



SAUNA4SOUL

A launch **worth** celebrating. Together.

Official campaign brief and terms for the Sauna4Soul launch giveaway, run in partnership with Ziedlejas. Three prize tiers, one shared celebration — for our community and our buyers alike.

CAMPAIGN PERIOD

20.06.2026 – 20.12.2026 · Final version

[linkedin.com/in/andris-vitins](https://www.linkedin.com/in/andris-vitins)

[instagram.com/sauna4soul](https://www.instagram.com/sauna4soul)

x.com/sauna4soul

Three tiers, one celebration

To mark the official launch of Sauna4Soul, we are running a three-tier giveaway across Instagram and X, in partnership with Ziedlejas (ziedlejas.lv). The campaign runs from 20.06.2026 to 20.12.2026 and rewards both our social media community and our Cube and CUBEx2 sauna buyers. All prizes are hosted at Ziedlejas.

Buyer tiers (2 and 3) are open to any Cube or CUBEx2 purchase made between 20.06.2026 and 20.12.2026 — including purchases made through agents or retailers, not only direct purchases from Sauna4Soul.

TIER 1 Follower Giveaway	Eligibility: any follower across Instagram or X. One winner overall across both platforms (not one per platform). Following on both platforms grants 2 entries into the draw instead of 1. Prize: 1 sauna ritual + 2 night stay for 2 persons at Ziedlejas (€600 value) — sponsored by Sauna4Soul
TIER 2 Cube Buyer Bonus	Eligibility: any buyer of the Cube sauna model during the contest period (direct, agent, or retailer purchases all qualify); one winner drawn from all eligible buyers Prize: 1 sauna ritual + 2 night stay for 2 persons at Ziedlejas (€600 value) — sponsored by Sauna4Soul
TIER 3 CUBEx2 Buyer Grand Prize	Eligibility: any buyer of the CUBEx2 model during the contest period (direct, agent, or retailer purchases all qualify) Prize: 1 sauna ritual + 2 night stay for 2 persons at Ziedlejas (€600 value) — sponsored by Sauna4Soul

How to enter (Tier 1)

1. Follow Sauna4Soul on Instagram and X
2. Like the launch post
3. Tag the friend you'd bring with you
4. Share the post

Following on both platforms is not required to enter, but it doubles the number of entries into the draw — only one winner is selected overall.

About Ziedlejas

ZIEDLEJAS

Ziedlejas (ziedlejas.lv)

Ziedlejas is a wellness retreat set inside Gauja National Park, near Sigulda, Latvia. The complex centers on three distinct sauna houses — a contemporary Glass sauna, an authentic Smoke sauna, and a spiral-shaped Wool sauna — each paired with guided sauna rituals led by Ziedlejas' own pirts masters, plus glass-room accommodation set among the surrounding forest and riverbank. Ziedlejas was conceived and designed by OAD (Open Architecture Design), the Riga-based architecture studio behind the resort's concept and buildings.

All photo and video content featured in this campaign is the property of Ziedlejas and is used with their permission.

What's included

- **Airport transfer to and from Ziedlejas is included**
- Sauna ritual session(s) and overnight accommodation, as specified per tier

Flights and any other personal travel costs are not covered. All other prize inclusions are as specified per tier.

Additional Rules

- Winners will be notified by 23.12.2026
- Winners will be announced on LinkedIn, X, and Instagram, and in a blog post at sauna4soul.com
- If a winner in any tier is unable to claim their prize for any reason, the prize will be reawarded to a newly selected winner
- Employees and team members of Ziedlejas, Sauna4Soul, and their partners and agents are not eligible to win

Terms & Conditions

Contest runs 20.06.2026–20.12.2026. Open to followers of Sauna4Soul on Instagram and X (Tier 1) and to verified buyers of the Cube (Tier 2) and CUBEx2 (Tier 3) sauna models purchased during the contest period, including purchases made through agents or retailers. Tier 1 has one winner overall across both platforms; following on both platforms grants 2 entries into the draw instead of 1. All prizes are sponsored by Sauna4Soul and hosted at Ziedlejas (ziedlejas.lv), and include sauna ritual sessions, overnight accommodation, and airport transfer to and from Ziedlejas, as specified. Flights and any other personal travel costs are not covered by Sauna4Soul or Ziedlejas. Employees and team members of Ziedlejas, Sauna4Soul, and their partners and agents are not eligible to win. Winners will be selected and notified by 23.12.2026, and announced on LinkedIn, X, and Instagram, and in a blog post at sauna4soul.com. If a winner in any tier is unable to claim their prize for any reason, the prize will be reawarded to a newly selected winner. One prize per person.

Privacy & Marketing Consent

By accepting their prize, winners agree that their name, country, and social media handle may be shared publicly as part of the winner announcement on Sauna4Soul's social media channels and blog. Winners also agree that photo and/or video taken during their prize redemption at Ziedlejas may be used by Sauna4Soul as marketing material in future campaigns. No personal data beyond name, country, and social media handle will be published. Winners may contact hello@sauna4soul.com to ask questions about how their data is used, or to withdraw consent for future use of their photo or video content.