

TALENT ROOM

NBCUniversal



**“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.



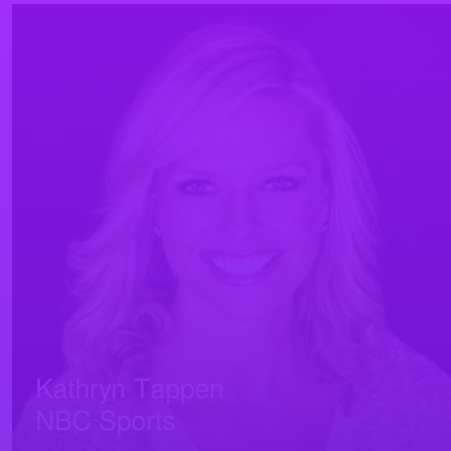
Andres Cantor
Telemundo Deportes



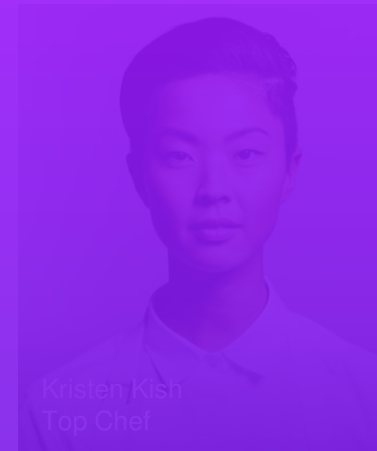
Brittany Cartwright
Vanderpump Rules



Jason Kennedy
In The Room



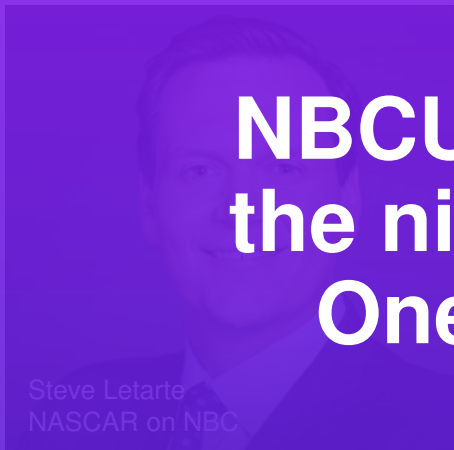
Kathryn Tappen
NBC Sports



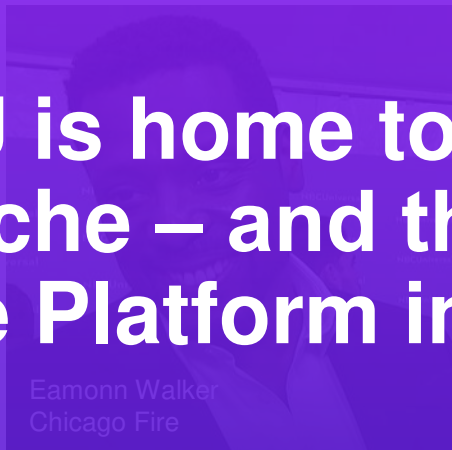
Kristen Kish
Top Chef



May
p Rules



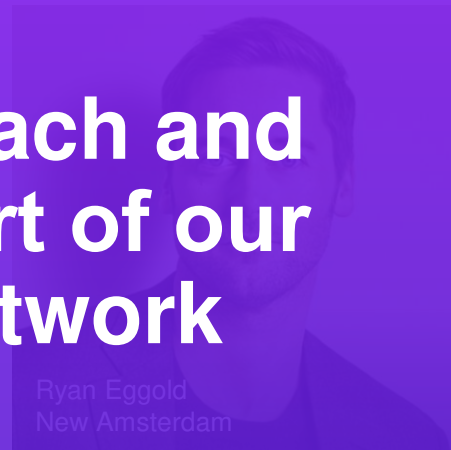
Steve Letarte
NASCAR on NBC



Eamonn Walker
Chicago Fire



Erin Lim
The Rundown



Ryan Eggold
New Amsterdam



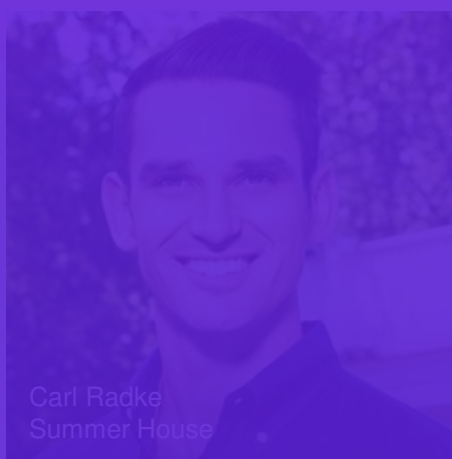
Brandi Redmond
Real Housewives



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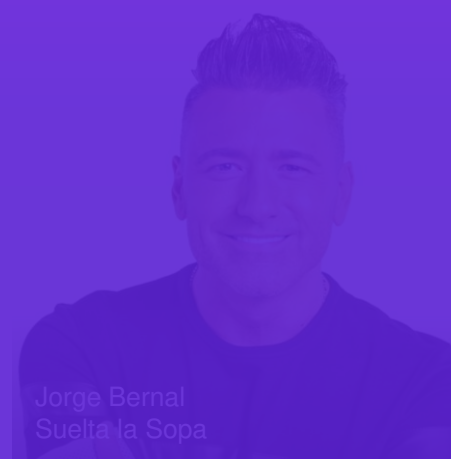
Nastassja Bolivar
LatinX Now



