**From:** Rachel Kawate
**To:** Rebecca Engum
**Subject:** Re: Visit Great Falls x Rachel Kawate Content Partnership
**Date:** Friday, March 21, 2025 9:02:42 AM
**Attachments:** image001.png

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Hi Rebecca,

There are many exciting aspects of Great Falls that I know my audience would love to see!

First of all, the natural beauty with all of the incredible state parks, dams, waterfalls, and river views would be amazing to experience and would make for some gorgeous content.

The murals and art museum would be another big draw for us and our audience as we very much admire local art.

Additionally, the farm to table food and drink culture in Great Falls would be incredible to experience and highlight!

Finally, if the timing is right, the Montana State Fair sounds like a great event and we would love to cover the food, activities, and culture of the fair.

Are there any priority aspects of Great Falls that you are interested in being highlighted?

Best,
Rachel

On Thu, Mar 20, 2025 at 9:46 AM Rebecca Engum <Rebecca@visitgreatfalls.org> wrote:

> Rachel:
>
> What about Great Falls excites you most to create content around?
>
> 
>
> REBECCA ENGUM, CDME
>
> Executive Director
>
> Great Falls Montana Tourism

15 Overlook Drive, Great Falls MT 59405

**Basecamp:** 406-761-4436 **Mobile:** 406-750-1198

Email: Rebecca@VisitGreatFalls.org Web: www.VisitGreatFallsMontana.org

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**From:** Rachel Kawate <rkawate.business@gmail.com>
**Sent:** Wednesday, March 19, 2025 11:08 AM
**To:** Rebecca Engum <Rebecca@VisitGreatFalls.org>
**Subject:** Re: Visit Great Falls x Rachel Kawate Content Partnership

Hi Rebecca,

Just wanted to follow up on my email last week. I would love to get your thoughts on my proposed ideas and chat about ways we could work together.

What would be most helpful for you?

Best,

Rachel

On Thu, Mar 13, 2025 at 2:07 PM Rachel Kawate <rkawate.business@gmail.com> wrote:

> Hi Rebecca,
>
> Hope your week is going well! My name is Rachel Kawate, and I am a travel content creator based in Chicago. I'm reaching out because I'm working through a series to spotlight summer getaway destinations.
>
> From your FY25 Marketing Plans, I see that Chicago/LA are included in your target fly markets and DINKs are a primary psychographic target. This aligns perfectly with my audience demographics as Chicago and LA are among the top 3 cities my followers are from (with NYC also in the top 3). Additionally, my husband and I are DINKs, therefore

can make authentic content around DINK travel in Great Falls!

I plan to be in Great Falls this summer and would love to work together to cover the area and highlight seasonal activities. Some initial ideas I had:

- Dedicated IG posts/reels/stories on @rachelkawate for Visit Great Falls (600K+ organic reach in the last 30 days)
- Content creation (photos/videos) for your use (you would own usage rights)

Is this something you would be interested in partnering with me on? I've attached my media kit and two travel case studies for your review. You're also welcome to see examples of my work here. Let me know how I can best support you!

Looking forward to hearing from you,

Rachel

--

**Rachel Kawate**

*Content Creator*

e: rkawate.business@gmail.com

Instagram | Portfolio | LinkedIn

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# Rachel Kawate

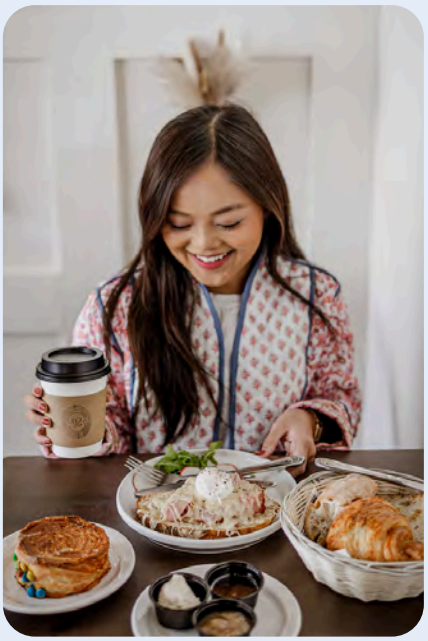


## TRAVEL & LIFESTYLE CREATOR

Klear-Verified Travel Expert

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IG: @rachelkawate
W: rachelkawate.com
E: rkawate.business@gmail.com

