“THE INFLUENCER MARKETING INDUSTRY IS ON TRACK TO BE WORTH UP TO $15 BILLION BY END OF 2022 UP FROM AS MUCH AS $8 BILLION IN 2019”
- BUSINESS INSIDER
Every social platform attracts influencers to some degree, but Instagram is the gold standard for the group.

4 in 5 brands predominantly tap Instagram for influencer campaigns
There are two primary ways of categorizing influencers:

1. **Reach**: Ads featuring well-known celebrities invoke higher emotional intensity and deeper memory encoding than standard TV ads.

2. **Niche**: Brands can leverage relevant niche influencers to more intentionally target audiences.
NBCU is home to both the reach and the niche – and they’re all part of our One Platform influencer network
All NBCU talent is organized within one unified destination to easily match your brand with the right influencer.
1. Log onto the Talent Room
2. Search talent by passion point, audience, brand goals, and submit request
3. Partner with NBCU talent management and creative partnerships teams to cast the right influencers
4. Brand provides all creative assets and direction and NBCU works with the influencers and brand to produce
5. Activate on talent handles, optimize and measure performance
TIERED PACKAGES

TOTAL COMPENSATION *Non-SAG

BASED ON 0-250K FOLLOWERS

**TIER 1**

TOTAL COMMITMENT: $35K (rounded)

$8K – Talent
$25K – Social Media

BASED ON 250-500K FOLLOWERS

**TIER 2**

TOTAL COMMITMENT: $55K (rounded)

$18K – Talent
$35K – Social Media

BASED ON 500K-1M FOLLOWERS

**TIER 3**

TOTAL COMMITMENT: $80K (rounded)

$33K – Talent
$45K – Social Media

BASED ON 1M-1.5M FOLLOWERS

**TIER 4**

TOTAL COMMITMENT: $110K (rounded)

$53K – Talent
$55K – Social Media

BASED ON 1.5M+ FOLLOWERS

**TIER 5+**

TOTAL COMMITMENT: $150K-$1M+

TBD – Talent
TBD – Social Media

Creative Assumptions: client provides all creative assets, content, and direction;
Talent fees include 25% payroll fee
OVERVIEW OF SERVICES // SERVICES REQUIRED

Maximum (5) consecutive hours shoot day
Talent to self-shoot in their home
- NBCU to provide: Editing Assistance (as needed), and supplemental light and tripod as needed

Hours exclusive of hair, make-up & wardrobe
- Talent to provide their own hair, make-up, and wardrobe

(1) 1-Hour remote Tech Rehearsal on mutually agreed upon date/time

USAGE:

Digital/social usage on the following for the duration of the Term
- Websites, apps, digital distribution channels, and social media accounts of NBCU’s and Peacock’s networks/shows/properties, the Brand/Advertiser, NBCU’s and Peacock’s digital partners (e.g., Buzzfeed), and other talent; and includes the ability to use as pre-roll, use with paid media/amplification and/or rich media overlays, re-post/share (including with additional copy), and mention/tag Artist

Term for all usage: (4) consecutive weeks from the date of first exhibition

SOCIAL POSTS

Talent to post 4 social media postings from personal handle, with content/copy (spots, gifs or memes), including hashtags, tagging networks, Advertiser, or any NBCU/Advertiser properties, with timing and platform to be mutually agreed upon (in adherence with social/legal guidelines, approved by NBCU and Advertiser). Advertiser and talent to have mutual approval over copy and content of the social post.

NBCU and Advertiser can repost (including with additional copy)
Talent social posts and tag talent on approved social media handle(s)

Talent to provide performance metrics from social postings as requested by NBCU in connection with the Program
TIER 1

BASED ON SOCIAL FOLLOWING: 0-250K

LENGTH OF TERM 1 MONTH

EXCLUSIVITY WINDOW 1 MONTH

SOCIAL 4 POSTS

Joe Minoso, Chicago Fire
Matt Iseman, American Ninja Warrior; ANW Jr.
Dayna Isom Johnson, Making It
Zanna Rassi, Countdown to the Red Carpet
Joe Minoso, Chicago Fire
Matt Iseman, American Ninja Warrior; ANW Jr.
Dayna Isom Johnson, Making It
Zanna Rassi, Countdown to the Red Carpet

Chris Redd, SNL; Kenan; The Bustdown
Erin Bradshaw, Bradshaw Bunch
Justin Sylvester, Daily Pop
Hunter March, Nightly Pop
Chris Redd, SNL; Kenan; The Bustdown
Erin Bradshaw, Bradshaw Bunch
Justin Sylvester, Daily Pop
Hunter March, Nightly Pop

