

Items to Include	Media EPK	Sponsor/Collaborator EPK	Advertiser EPK
Downloadable Logo (PNG, AI, PDF) Full Color + White or Black	x	x	
Contact Info (Phone, Email, Website, Social Handles)	x	x	x
Downloadable Founder/Exec Headshots (Vertical + Landscape) 300 dpi	x	x	
Downloadable Product Shots (Vertical + Landscape; Lifestyle + Sell Sheet Style; 300 dpi)	x	x	
Event/Action Shots	x	x	x
Founder/Exec Bios (180-300 words max)	x	x	x
Company Bio (300 words max)	x	x	x
Mission / Background on the Cause	x	x	x
Product/Service Fact Sheet (If applicable)	x	x	x
"Expert in" Topics (Ideas for what you can speak on)	x	x	
FAQ Sheet (If applicable)	x	x	x
Noteworthy Press Coverage ("As seen in....")	x	x	x
Press Releases (If applicable)	x	x	
Case Studies demonstrating ROI		x	x
Social Following (Instagram, Facebook, Twitter, Pinterest, Youtube etc.)	x	x	x
Website Visitors (Per month)		x	x
Audience/Client Demographics		x	x
Total Newsletter Subscribers		x	x
Rates		x	x
Awards + Accolades	x	x	x

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