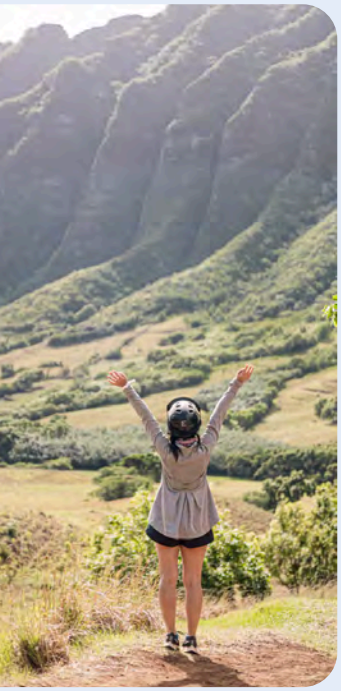
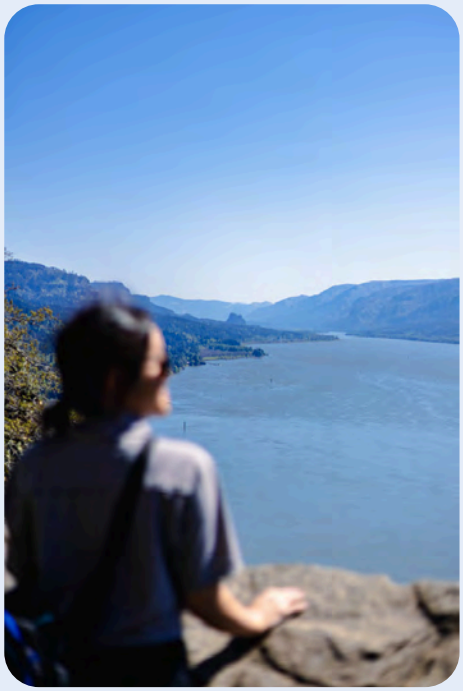





# ABOUT

Rachel Kawate is a travel and lifestyle creator based in Chicago. Through her content, she strives to inspire others to be the best version of themselves and encourage growth and exploration. On her platform, you'll find travel recommendations, lifestyle tips, and more!

As a growth marketer turned content creator, she understands brands' needs and works closely with them to help them reach their goals.

# TESTIMONIALS

"Your content is **incredible** and laid out to **perfection**. You have **truly captured everything and more** and it looks **fantastic**." - East Coast DMO

"**WOW**. This is so **professional and well done**. All of the content looks **fabulous.**" - Midwest DMO

"Everything looks **AMAZING** - we are **obsessed** with the photos. We are already excited for your next visit!" - Midwest DMO

"**Your content is always spot on**! Absolutely love the creativity behind the reel. The team really loves your content." - Restaurant

# ACCOUNT INSIGHTS

*In recent 6 months data from Klear

| 50K+ | 600K+ | 2-5% | 9K+ |
|---|---|---|---|
| IG followers | IG organic reach last 30 days | IG average eng. rate | TT, YT, and Threads followers |





# BRAND PARTNERSHIPS

CHICAGO CHOOSE CHICAGO

1BERKSHIRE

VISIT VANCOUVER WASHINGTON

VISIT Austin

Wilmington and The Brandywine Valley

BARDSTOWN AGING SINCE 1780

THE SAN FRANCISCO Peninsula

VISIT SAVANNAH EST. 1733

# AUDIENCE INSIGHTS

Authenticated Instagram demographics via Klear

### GENDER

**85%**

women

### TOP COUNTRIES

USA.....60%
UK.....3%
CA.....3%
IMD.....3%
Other....31%

### TOP CITIES

Chicago...32%
NYC.....29%
LA.....12%
Houston.....6%
Other.....21%

### INTERESTS

Travel
Food
Lifestyle
Fashion

### AGE

19% 18-24
39% 25-34
25% 35-44

# Rachel Kawate

TRAVEL CASE STUDY

MICHIGAN DMO

## Campaign Objectives

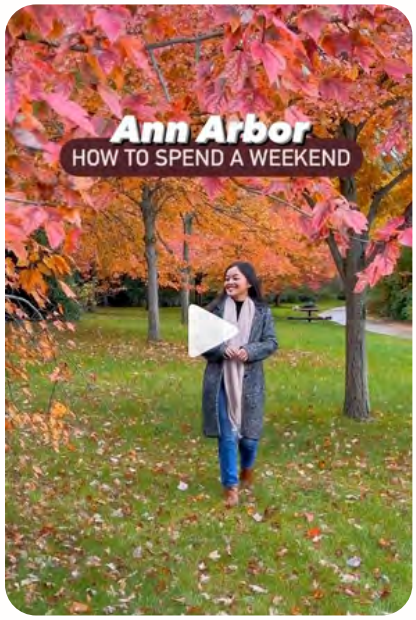
- Promote and highlight the area's attractions and local businesses during the fall and spring seasons via Instagram posts
- Capture beautiful and high-quality photography for the DMO to use for marketing purposes

