



## Camp Baird Crowdfunding Support Campaign

### **A) Crowdfunding Support Campaign Overview:**

The goal is to source support funding from craft beer fans, Baird Beer lovers and outdoor recreation enthusiasts – through the a-port.asahi.com crowdfunding website (sponsored by Asahi Shimbun & Shizuoka Bank) – to finance core infrastructure improvements in our Brewery Gardens Shuzenji grounds and campsite area so that Camp Baird can become the finest outdoor camping and craft beer enjoyment experience anywhere.

### **B) Crowdfunding Capital Support Goals:**

We endeavor to raise up to **¥5 million** through this initial crowdfunding support campaign and the window for capital acquisition is 3 months (ending July 31, 2018).

### **C) Crowdfunding Support Structure and Supporter Benefits:**

#### **Level 1 - ¥1,000 or More Pledge:**

- Name listed in our 'Thank You' email and on the 'Supported By' page of our Camp Baird website.

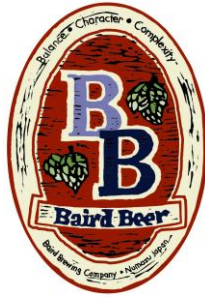
#### **Level 2 - ¥3,000 or More Pledge:**

- Previous benefits plus:
- Receive a 10% discount card on a single Camp Baird overnight stay (valid for one year).

#### **Level 3 - ¥5,000 or More Pledge:**

- Previous benefits plus:
- Receive an exclusive Camp Baird Crowdfunding Supporter commemorative sticker.
- Receive one bottle of a one-time only Camp Baird Crowdfunding Supporter





specially formulated and brewed beer.

**Level 4 - ¥10,000 or More Pledge:**

- Previous benefits plus:
- Receive a Camp Baird A3-size poster personally signed by Baird Beer founders Bryan & Sayuri Baird.

**Level 5 - ¥25,000 or More Pledge (Limit 50 Supporters):**

- Previous benefits plus:
- Receive a 10% discount card on all Baird Beer-owned and -operated Taproom drink & food purchases (valid for one year).

**Level 6 - ¥50,000 or More Pledge (Limit 40 Supporters):**

- Previous benefits plus:
- Receive one-night free camping for you and up to 5 friend/family guests.
- Receive private group VIP Baird brewery tour conducted by one of the Baird brewers and see in detail our entire operation.

**Level 7 - ¥100,000 or More Pledge (Limit 30 Supporters):**

- Previous benefits plus:
- Receive a free invitation to an exclusive ¥100,000 or more pledge Camp Baird Crowdfunding Supporter beer and barbecue party hosted at the Baird Brewery Gardens Shuzenji by founders Bryan & Sayuri Baird.

