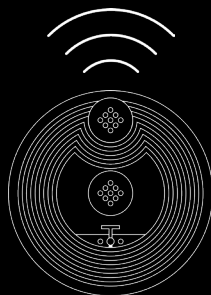
TOTAL EARNED POINTS

WAYS TO MAKE A REFERRAL

01 / USING YOUR PHONE: 'NEAR FIELD COMMUNICATION' (NFC) CHIP

NFC allows for smart phones to communicate with a tag embedded within the wristband.

When you or your friend taps their phone on the wristbands "E" Logo - there will be instant access to the Artists profile and a variety of other actions, including making a REFERRAL.



GET YOUR FRIEND TO SCAN THE BAND



ANDROID

MOST DEVICES RUNNING ANDROID WILL WORK

> Their phone must have an NFC capability - ensure it is active in settings. No need for an App.

> Unlock phone - Hold the top of phone near the "E" Logo (location may vary depending on model).

> Your friend will receive 20% off their first purchase and you get 30% worth of points.



APPLE

IPHONE: XR, XS, 11/11 PRO

> NFC is ALWAYS on, no need for an App. Ensure NFC is active in settings.

> Unlock phone - Hold the top edge of phone near the "E" Logo.

IPHONE: 7, 8, X

> NFC can be used ONLY through an NFC App.

> Recommended App names: "NFC TagInfo by NXP" or "NFC for Iphone"

> Open App - Hold the top edge of phone near the "E" Logo.

02 / SHARING YOUR REFERRAL LINK

LOG INTO YOUR ONLINE EMPIRE ARTIST ACCOUNT

> Your unique referral link will be located within the 'My Account' dashboard.

> Share this link to give your friend 10% off their first purchase and you will get 25% worth of points.

03 / SHARING YOUR CODE

LOG INTO YOUR ONLINE EMPIRE ARTIST ACCOUNT

> Your unique QR CODE will be located within the 'My Account' dashboard.

> Get your friend to scan the QR code for them to get 10% off their first purchase and you will get 25% worth of points.



REGISTER TO START EARNING POINTS > HERE

THANK YOU

NOT LONG NOW!

EXPECTED SHIPPING DATE

Pre-orders are available now! - Expect all artwork to be in stock and available to be shipped in August at the latest! - in the mean time subscribe via the the homepage footer to keep informed:

www.empire-artist.com/

QUESTIONS?

WHO TO CONTACT

If you have any questions feel free to email us at:

Info@empire-artist.com/

WANT TO COLLABORATE?

If you are interested in making your own custom wristbands or collector cards, visit:

www.empire-artist.com/collaborate/

FOLLOW OUR JOURNEY

WHERE TO FOLLOW

Follow us on Instagram and Facebook to keep up to date and follow our journey:

FACEBOOK >

[empire.artist18](https://www.facebook.com/empire.artist18)

INSTAGRAM >

[@empire.artist](https://www.instagram.com/empire.artist)

THANK YOU FOR YOUR INTEREST

EMPIRE
ARTIST

CULTIVATING
CREATIVITY

The movement that serves
the Artist and empowers
you to express your inner
creative.

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