

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

3,262

subscribers

SOCIAL MEDIA

5,793

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 GIVEAWAY

Get featured on all our channels with a sponsored giveaway. This includes:

- 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
- 4 email campaigns (3 to promote giveaway, 1 to announce winner)
- \$75 ad spend to boost visibility on social platforms

**You provide two units of the contest prize. One for the contest winner and one for our team so we can create promotional content. Email addresses collected are shared with you.*

Capacity: 1 spot available per month

Price: \$300 per giveaway





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

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 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.

**The only exception to this is the Sponsored Giveaway. The contest entrants are explicitly told in the Terms & Conditions that they are opting into both our email list and the sponsor's email list. Emails are shared with the sponsor after the giveaway winner has been announced.*



meet the local behind
THIS IS RiNo DENVER

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

This Media Kit has 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@thisisrinodenver.com or call / text: [949.939.0183](tel:949.939.0183)

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