



Media Kit

FOLIOYVR.COM

& DOUGLAS J. SCAMMELL PRESENT

Vancouver Vices Series

2024

Vancouver Vices Sponsored Series



Meet Douglas

Douglas has been a seasoned tastemaker and stalwart in the men's fashion realm for over a decade. With an unwavering passion for style and an eye for impeccable tailoring, he brings a wealth of experience to the forefront, boasting an extensive knowledge of the latest men's fashion trends. Beyond the sartorial, Douglas is a dedicated attendee of noteworthy events, revelling in the convergence of elegance and culture.

Let us create share-worthy content for your marketing!

- On your Social Media platforms
- Add to your Blog & Press Sections
- Put in Portfolio for Collabs/Investment
- Include in brand Newsletters
- Create .mp4s: YouTube, IG IS, TikTok
- Add to a Press Release
- Add to Your Pitch Deck

All content is pre-paid via e-transfer and must be reserved at least 2-weeks in advance.

VVices Gold:

Let's share the story of your brand from concept to where you are now, founder focus, short interview, beautiful images, and 'where to buy' closing. (\$750+gst)

Included per placement:

- 500-800 words
- 3 question interview
- 3 - 5 Images
- 2 hyperlinks
- 5% investment in FB/IG to audience
- Posts: IG (Reel), FB, Tw, Pin, LI, TT
- IG Stories - 3 slide minimum
- Addition to Story Reposter
- Inclusion in the FolioYVR.com eBlast to 35K+ professionals

VVices Diamond:

2FOR1 PROMO STORY (\$950+gst)

Have a big event or promo upcoming? Let's create a story that hypes it and then when it is over, repurpose the story and republish as a Brand Legacy Story. Published 30-days apart for double the impact!

VVices Platinum:

3-PART LEGACY SERIES (\$1,250+gst)

- i. Brand Legacy Story
- ii. Founder Spotlight
- iii. IRL Experience (retail, events, product sampling, behind-the-scenes, and more)

Published once-a-month for 3-months, this package introduces all facets of your brand to our audience and is pushed via FB/IG (\$150 total budget) to your targeted audience.

Connect with Douglas J. Scammell, Vancouver Vices
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