



# EXAMPLE: Partnership Brief for Creators & Brands

## Partnership Objective:

Partner with creators, influencers & other brands to showcase authentic wine-sharing moments integrated with their primary content interests

## Where to Focus:

Pick geography or communities that create visibility rather than spread too thinly

## Interest Categories & Creator Types:

What

### Food & Drink Culture

Culinary experiences, restaurant scenes, home entertaining

### Travel

Local exploration, weekend getaways, cultural experiences

### Entertainment & Pop Culture

Events, music, arts, local entertainment

### Style & Design

Visual storytelling, lifestyle content, design

Who

Chefs, Wine educators, Food Critics, Recipe Developers, Restaurant critics, Professional foodies

Travel Guides, Hotel Reviewers, Local Experience Curators, Cultural Ambassadors

Hosts, Musicians, Artists, Gallery Owners, Festival Organizers

Photographers, Interior Designers, Fashion Influencers, Content Stylists

## Content Direction:

**Authentic Integration** - Natural incorporation of wine-sharing moments within creator's existing content style

**Community Focus** - Emphasis on shared experiences and social connections

**Seasonality** – Tailor content to match the energy of the season, e.g. Spring = outdoor gatherings, picnics, and social reconnections