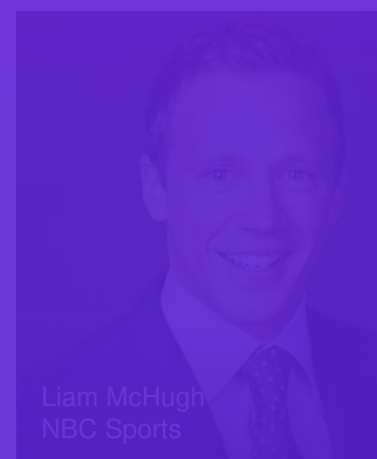
Carl Radke
Summer House



Ana Jurka
Telemundo Deportes



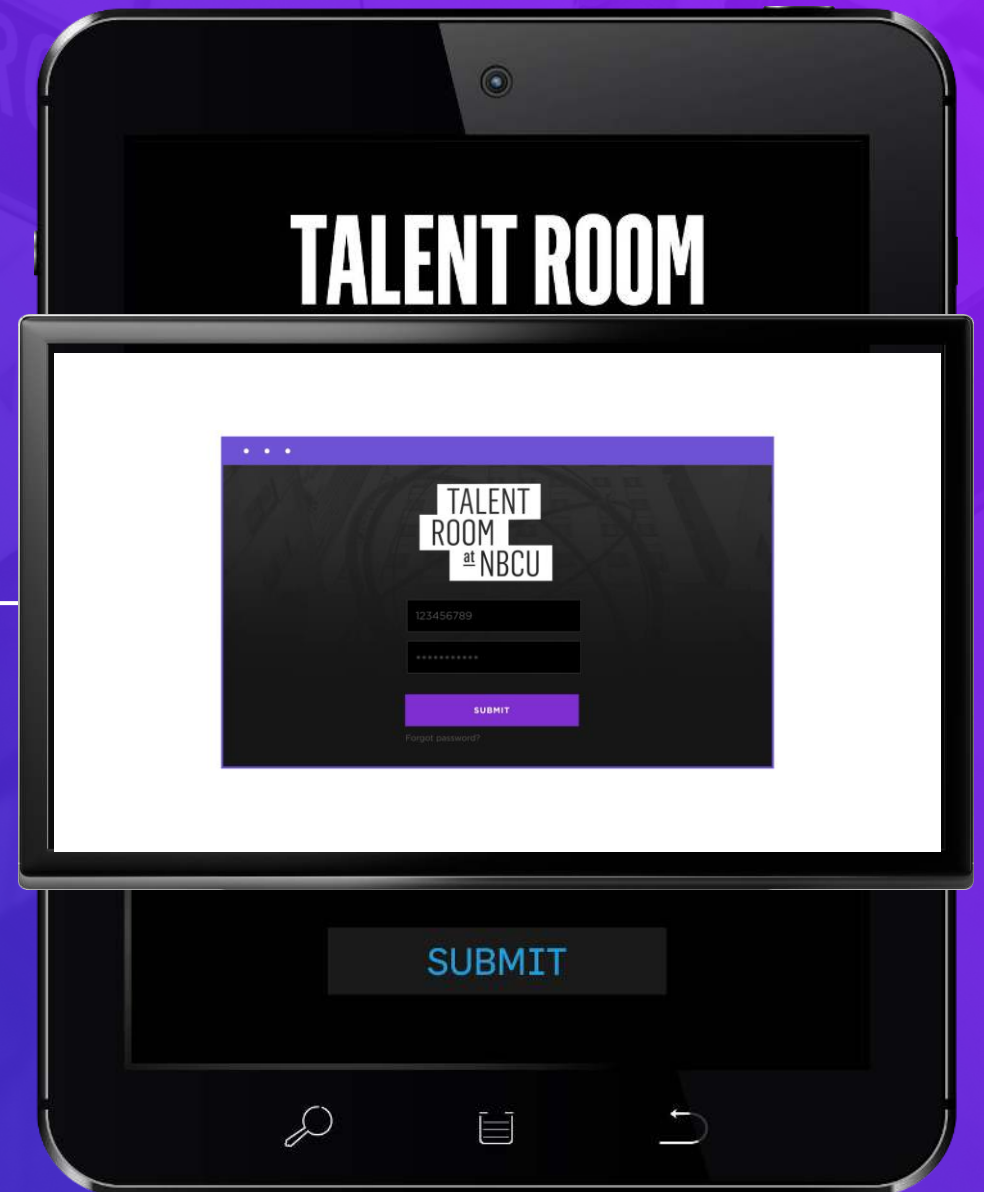
Jorge Bernal
Suelta la Sopa



Liam McHugh
NBC Sports

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**





HOW IT WORKS

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*

THE OFFER

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*



Scott Evans, *Access Hollywood; America's Big Deal*



Chris Redd, *SNL; Kenan; The Bustdown*



Erin Bradshaw,
Bradshaw Bunch



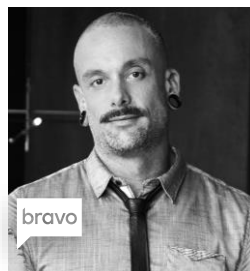
Justin Sylvester, *Daily Pop*



Hunter March,
Nightly Pop



