

THE golden ROAD



MEDIA KIT | 2022

HI, WE ARE MATT & GRACE



We are The Golden Road! In 2020 we Walked Across America which brought us our social media family. After that, we purchased a short bus that we turned into our home on wheels! In the summers/spring/fall we are either doing long hikes or spending at least 30 days in each of the 50 states with our bus, Timmy. This winter we are staying in a new state, Delaware! We believe social media should be used to spread positivity, create change and make an impact. Our mission is to inspire others to find love in the little things.

Let's inspire people together.

ADVENTURE TRAVELERS, COMMUNITY LEADERS

COLLABORATIONS

A few project highlights to give you an idea
of what we do, and who we do it for.





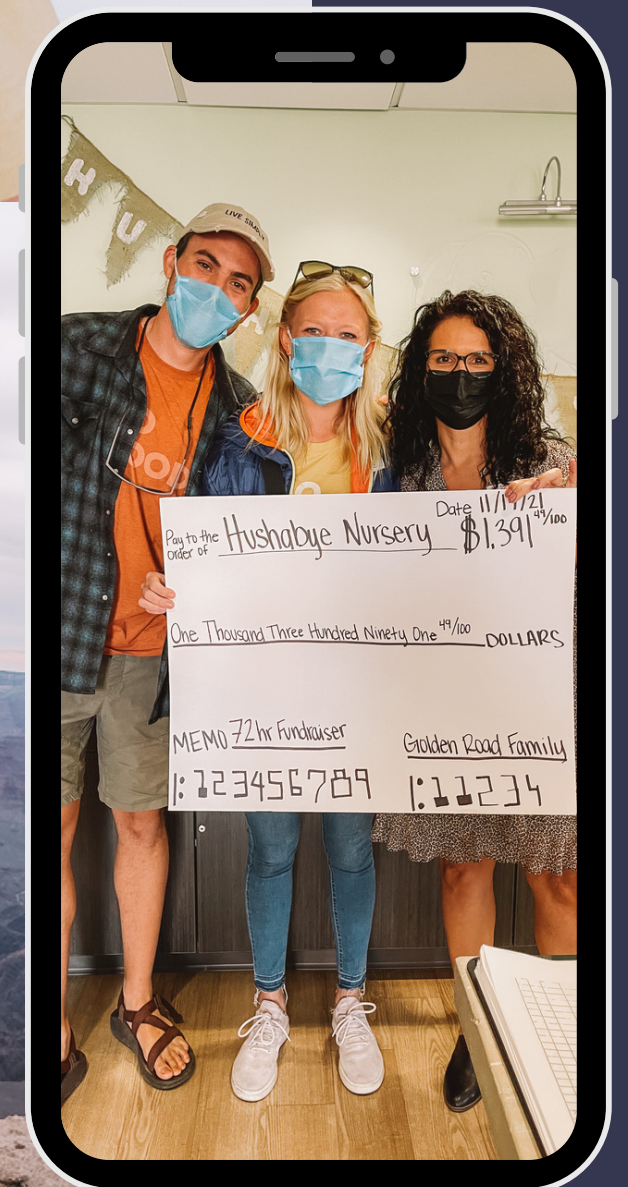
CO-OP MARKET

Co-op Market is an online marketplace for clean, responsible living. They work with brands that believe the same and have more than 10,000 products available. We are helping more people learn about the co-op market by sharing different products we use in our day to day life on the road & sharing recipes we try in video format.



COTOPAXI

Cotopaxi is an outdoor gear company that creates sustainable gear. They also believe in doing good around the world. As ambassadors we bring their bright colors into our wardrobe & share what doing good means to us.





ANGRY ORCHARD

Angry Orchard is a hard cider company based out of New York. As one half of The Golden Road is allergic to gluten, we couldn't wait to jump on board! We showcased the cold cider as a great treat after working hard to renovate our bus.

HOTEL MCCOY



HUNTSVILLE
TOURISM



WHO FOLLOWS MATT & GRACE?



14K+
followers



32K+
followers



3K+
followers



374K+
followers

@THEGGOLDENROAD ON ALL SOCIALS

We share our adventures online with our community of over **424,000** people from around the world. Followers of our work are **travelers**, **dreamers**, and **eco-minded**.

Social media collaborations are developed in partnership with the client to ensure we **capture an authentic story**, make it **accessible**, and reach the **right people**.

A man and a woman are running barefoot on sand dunes. The man is on the left, wearing a brown long-sleeved shirt and light blue pants. The woman is on the right, wearing a blue and orange jacket and a green hat. A small dog is running between them. The background is a vast, hazy landscape of sand dunes under a bright sky.

WHO FOLLOWS MATT & GRACE?

81%

identify as women

30%

age 25-34

TOP 3 COUNTRIES

usa • canada • uk

SERVICES

Content Creation • Image Licensing • Creative Direction •
On-camera Talent • Social Media Collaborations • Sponsored
Giveaways • Product Testing • Brand Ambassadorship • Brand
Consultation • Public Speaking



2022 RATES

Instagram

STATIC POST \$1,386

4 SLIDES STORIES \$1,386

REEL \$2,693.12

Instagram Giveaway

\$400 ADD-ON

TikTok

\$3,000/POST

Facebook

\$200/POST

Brand Content Creation

\$750/REEL OR TIKTOK

Image Licensing

TERM-SPECIFIC: PLEASE INQUIRE





GET IN TOUCH

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Looking forward to chatting soon!