

MEDIA KIT
2018





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2017 / 2018

A B O U T U S

Rise Collaborative covers the culture, art, history and people all over Buffalo through its blog, photos, videos, podcasts, and mixes entertainment and arts with social and economic justice inside its semiannual magazine, *No Boundaries*. We sell apparel and throw kickass parties, too. Because of the brand we've built through producing all that content and throwing those events, we have become a successful platform for paid influencer content for large and small businesses.

O U R A U D I E N C E

Followers of Rise Collaborative are advocates of Western New York. They want to see the cities thrive just as much as we do. Our audience comes to us to be informed about issues happening that are both a hindrance and a catalyst to the region's successes and setbacks, alike. They're eager to explore, dance, shop, read, listen and watch while learning about new places, organizations and events.



OUR COMBINED FOLLOWING

INSTAGRAM

9,000+

FACEBOOK

3,600+

TWITTER

1,600+

SIGNATURE EVENTS

Rise coordinates and promotes an ongoing series of dance parties in the city throughout the year. We rotate themes like 90s Halloween to late 2000's indie dance music, with new local DJ's, bands, and venues for every party.

Sponsor packages include opportunities to be named in every event promotion, table at the event itself, raise banners, present costume awards, and more.

Sponsor levels determined by each event's theme and venue capacity.





P R O M O T I O N A L E V E N T S

IRISH CLASSICAL THEATRE COMPANY Since 2014, Rise has been an avid supporter and promotional partner of small businesses. Tapping its growing follower base on social media, Rise uses photo shoots and video production to promote events, happy hours and parties at local storefronts, bars and restaurants. Businesses are able to get their product, services, and/or staff directly in front of a new audience of potential customers.

Local businesses like Buffalo Proper on Franklin Street, Renew Bath & Body on Elmwood Avenue, Irish Classical Theatre Company on Main Street, and Billy Club on Allen Street have employed Rise to throw events inside their facilities with heavy promotion in advance and special offerings during each event.



IRISH CLASSICAL THEATRE COMPANY | 15,800 VIEWS

[VIDEO ONE](#) | [VIDEO TWO](#) | [VIDEO THREE](#)



P R O M O T I O N A L E V E N T S

HATCHETS & HOPS “Hatchets and Beer? That doesn’t sound like a good mix.” Was the common refrain from the masses when H&H opened up shop on Main Street, downtown. Rise developed a plan to counter that narrative by inviting 12 ad agencies in for a tournament, even going so far as to design the invitations ourselves. Our cameras captured the fun, alongside the safety measures taken by the H&H team throughout the night to help our audience understand what a great mix hatchets and beer could be. Those in attendance had a blast, and the videos on social media were well-received by a massive audience.



HATCHETS & HOPS INDUSTRY INVITATIONAL

FACEBOOK: 9,400 VIEWS INSTAGRAM: 1,800 VIEWS

[VIDEO](#)



PROMOTIONAL EVENTS: CASE STUDY

BILLY CLUB After the initial rush typical of new bars and restaurants in Buffalo faded, Billy Club approached Rise to put on an event that would get a new crowd through their doors on a Thursday night, away from their already popular nights of Friday and Saturday. Rise conceptualized three videos to promote the event. One which would act as a generic promotion of Billy Club, and two others that would run a tutorial on making two different cocktails, featured at the event, “Give Cancer the Bird!”



\$0\$

\$60
BOOST



10,186
VIEWS

[VIDEO ONE](#) | [VIDEO TWO](#) | [VIDEO THREE](#)

Nearly four months after opening, the party led to Billy Club’s highest grossing night in business, while raising money for Roswell Park Cancer Institute at the same time.

PRICING:

Prices vary based on the number of deliverables, specific event etc. A promotion similar to Billy Club’s, with three videos and Facebook event promotion, would start at \$1,500.



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NO BOUNDARIES MAGAZINE

No Boundaries is a semi annual print publication covering arts, culture, history, and food as well as social justice issues. We highlight organizations, leaders and changemakers stimulating positive change in underserved communities, alongside articles about the best WNY has to offer each season. Nearly 40,000 copies of *No Boundaries* have been delivered to over 150 locations in the Buffalo Metro, Niagara Falls and Rochester. It's also available online, and for nationwide subscription.

