



Storyteller/Influencer Collaboration Proposal

How Big Is Texas – Diann Bayes

Overview

With 30 years of experience in Texas tourism, destination marketing, and digital storytelling, I offer a powerful, authentic platform to showcase your destination. My audience is engaged and eager to discover new adventures across the Lone Star State.

Deliverables

- Social Media Posts:
 - 3 Facebook posts/stories
 - 3 Instagram posts/stories
 - 2 TikTok stories
 - 1 Pinterest Board with 6-10 pins
 - 1 LinkedIn post on both How Big Is Texas and Diann Bayes
 - 1 X post
 - Engaging captions, hashtags, and photo/video content to boost visibility.
- Photography:
 - 8 High-resolution, professional photos for your use in marketing
 - Shared within the blog and social media content.
 - Additional photos are available at \$15 each or \$50 for five extra photos.

Bonus Evergreen Content

As an added value, your campaign includes:

- How Big Is Texas Blog Post:
 - One professionally written, search-optimized feature on HowBigIsTexas.com highlighting your brand, destination, or event.
 - Includes original photography and call to action.
 - Permanent placement with social sharing
- How Big Is Texas Podcast Segment:
 - Dedicated episode on the How Big Is Texas podcast (small following)
 - Focus on your story, offerings, and unique appeal.
 - Shared across all podcast platforms and promoted via social channels (separate from social media posts listed above)

Timeline

- Project kickoff upon agreement
- Content creation and travel: To be determined between parties.
- Blog and podcast publication: To be determined between parties.
- Social media rollout: To be determined between parties]

Audience & Reach

Your brand will be featured across How Big Is Texas's engaged and growing platforms, reaching highly targeted Texas travel enthusiasts:

- Social Media
 - Facebook: 23,430 followers; 3.5+ million views in 2025; 597K YTD 2026
 - Instagram: 907 followers; 1.46% engagement; 100K+ annual views in 2025; 10,826 views in Jan 2026
 - TikTok: 2,532 followers; 7.11% engagement; 467K views mid-Aug 2025-Dec 31; 64K views in Jan 2026
 - Pinterest: 455 followers; 2,600 monthly views
 - LinkedIn: 3,269 followers and 500+ connections at Diann Bayes; 159 HBIT page started Sept 2025
 - X: 1,363 followers
- Blog and podcast
 - Blog: 1,861 average monthly views 2025; 3,570 views YTD 2026
 - Podcast: 66 avg monthly downloads 2025; 94 monthly downloads Jan 2026; *Very small following, still building the audience*
 - Combined social media reach: 30,500+ followers.

These metrics reflect both the breadth and engagement of my audience, ensuring your brand receives meaningful exposure across multiple channels. ****Gained more than 10,000 followers since Sept 2026. Statistics (as of Feb 12, 2026).*

Investment

- My 2026 partnership packages are structured at a set investment level to guarantee high-production value. I'm happy to send you my fee breakdown once I have a better understanding of your timeline and content needs.

Travel Expenses

- Travel expenses, including mileage, lodging, and meals, are billed separately from the influencer package rate for any projects requiring travel outside my home base in Bullard.
- Mileage is charged at the current IRS rate; lodging and meals are billed at cost with receipts provided. An estimate of travel expenses will be provided before agreement and included on the final invoice.

Why Collaborate with Me?

- Deep Texas roots and 30 years of expertise in rural and community tourism
- Proven track record: Recent client *Visit Garland* was so pleased with the results that they immediately booked additional campaigns.
- Strong social media performance with 4M+ Facebook views and 500K+ TikTok views since the creation of the account in mid-August 2025
- Professional, timely, and collaborative approach

Testimonial

"For nearly two decades, I've watched Diann Bayes elevate destinations through strategic storytelling and stunning photography. Her Garland campaign produced high-engagement, multi-platform content that expanded reach, strengthened brand awareness, and delivered clear value across digital channels." - Veronica Maldonado, Marketing and Communications Manager, Visit Garland

Next Steps

Let's discuss how we can best tell your story and reach your goals! I am happy to tailor the package or add additional services, as needed.