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2024 Sponsorship Opportunities

Turnkey Opportunities



1

Instafluencer: This Instagram-ONLY Creator-Led Photo execution offers brands an intro to a ready-to-engage audience. Executions vary from low-touch to high-touch formats built for social conversation & delivered through the trusted perspective of a dedicated creator.

Distribution: Instagram | **Investment Min.:** \$175K+
Lead Time: 4-6 Weeks | **Timing:** Evergreen

3

Event Tentpole Programming: Mirror Digital's publishers offer a wide range of IRL events across key tentpoles and verticals to place your brand at in-culture events.

Distribution: IG/FB/TikTok | **Investment min:** \$150K+
Lead Time: 8-10 Weeks | **Timing:** TBD

2

Premium Video Production: Custom branded video content created by our multicultural talent for social media to align with your brand's objectives.

Paid Social amplification included.

Distribution: IG/FB/TikTok | **Investment Min:** \$150K+
Lead Time: 6-8 Weeks | **Timing:** Evergreen

4

Native Editorial: Custom branded editorial content, including creative & messaging with click-through capabilities.

*100% SOV display banner ads on article page.
Paid Social amplification included.*

Distribution: IG | **Investment min:** \$175K+
Lead Time: 4-6 Weeks | **Timing:** Evergreen

Social Experience Instafluence

Leveraging our network of celebrity talent, macro and micro influencers, Instafluence will give brands access to the voices and personalities shaping culture today!

This Instagram-ONLY **Creator-Led Photo** execution offers a brand an intro to a ready-to-engage audience. Executions vary from low-touch to high-touch formats built for social conversation & delivered through the trusted perspective of a dedicated creator.

Distribution: Instagram

Deliverables:

- 2-3 Creator photo carousel promoted on TBD IG Handle
- Assets can be by a custom or client supplied
- Paid Amplification
- Brought to you by attribution

Budget: \$175K and up

The Benefits:

- Authentic brand alignment
- Product integration
- Engaged Audience

Lead Time: 4- 6 weeks





Content Experience

CULTURE IN THE KITCHEN

For many, the holidays season begins and ends in the kitchen. Multicultural consumers alike celebrate moments by incorporating their customs and traditions into their favorite holiday meals.

With the Culture In The Kitchen program, we'll develop a collaborative cookbook with contributions from notable multicultural creators across our network. The holiday cookbook will come to life via photo with text and or video content.

Going beyond ingredients and measurements, these creators will also share their favorite memories and traditions celebrate the diverse flavors of the season.

Budget: \$175K and up

Program Elements

- Influential Talent
- Custom Video Content on IG or TT
- Custom Photo Assets
- Paid Social Amplification
- Custom Editorial

Lead Time: 8-10 weeks