

# Proposed Partnership between Mastrius & Opus Art Supplies

Opus' goals in partnering with Mastrius are centered around building relationships with artists in our community, increasing exposure for Opus as a trusted source for fine art supplies, and increasing sales through cross promotion of Mastrius' course materials lists with easy to shop linked products from the Opus Art Supplies website.

Mastrius' goals in partnering with Opus are to offer their clients a trusted source for art supplies, gain exposure for and increased sales of their mentorship program memberships and artist-led courses.

Mastrius Courses are always live and interactive, and most are 3-5 sessions in duration. Class sizes range from 8-20 participants. We've been offering 3-5 courses a month, with a plan to scale this to 5-10 courses per month by year end. The course pages currently see an average 7,500 page views each month.

## **Opus Art Supplies offers the following to Mastrius:**

- A banner Inclusion in Opus Art Supplies' twice-monthly "Events & Demos" emails to 80,000 customers
- An Opus article that would feature Mastrius and the benefits of Mentorship for artists, introducing our customer base to Mastrius.
  - This article would be included in an email that would go out to a segmented list of our top customers who are invested in their pursuit of art
  - The article would live on the Opus Art Supplies website and contain a link to Mastrius' website for the duration of our partnership
- A discount code for Mastrius **Mentors** (discount will be valid on an ongoing basis while the mentor is signed up to receive Opus Marketing and part of Mastrius) **and course participants** (valid for 4 weeks from the date they enroll in the course) to receive the following benefits:
  - **10% Savings off Art Supplies and Readymade Frames\* (does not include gift cards, eco-fees, or books/magazines)**
- A curated "**product collection**" page for each Mastrius course that links back to the supplies list on the Mastrius' website, and contains links to the complete list of products required for each class (providing the products are sold at Opus). If brands are not specified by the Instructor, Opus will create a selection of 2-3 brands of professional quality products, and will include Opus Essential and Opus Exhibition brands wherever possible.
  - Note: Mastrius will need to provide Opus with the current supplies lists for all *existing* courses, and for upcoming courses, Mastrius will send the supplies list

to Opus 2 weeks in advance of the course being posted on the Mastrius website to ensure Opus has time to create the collection and provide the link to the “product collection” for that course to Mastrius for promotion to the registrants.

- As soon as we’re able to offer “Bundling”, Mastrius would agree to switch to offering a link to the “bundles” of class supplies lists, which participants could use to check out with a single click.

### **Mastrius offers the following to Opus:**

- Acknowledgment on the main course index page of our partnership and add Opus branding (<https://www.mastrius.com/online-art-courses/>)
- Within the supply list section of each individual course, Mastrius will include:
  - Links to purchase the relevant products/bundles on Opus’ website
  - An Opus discount code giving Mastrius course registrants a 10% discount at Opus while registered for the course\*
  - In the rare case a Mastrius course instructor has an existing exclusivity relationship with an arts product supplier, this specific course’s supply list would not include the above
- Opus will become Mastrius’ exclusive ***Mastrius Courses Trusted Partner***.
- An email introducing Opus Art Supplies as the ***Mastrius Courses Trusted Partner*** to all current Mentors, and to new Mentors as they join Mastrius:
  - Promotion to their Mentors and course registrants as the ***Mastrius Courses Trusted Partner***
  - Promotion of the Opus promo code to Mastrius Mentors and course registrants
  - To Mentors: Promotion of the possibility of achieving [Opus+ PRO Membership](#) status to their Mentors so they are aware that if they spend \$2,500+ per year with Opus they will receive larger everyday discounts and other benefits
- An live/up-to-date list (through Google Sheets or automated if possible) of the registrants’ email addresses for participants in each Mastrius Course to ensure that only registered participants are able to receive the Promo Code benefits.
- Assurance that the Opus Discount Code will be included on every class supplies list

### **Checking in:**

Both parties agree to meet and check in at least once monthly to assess the partnership, ensure we’re aligned in our messaging, and that the partnership is continuing to benefit both stakeholders.

Opus will be able to track the sales in from Mastrius for any orders placed using the Discount Code, and will agree to provide that information to Mastrius, and would be interested in having the same type of information available to them from Mastrius (how much traffic they have had (and if possible, how many sign ups) coming from the Opus website.