Jennifer Aydin, *Real Housewives of New Jersey*



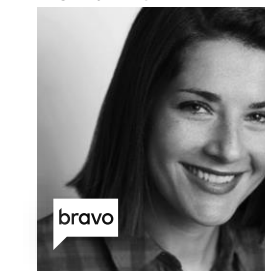
Geoffrey Mac, *Bravo's Project Runway*



Chris Scott,
Bravo's Top Chef



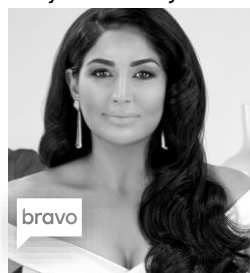
Zuri Hall; *Access Hollywood; American Ninja Warrior*



Daryn Carp, *Bravo*



Heather Gay, *Real Housewives of SLC*



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*

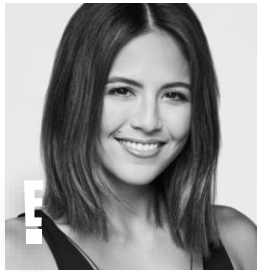
TIER 2

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*



Timothy Omundson, *Psych Franchise*



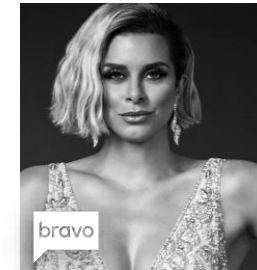
Heather Altman, *Million Dollar Listing LA*



