

# MEDiA KiT



*this is*

# **RiNo DENVER**

What do RiNo and Five Points offer that many other places don't?

This vibrant part of Denver is renowned for its history, colorful murals, buzzing social scene, and incredible food and drink.

But the real heart of RiNo and Five Points is the community.

At This Is RiNo Denver, we create digital content to keep locals up to date with the latest happenings in food, drink, culture, and more.

**LIVE HERE. WORK HERE. PLAY HERE.**

# OUR DIGITAL REACH

Our community content is tailored to each of the digital platforms that we communicate across.

Most prominently, our newsletter has become a highly in-demand resource to thousands of locals in Denver. Each week, our subscribers receive a list of everything happening in the RiNo community from local businesses.

Be it sustainable fashion shows, puppy yoga, live comedy and music, restaurant and bar promotions, neighborhood cleanups or local blood drives, we provide a platform to highlight your business to locals.

Founded in April 2021 by local residents, we have seen an insatiable interest for our content.

## EMAIL NEWSLETTER

**3,026**  
subscribers

## SOCIAL MEDIA

**3,924**  
followers

*partner with*

# **THIS IS RiNo DENVER**

Want us to highlight your business and its offerings to our community of locals?

There are a few different ways you can partner with us.



# ORGANIC NEWSLETTER CONTENT

As long as your business is located in RiNo and falls under one of the following categories, you're welcome to be a part of our weekly organic newsletter content at no cost to you.

- ▶ EAT
- ▶ DRINK
- ▶ DO
- ▶ SHOP
- ▶ GIVE BACK
- ▶ JOBS



# SPONSORED NEWSLETTER CONTENT

If you don't fall under one of the categories above and/or you'd like a featured spotlight in the weekly newsletter, we'll promote your organization.

*You provide images and details about what you're promoting and we'll write the final copy in a way that will resonate with our audience.\**

Capacity: 1 spot available per week  
Price: \$50 per weekly newsletter







## SPONSORED STANDALONE EMAIL

Are you looking for one email to our audience, solely dedicated to your business or promotion?

*You provide images and details about what you're promoting and we'll write the final copy in a way that will resonate with our audience.\**

Capacity: 2 spots available per month

Price: \$150 per email



# SPONSORED SOCIAL CONTENT

Get featured on our social channels through multiple types of content, including:

- 1 story set for Instagram and Facebook (3-5 stories)
- 1 feed post for Instagram and Facebook
- 1 Reel for Instagram and Facebook
- 1 mention in our Facebook group
- \$50 ad spend to boost visibility on social platforms

*You provide images and details about what you're promoting and we will ultimately be responsible for copy and creative in a way that feels native to the social platforms.\**

Capacity: 2 spots available per month

Price: \$300 per campaign







# SPONSORED LOCAL DIRECTORY

Are you a service-based business? Get featured in our local directory on our website.

*You provide images and details about your business and we'll ultimately be responsible for copy and creative in a way that feels native to the website.\**

Capacity: 4 spots available per category

Price: \$75 / month for featured category placement

\$25 / month for normal category placement

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If you're excited by the prospect of partnering with us and getting in front of our local, adventurous, and thriving community, please email [info@thisisrinodenver.com](mailto:info@thisisrinodenver.com) and we can continue the conversation.

### **\*IMPORTANT NOTE**

We are looking for partners who will let us tell their story through editorial-style content across our platforms.

Why this approach?

Because we understand that our community is very ad savvy and may well turn a blind eye to advertisements that don't feel organic or authentic.

In building on that trust and respecting our audience's passion for content about the local area, we can work together to promote your brands' products and services in a way that benefits everyone.

We take your input and images as a starting point. We create the final copy and creative in a way that we know will perform best.

### **DATA COLLECTION, SHARING, AND PRIVACY**

Personal information and data on the individual subscribers and followers will not be shared with partners as part of our Privacy Policy. This is an agreement we have with our audience which has enabled us to build confidence and trust. We would recommend that sponsored content include links to forms for our audience to register for further information, thus agreeing to the advertiser's own Privacy Policy.





*meet the local behind*  
**THIS IS RiNo DENVER**

**HI, MY NAME IS CAMERON CAMPBELL, AND I'M  
THE FOUNDER OF THIS IS RiNo DENVER.**

We have taken you on a brief tour of our corner of town and how we work alongside local businesses to fuel our community, but I'm sure you'd like to get to know who we are a little better.

After all, a partnership is always better when you believe in the people behind the business.

My wife, our two pups, and I have lived in Five Points for over seven years, specifically in the area known locally as RiNo (River North).

We instantly fell in love with the neighborhood.

When we're not working, you can often find us hiking and camping in the magnificent surrounding mountains or exploring the local restaurants and businesses.

I truly love this part of Denver, and it brings me great joy to help others experience all that it has to offer.

Reach out through email [info@thisisirinodenver.com](mailto:info@thisisirinodenver.com) or  
call / text: 949.939.0183

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