



DOPE KITCHEN

COOKING + COMEDY + CANNABIS

MEDIA KIT NOVEMBER 2020





ABOUT DOPE KITCHEN

My mission is to break the stereotype of what it means to be a “stoner.” I am healthy, active, I care about what goes into my body, and I’m the opposite of lazy. And just because I’m a stoner, doesn’t mean I sit on my couch watching cartoons while eating an entire bag of Flamin’ Hot Cheetos. I inspire people to put some real care and consideration into what goes into their body even when they’re baked – because whether you’re stoned or stone cold sober, you should be nourishing your body with simple, approachable meals and snacks!

My goal is to spread positive vibes by sharing with my audience my favorite healthy meals, encouraging self-love by showing my fans how to have fun while promoting healthy habits for the mind, body, and soul. My channel is never pretentious and always a good time, with subtle, brand-safe, references to the cannabis products I use to inspire creativity in the kitchen. I am proud to genuinely represent who I am and all aspects of my personality – from the goofy, to the emotional, to the determined strong powerlifting badass, and everything in between. I’m happy to partner with brands who support my unapologetic representation of comedy, cooking, and cannabis, all wrapped in one chill package!



SOCIAL CHANNELS + AUDIENCE

359K TikTok followers as of November 2020
(launched April 2020, 1-3 posts per week)

53K Instagram followers as of November 2020
(launched June 2020)

91.3% Female followers
across TikTok + IG

13.1% Instagram Engagement Rate
(Engagements / Reach)

230K Average Views per Video on
TikTok in October 2020

SPONSORED CONTENT



COCOGOODSCO

TikTok, Instagram Feed, and IG Story posts to build brand awareness of their product offerings on Amazon and Shopify.

[TikTok: Custom Recipe](#)

[TikTok: Custom Recipe](#)

[Instagram: Custom Recipe](#)



PAZ PACKS CBD

TikTok and Instagram custom content to help push their charitable donation initiative in September + October. Lead to over \$1,000 in sales (approx. 50 uses of my brand affiliate discount code).

[Instagram: Post](#)

[TikTok: Custom Recipe](#)



THRIVE MARKET

Custom TikTok video content to promote membership offerings and benefits.

[TikTok: August/September Campaign](#)

[TikTok: October Campaign](#)



BLK WATER

Custom TikTok video content to build brand awareness and new product offering.

[TikTok Video](#)



BRAND AFFILIATES

I have partnered with brands that I love and use on a daily basis to offer affiliate links or discount codes to my audience. I post as often as I'd like to drive sales and earn commissions.

MANTA: SLEEP MASKS

- ▶ Over \$1.9k in sales from 4 organic IG Story posts.

RP STRENGTH: MEAL PLAN APP + MEAL PLAN/WORKOUT TEMPLATES

- ▶ Over \$2.3K in sales from August 1–October 31, 2020.

GOLI NUTRITION: APPLE CIDER VINEGAR GUMMIES

- ▶ Over \$2.5k in sales since late September 2020 from 4 organic IG Story posts



LET'S COLLABORATE!

IG STORY CONTENT

\$100-\$250

Minimum 4 slides, I can offer full product reviews, product demonstrations, custom recipes with screenshot-able recipe cards, brand @ mentions and a swipe up to web page.

INSTAGRAM FEED POST

\$550-\$750

I can offer one static image post, one video post, a static image carousel post, or a carousel post with a combination of video + images. Brand tags and my genuine experience with your products in the caption.

INSTAGRAM FEED POST + IG STORY CONTENT

\$600-\$850

Includes all of the above offerings.

TIKTOK CONTENT

\$250-\$500

Custom recipe featuring your product. Includes 1 verbal brand call-out, @ mention, and product visibility. On the higher end, I can offer additional verbal call-outs (such as product benefits) and link in bio.

TIKTOK CONTENT + INSTAGRAM FEED / IGTV

\$850

Same offering as TikTok content, but also distributed to my Instagram Feed or IGTV with brand tags and my genuine experience with your products in the caption.

TIKTOK CONTENT + INSTAGRAM FEED or IGTV + IG STORY

\$900-\$1000

Same offering as TikTok + IG feed / IGTV content, but with the addition of a custom IG Story. IG Story can include a "behind the scenes" look at the production of the recipe, my genuine product testimonial, screenshot-able recipe cards, and swipe-up to web page.



CONTACT INFO

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Home address provided upon request, if product shipments cannot be sent to a PO Box



THANK YOU

+

STAY DOPE

NICOLE