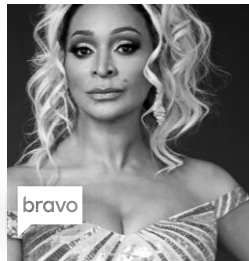
Shayna Baszler, *Monday Night RAW*



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*



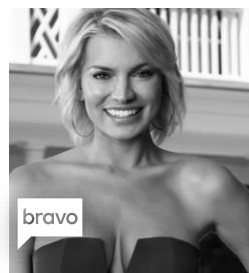
Emily Simpson, *Real Housewives of OC*



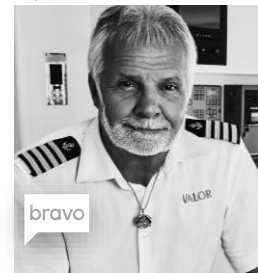
Amanda Batula, *Summer House*



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*

TIER 3

BASED ON SOCIAL FOLLOWING:
500K-1MM

LENGTH OF TERM
1 MONTH

EXCLUSIVITY WINDOW
1 MONTH

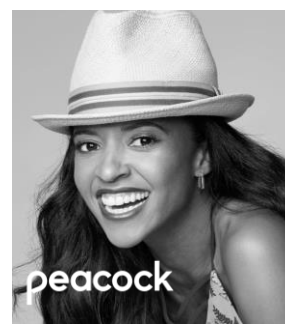
SOCIAL
4 POSTS



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



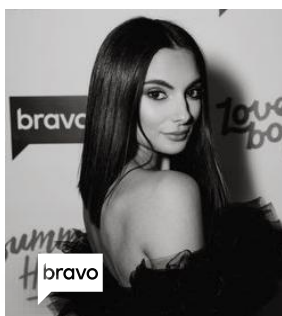
Julie Chrisley, Chrisley
Knows Best



Jorge Bernal, Suelta la
Sopa; La Voz



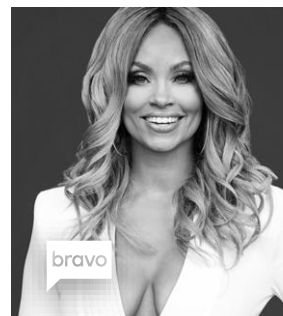
Shep Rose, Southern
Charm



Paige DeSorbo,
Summer House



Captain Sandy Yawn,
Below Deck Med



Gizelle Bryant, Real
Housewives of Potomac



Nicole Byer, Grand Crew

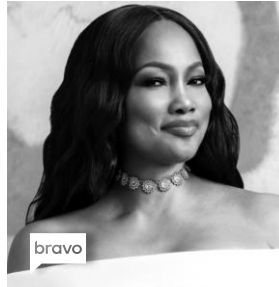
TIER 4

BASED ON SOCIAL FOLLOWING:
1MM-1.5MM

LENGTH OF TERM
1 MONTH

EXCLUSIVITY WINDOW
1 MONTH

SOCIAL
4 POSTS



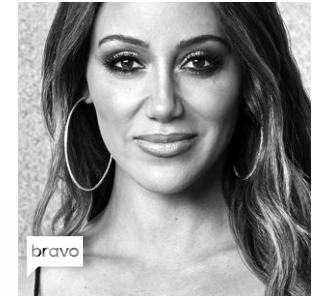
Garcelle Beauvais, *Real Housewives of Beverly Hills*



Stephen "tWitch" Boss, *Ellen's Game of Games; Clash of the Cover Bands*



Mariana Seoane, *La Suerta De Loli*



Melissa Gorga, *Real Housewives of New Jersey*



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*

A photograph of two women sitting at a wooden table in a cafe. The woman on the left is wearing a blue denim shirt and the woman on the right is wearing a red sweater. They are both smiling and looking at a tablet held by the woman in the red sweater. There are white coffee cups on the table. A purple semi-transparent banner is overlaid across the middle of the image, containing white text.

**Build your brand through an authentic
relationship with NBCU talent**