



# NEW TO KICKSTARTER?

**Welcome aboard – and welcome to the District. If you're new to these parts, you might be wondering what Kickstarter is all about. We've put together this handy guide to get you started.**

## 1. WHAT IS KICKSTARTER?

Kickstarter is a way to crowdfund exciting new projects. You can find more background here:

<https://www.kickstarter.com/about>

## 2. WHY BACK A KICKSTARTER?

When you back a Kickstarter, you're helping to bring a bright idea to life. It's also home to a community of passionate, like-minded backers rallying around a common goal. And you get to talk directly to the creators in the process. Even if the project is successfully funded, it might not be destined for your local retailer. That means the Kickstarter might be your one and only chance to get your hands on the product. Backing the Kickstarter gets you exclusive items that no one else can buy. It's a lot of fun!

Plus, there's all that free stuff. More on that below.

## 3. HOW TO PLEDGE

To support our project, simply head to the right-hand side of our page and choose the pledge you'd like to back. You'll need a credit card, which will be charged at the end of the campaign if we meet our funding goal. You can change the amount you pledge at any time while the Kickstarter is live.

## 4. STRETCH GOALS (A.K.A FREE STUFF!)

Stretch Goals are additional rewards that unlock as the campaign progresses. Think of them as a 'thank you' for supporting our Kickstarter. You'll receive Stretch Goals if you pledge for our Core Game tier and above.

The number of Stretch Goals you receive will depend on the amount of funding the campaign receives. By spreading the word about the campaign and pledging more funds, you'll help to unlock additional rewards for you and your fellow backers.

## 5. ADD-ONS

Add-Ons are optional buys which enhance your Kickstarter experience. To add an Add-On to your pledge, all you need to do is pledge more money. Simple!

For example, if you've pledged \$99 for the Core Game and you want to add card sleeves (\$20), all you need to do is pledge an additional \$20. You can do that by adding it to your \$99 pledge.

Your credit card will be charged at the end of the Kickstarter campaign. You will allocate the funds when the Pledge Manager opens.

## 6. PLEDGE MANAGER

Think of the Pledge Manager as an online shop, where your Kickstarter pledge is 'store credit'. You'll be invited to log in to the Pledge Manager a few weeks after the campaign ends. Once there, you'll be able to allocate your 'store credit' to any products you choose.

## 7. RISKS & CHALLENGES

Backing a project on Kickstarter is not without its risks. Because the project is not 100% complete, components and products are still being refined and developed. Your final game might look a little different when it lands on your doorstep. As with any project, production delays and unexpected hiccups can happen. There is always the possibility that the project doesn't reach its funding target.

So what gives us confidence? Our Consumer Products division, which is managing the production of our Kickstarter, has been successfully creating and shipping incredible products for 20 years. Our production and distribution channels are well established and firing on all cylinders. In 2018, we successfully delivered our first Kickstarter to more than 6,000 backers worldwide. All of which puts us in good stead.

**Thank you for your interest in our Kickstarter campaign! We're working hard to create a terrific game for you. We can't wait to bring it to your doorstep.**