## Results

The client **highly praised** Rachel's work, and described it as "**Wow**...this is **awesome**...you did a **fantastic job** of highlighting your weekend and showcasing the businesses you visited."

| | | |
|---|---|---|
| **180K+** | **130K+** | **3,500+** |
| Total Impressions | Accounts Reached | Total Likes |
| **2,200+** | **1,800+** | **160+** |
| Total Shares | Total Saves | Total Comments |










Rachel Kawate

# Visit Great Falls Packages

Prepared for:
**Rebecca Engum**
**Great Falls Montana Tourism**

IG: @rachelkawate | W: rachelkawate.com | E: rkawate.business@gmail.com

# COLLABORATION DELIVERABLES #1

| DELIVERABLE | QUANTITY |
| --- | --- |
| Instagram Sponsored Posts | 1 x Collaborative reel post (cross-post to YT and TT)<br>1 x Collaborative carousel photo post<br>Stories throughout visit (10-15 frames) |
| **Total Cost** | **$3,500**<br>**Comped lodging, meals, and activities for two** |

*Price includes planning, filming, editing, two rounds of revisions, and reporting.*

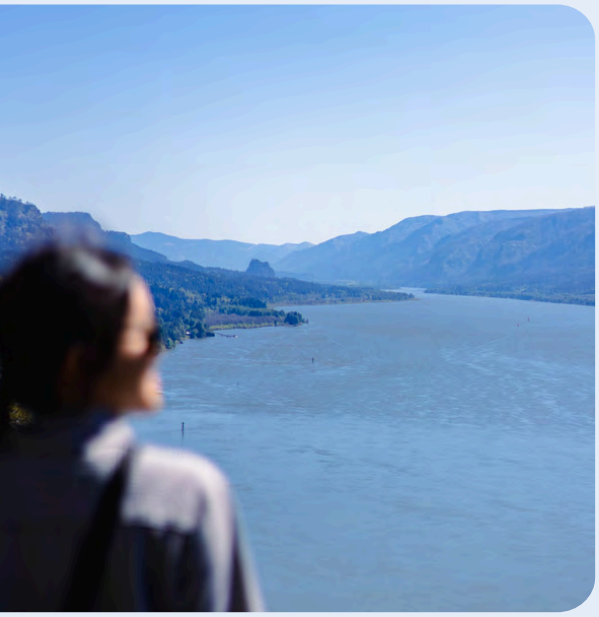
*Whitelisting and Exclusivity are not included.*





# COLLABORATION DELIVERABLES #2

| DELIVERABLE | QUANTITY |
| --- | --- |
| Instagram Sponsored Posts | 1 x Collaborative reel post (cross-post to YT and TT)<br>1 x Collaborative carousel photo post<br>Stories throughout visit (10-15 frames) |
| Content Assets<br>(includes full usage rights) | 10 x Photos for brand usage |
| **Total Cost** | **$4,500**<br>**Comped lodging, meals, and activities for two**<br><br>*Price includes planning, filming, editing, two rounds of revisions, and reporting.*<br><br>*Whitelisting and Exclusivity are not included.* |





# COLLABORATION DELIVERABLES #3

| DELIVERABLE | QUANTITY |
| --- | --- |
| Instagram Sponsored Posts | 2 x Collaborative reel posts (cross-post to YT and TT)<br>1 x Collaborative carousel photo post<br>Stories throughout visit (10-15 frames) |
| Content Assets<br>(includes full usage rights) | 20 x Photos for brand usage |
| **Total Cost** | **$5,500**<br>**Comped lodging, meals, and activities for two**<br><br>*Price includes planning, filming, editing, two rounds of revisions, and reporting.*<br><br>*Whitelisting and Exclusivity are not included.* |



