

# Kinglayang Homestay - Influencer Collaboration Program

Version: 1.1 | Last Updated: 20/03/2025



## Overview


Welcome to the Kinglayang Homestay Influencer Collaboration Program, where we partner with travel, lifestyle, and content creators to showcase the breathtaking beauty of Dooars. This program offers influencers a complimentary stay, exclusive perks, and a referral commission system, making it a win-win collaboration.

## Key Features


- ✓ **Complimentary Stay** – Free accommodation based on your follower count.
- ✓ **Exclusive Discounts** – Special benefits for influencers & their audience.
- ✓ **Referral Commission** – Earn up to 20% commission per successful booking.
- ✓ **Luxury & Nature Stay** – Enjoy Classic, Deluxe, or Attic Suite experiences.
- ✓ **Adventure & Activities** – Bonfires, guided tours, jungle safaris & more!

## Influencer Tiers & Benefits

### 1. Budding Influencer (10K – 20K Followers)

- Free Stay:  1 Night (Classic Room) – Free.
- Discounts:
  - 10% OFF on extra nights.
  - 20% Off on food bill.
- Additional Perks:
  - Paid promotion of their content on our social media. OR
  - Earn commission from referral
- Guest Limit: Influencer + 1 Guest.

### 2. Emerging Influencer (20K – 50K Followers)

- Free Stay:  2 Nights (Deluxe Room) – Free.
- Discounts:

- 15% OFF on extra nights.
- 50% Off on food bill.
- Additional Perks:
  - Paid promotion of their content on our social media. OR
  - Earn commission from referral
- Guest Limit: Influencer + 2 Guests.

### 3. Premium Influencer (50K – 100K Followers)

- Free Stay: ☒ 3 Nights (Attic Suite) – Free.
- Discounts:
  - 20% OFF on extra nights.
  - Complimentary Food
- Additional Perks:
  - Free Travel Guide for exploring Dooars.
  - Paid promotion of their content on our social media. OR
  - Earn commission from referral
- Guest Limit: Influencer + 3 Guests.






### 4. Elite Influencer (100K+ Followers)

- Free Stay: ☒ 4 Nights (Attic Suite) – Free.
- Discounts:
  - 20% OFF on extra nights.
- Additional Perks:
  - Free Travel Guide for exploring Dooars.
  - Free tent stay
  - Paid promotion of their content on our social media. OR
  - Earn commission from referral
- Guest Limit: Influencer + 4 Guests.

## Notes & Conditions

- ✓ Bookings are subject to availability.
- ✓ Content collaboration required (Instagram posts, stories, YouTube vlogs, etc.).
- ✓ Extra guests beyond the allowed limit will be charged as per standard rates.
- ✓ Discounts on additional nights apply only to the influencer's stay, not their guests.

## Special Facilities & Amenities

-  **Luxury Stay** – Choose from Classic, Deluxe, or Attic Suite rooms.
-  **Authentic Local Cuisine** – Enjoy homemade meals with a touch of tradition.
-  **Bonfire & Barbecue Nights** – Exclusive add-on for influencers.
-  **Nature Walks & Jungle Safari** – Explore the untouched beauty of Dooars.
-  **Scenic Views** – Wake up to stunning sunrise & mountain landscapes.

## Content Requirements

Influencer Category	Instagram Posts	Instagram Stories	Reels	Blog/Long Video
Budding Influencer	1 Post	2 Stories	1 Travel Reel	1 Long video
Emerging Influencer	1 Post	3 Stories	2 Travel Reel	1 Long Video
Premium Influencer	2 Posts	4 Stories	3 Travel Reel	1 Blog Post (if applicable) 1 Long Video
Elite Influencer	2 Posts	5 Stories	4 Travel Reel	1 Blog Post (if applicable) 1 Long video

- ✓ **Tagging:** Add us in collaboration in all social media post and stories
- ✓ **Hashtags:** Use #KinglayangDooars #StayAtKinglayang #DooarsExplorers #KinglayangHomestay

## Referral & Commission Program

At Kinglayang Homestay, influencers can earn commissions or boost their visibility through our referral program. However, the choice is theirs—except for Nano Influencers, who receive only a free promotional boost from us.

## ◆ How It Works

### ✓ Nano Influencers (Below 10K Followers):

- Not eligible for commission.
- Receive a free promotional boost through our official social media and website.

### ✓ Rising, Emerging, Premium & Elite Influencers (10K+ Followers):

- Must choose between two options:
  - 1 Commission Mode – Earn commission on bookings.
  - 2 Boost Mode – Get free promotional exposure via our platforms.

### ✓ 15% Reserve Quota for Influencers:

- A 15% share of the booking amount is reserved for influencers.
- Influencers decide how much of this they want to pass as a discount to their followers.
- The remaining amount is credited as their commission.

### ✓ Commission Payments:

- Referral codes will be provided after approval.
  - Commissions are credited after the 15 days of guest checks out.
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## ◆ Example Scenario

- A guest books a stay worth ₹10,000 using an influencer's referral code.
  - The 15% reserve quota = ₹1,500.
  - The influencer chooses to give 5% (₹500) as a discount to their follower.
  - The influencer earns the remaining 10% (₹1,000) as commission.
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## 📌 Terms & Conditions

### 📌 Eligibility & Approval

- Influencers must have real, engaged followers (no fake or bought followers).
- Influencers must submit profile insights & previous collaborations before approval.
- Kinglayang Homestay reserves the right to accept/reject any application.

### 📌 Content Posting & Deliverables

- All content must be posted within 48 hours of the stay.
- High-quality content is required, showcasing the homestay, ambiance, and experiences.
- Influencers must allow us to repost & repurpose content for marketing.

### Stay & Perks

- Complimentary stay is non-transferable and valid only for the approved influencer & guests.
- Additional services (meals, transport, etc.) beyond package perks must be paid.
- Influencers must follow homestay rules & maintain decorum.

### Referral & Payment

- Referral commissions are credited after guest check-in.
- Influencers must disclose paid promotions & sponsorships as per platform rules.

### Cancellations & Rescheduling

- Cancellations must be informed at least 3 days in advance.
- No-shows or failure to meet content requirements will lead to disqualification from future partnerships.

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## How to Apply?

 DM us on Instagram – [@kinglayangl](https://www.instagram.com/kinglayangl)

 Email us – [homestay.kinglayang@gmail.com](mailto:homestay.kinglayang@gmail.com)

 Call/WhatsApp – [+918335051333](https://wa.me/918335051333)

- ✓ We review applications within 48 hours.
- ✓ Shortlisted influencers will receive a confirmation email & collaboration details.



Nestled in the heart of Dooars, Kinglayang Homestay offers an unforgettable blend of comfort, nature, and adventure. Whether you're an influencer, traveler, or nature lover, our personalized stays, stunning views, and warm hospitality make your experience truly special.

 Scenic Views | Cozy Stays | Adventure Awaits!