For details on April 2019's upcoming magazine email: hey@risecollaborative.com





RISE VIDEO SERIES

Through video, photography and blogs covering Western New York's culture, arts, history and entertainment, Rise Collaborative tells thoughtful stories aimed to spark conversation and promote change. When it comes to video, the stories tend to be virally shared, making a perfect opportunity for brands to attach themselves to a story.



28,000
VIEWS

WATCH



12,000
VIEWS

WATCH

Sponsor prices begin at \$500 per video, which includes \$100 used to boost the video on our social platforms.



PODCASTS



LIFTED BY RISE COLLABORATIVE | Short format episodes in NPR-style and quality telling true stories of people breaking boundaries in their communities. Each weekly standalone episode aims to capture a snapshot of the diverse experiences of modern life from veterans fighting PTSD with Sled Hockey, women running for political office for the first time, refugees restarting their lives in America and so much more.

\$400 PER EPISODE

SPONSORSHIP INCLUDES:

- Tagged in every promotion of the podcast
- On-air mention :30 in length that the sponsor can craft
- Additional shout-out at episode conclusion
- Bonus featurette on the sponsor's business to be hosted on the risecollaborative.com blog and shared on social media



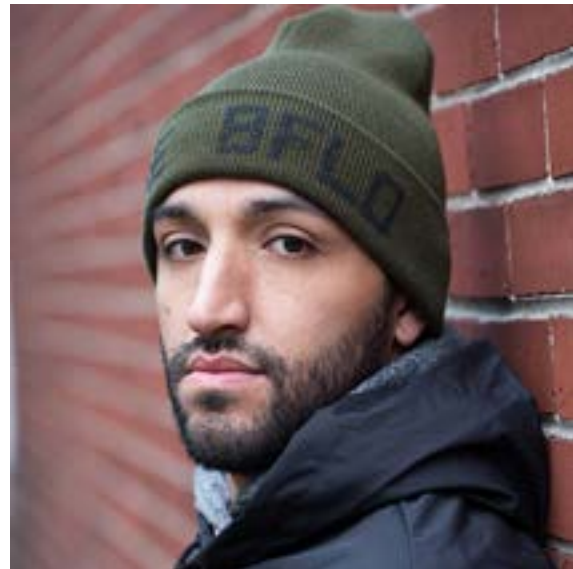
FUNDRAISING PARTNERSHIPS

This is where the “collaborative” of Rise Collaborative comes into play. Rise cares about the organizations it collaborates with, and integrates them as an active partner in its work.

Thousands of dollars have been raised for partners including Open Buffalo and Matt Urban Hope Services through the *No Boundaries* magazine. Not just about the dollars raised, Rise offers a platform for these organizations to tell their stories to a wider audience, cultivating future donors and volunteers.

T-shirt sales have benefitted organizations like GoBike Buffalo and Teach For America Buffalo, and other organizations have received positive press promotion from our blog in advance of their upcoming events and initiatives.

If you’ve got an idea for how to assist a non profit you’re involved with making positive change happen in our city, we would love to learn more about it.



APPAREL DESIGNED IN PARTNERSHIP WITH JERICHO ROAD COMMUNITY HEALTH CENTER TO BENEFIT LOCAL REFUGEES



FEATURE MEDIA PROMOTIONS FOR BUSINESSES

FEATURE BLOG WITH PHOTOS ONLY Rise will write about a specific aspect of your business or organization that resonates with our audience, include photos, and share on all social media platforms. Cost to be determined by scope of work.

INFLUENCER PIECE Creative video format where Rise can develop a storyline that centers around your business' product or services, showing off its capabilities etc while keeping the audience entertained throughout the video. Cost to be determined by scope of work.



\$0\$

\$1600
BUDGET



48,000
VIEWS

M & T BANK M&T Bank and Rise developed a storyline to highlight one of their business banking clients in Sean Wrafter while also displaying the bank's own services in a format that Rise's audience found interesting and informative.

[WATCH HERE](#)



FEATURE MEDIA PROMOTIONS FOR BUSINESSES

LOVE IN MOTION YOGA Shortly after Love in Motion Yoga opened, they wanted to show how their facility as welcome to those new to yoga. Together, Rise and Love in Motion developed a 3-part video series that highlighted the facility, gave basic instruction, and introduced the team.



15,700
VIEWS

LOVE IN MOTION YOGA

[VIDEO ONE](#) | [VIDEO TWO](#) | [VIDEO THREE](#)



OUR PARTNERS

