

Winter 2016 - 2017 Influencer Expectations

@josephpadiernos (11k followers)

**Objective**

The Society Hotel works with content creators and influencers to strengthen our position in existing markets as well as to test new markets. Currently, our target audience includes budget-conscious, young travelers looking for a “Portland” experience and Oregon locals looking for “staycation” destinations. Our brand makes a concerted effort to acknowledge and celebrate our building and neighborhood’s historical significance. At the same time, we want our visual content to convey that we are a contemporary and fresh take on traditional hotels.

**Compensation**

The Society Hotel will offer accommodations for the dates of Jan. 9 - 13 at one of the following media rates of your choosing:

* Bunk Room (free)
* Queen Standard Private Room ($37/night)
* Suite ($79/night)

Please note that all prices do not include the 12% lodging tax collected by the city of Portland.

**Deliverables**

In exchange for discounted lodging, the influencer will make two posts to their Instagram channel and deliver five copyrighted images for use on the hotel’s proprietary social media**.** Failure to follow through with deliverables will result in the guest being charged full price for their stay.