



# Licensing Opportunities



## ORIGINAL GOAT YOGA

Interested in opening your own Goat Yoga business? We have partnered with people throughout the USA to help them "farm happiness" via their goats. Licensing our brand and know-how ensures that processes are in place to make your business run smoothly and successfully.



## HOW WE CAN HELP

Our licensing model is designed for people who just don't have time to do it all. It's also perfect for those that aren't proficient at business, marketing or social media and just want to hold amazing events. Our brand automatically ties you into years of positive press, search engine optimization, and a respected brand.



## GOAT HAPPY HOUR

Goat Happy Hour is a trademarked term meaning a goat therapy event. This is perfect for those that are not interested in the yoga aspect of the brand, but would like to offer a mental health service to your community using your farm and animals. Its key focus is to get people outdoors in a farm environment to disconnect from stress and bond with loving and social therapy animals.

## THE GOATEL

The Goatel is a goat-themed office space or overnight rental that includes time with the animals. The Goatel is geared towards:

- Remote workers who can work from anywhere.
- Animal-lovers who need a change of scenery.
- Families looking for an animal-themed adventure.
- A space that's private for writing, reading, studying, homeschooling or just relaxing.



## THE PANDEMIC UPDATE

In March of 2020, we closed down all of our locations to be sure to not spread the virus. Our licensing partners will be launching back up in Spring of 2021. We feel that after a year, we know that wearing masks, social distancing and getting the vaccine will be key to keeping everyone safe. We also feel that now, more than ever, people will need our brand as an additional mental health service in all of our communities. We are committed to farming happiness and we hope that you'll join us.



## BECOME AN AFFILIATE

Do you already have your own goat yoga brand and would like to become an affiliate of Original Goat Yoga? You work hard at building our own business and we understand that! If licensing is not a good fit for you, we've developed a first of its kind platform for all things GOAT YOGA! You can list your farm with no contract. Our online ticket fees match Eventbrite and you will be in our Private Event Network. We have between 5-30K website visitors a month and we're always working to increase that number!

## AFFILIATE FARM OPPORTUNITIES

- No Contract
- Website is #1 on Search Platforms
- Sell Tickets Online
- Private Event Network
- Website Creation
- Bi-Weekly Income Payouts
- Right of First Refusal for private events vs. an unaffiliated locations.



Goat  
Yoga  
Central



# Service



# Licensing



# Affiliate



General Admission Tickets	75.1%	88.1%
Private Events	61%	59%
Licensing Profit Share	YES	X
Branding	YES/LOGO USAGE	X
Geographic Exclusivity	50 miles driving distance	X
Merchandise commission of online sales	15%	7.5%
Business Development & Marketing Management	YES	X
Customer Service	YES	X



# Service



# Original



# Affiliate



Private Event Right of  
First Refusal

YES

YES  
If no Original  
Locations in Area.

Official Launch  
of Location

YES

X

Merchant Services Fees

YES

YES

Branded Wholesale  
Merchandise

YES

X

Geographic Exclusivity

50 miles  
driving distance

X

Private Event  
Coordination

YES

YES

Business Development &  
Marketing Management

YES

X

Marketing Consults

YES

X

# À la carte Services

 Social Media Management

 Square Point of Sale

  Ad Buys: + Ad budget

  Airbnb Management

  Customer Service

  Event Scheduling

  Marketing Materials

Available to Affiliates 

Available to OGY 

\*Each service selected is deducted from the main payout percentage charged by Your Daily Goat, LLC.

# Official Launch

\$2,800 One-time Initial Fee Includes:

- Website Creation
- Press Release
- Customer Service\*
- Private Event Coordination\*
- Toll Free Number\*
- Customized Emails/ Google Drives\*
- Monthly Consults with Lainey Morse\*
- 15% commission on online merchandise sales\*
- Wholesale merchandise to sell at your location\*
- Square Point of Sale Set-up
- Social Media Page Creation & Management
- Online Directory Set-Up (Yelp, Bing, Google Business etc.)
- Private Event Coordination\*
- Ad Buy Management for 3 Months

Official Launch Fee includes 3 Months of Management for all services listed above. Asterisk denotes what is included with Original Licensees after the 3 month launch.