



SOCIAL MEDIA INFLUENCER PHOTO SHOOT

The Idea:

Bring 5 Instagram influencers up for 5 nights as a content creation experiment. Select them based on how they match our style, and their overall feel – not followers or any other PR metric.

Give them a list of 30-40 potential spots, each with some photo reference to give them a feel for the spot, a map with all of the locations on it, and a note whether it's open, drop-in, or if they need to have us make arrangements (examples: Russian Gulch State Park, Lost Coast, B Bryan Preserve*, Leonard Lake*, Orr Hot Springs*, Montgomery Woods, Drive-Thru Tree, Bowling Ball Beach, Cow Mountain, Vichy Springs*, Glass Beach, Skunk Train*, Botanical Gardens*, Hendy Woods, Point Arena Lighthouse*, Point Cabrillo Lighthouse*, Seaside Beach, Ricochet Ridge*, Van Damme State Park, MacKerricher, Temple of Kwan Tai*, Catch-a-Canoe*, Pygmy Forest, EcoTerra*, Campovida*, City of Ten Thousand Buddhas*, Lake Mendocino, Eel River Rafting*, Stornetta Public Lands, Manchester State Park, Apple Farm*).

Line up 4-5 models for the week, and have them all 'on call' for the photographers as needed.

Offer to let them bring a guest if they want, ideally a model they can use in imagery.

Expectation is at least 20 images from each photographer, ideally more.

We cover lodging, potentially a couple of meals and a \$750 stipend.

Total budget \$4500 for five photographers and models.