Geoffrey Mac, Bravo’s Project Runway
Chris Scott, Bravo’s Top Chef
Zuri Hall; Access Hollywood; American Ninja Warrior
Daryn Carp, Bravo
Geoffrey Mac, Bravo’s Project Runway
Chris Scott, Bravo’s Top Chef
Zuri Hall; Access Hollywood; American Ninja Warrior
Daryn Carp, Bravo

Leva Bonaparte, Southern Charm
Glenn Shepherd, Below Deck Sailing Yacht
Alice Wetterlund, Resident Alien
Gisella Aboumrad, La Suerta De Loli
Leva Bonaparte, Southern Charm
Glenn Shepherd, Below Deck Sailing Yacht
Alice Wetterlund, Resident Alien
Gisella Aboumrad, La Suerta De Loli

Carlos Adyan, En Casa Con Telemundo
Jennifer Aydin, Real Housewives of New Jersey
Scott Evans, Access Hollywood; America’s Big Deal
Heather Gay, Real Housewives of SLC

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TIER 2

BASED ON SOCIAL FOLLOWING:
250K-500K

LENGTH OF TERM
1 MONTH

EXCLUSIVITY WINDOW
1 MONTH

SOCIAL
4 POSTS

Erin Lim Rhodes, The Rundown
Echo Kellum, Grand Crew
LaRoyce Hawkins, Chicago P.D.
Bowen Yang, Saturday Night Live
Rutledge Wood, Multi-Sport Reporter
Kara Killmer, Chicago Fire
Kara Killmer, Chicago Fire

Timothy Omundson, Psych Franchise
Heather Altman, Million Dollar Listing LA:
Shayna Baszler, Monday Night RAW
Dolores Catania, Real Housewives of New Jersey
Robyn Dixon, Real Housewives of Potomac

Karen Huger, Real Housewives of Potomac
Dexter Darden, Saved By The Bell
Emily Simpson, Real Housewives of OC
Amanda Batula, Summer House
Sanya Richards-Ross; Olympic Commentator, Real Housewives of Atlanta

Lindsay Hubbard, Summer House
Captain Lee Rosbach, Below Deck
Ester Dean, Clash of the Cover Bands
Drew Sidora, Real Housewives of Atlanta
Kara Killmer, Chicago Fire

Drew Sidora, Real Housewives of Atlanta
**TIER 3**

**BASED ON SOCIAL FOLLOWING:** 500K-1MM

**LENGTH OF TERM**
1 MONTH

**EXCLUSIVITY WINDOW**
1 MONTH

**SOCIAL**
4 POSTS

- **Tom Schwartz**, Vanderpump Rules
- **Chloe Fineman**, Saturday Night Live
- **Renee Elise Goldsberry**, Girls5eva
- **Fortune Feimster**, Kenan
- **Johnny “Bananas” Devenanzio**, 1st Look
- **Johnny Weir**, Olympic Commentator
- **Tara Lipinski**, Olympic Commentator
- **Alice Braga**, Queen of the South
- **Julie Chrisley**, Chrisley Knows Best
- **Jorge Bernal**, Suelta la Sopa; La Voz
- **Shep Rose**, Southern Charm
- **Paige DeSorbo**, Summer House
- **Captain Sandy Yawn**, Below Deck Med
- **Gizelle Bryant**, Real Housewives of Potomac
- **Nicole Byer**, Grand Crew
TIER 4

BASED ON SOCIAL FOLLOWING:
1MM-1.5MM

LENGTH OF TERM
1 MONTH

EXCLUSIVITY WINDOW
1 MONTH

SOCIAL
4 POSTS

Garcelle Beauvais, Real Housewives of Beverly Hills

Stephen “tWitch” Boss, Ellen’s Game of Games; Clash of the Cover Bands

Mariana Seoane, La Suerta De Loli

Mariana Seoane, La Suerta De Loli

Shannon Beador, Real Housewives of OC

Maryse Mizanin, Miz & Mrs.

Fredrik Eklund, Million Dollar Listing NY

Charlotte Flair, Monday Night RAW; NXT

Titus O’Neil, Monday Night RAW

Finn Balor, NXT

Chase Chrisley, Chrisley Knows Best

Todd Chrisley, Chrisley Knows Best
Build your brand through an authentic relationship with NBCU talent