



PLUS SIZE IN CHICAGO

Restaurant & Food Creator Partnership Sheet

Foodie | Home Cooking | Travel for Eats

ABOUT THE BRAND

Plus Size in Chicago creates food-focused content centered on Chicago and Chicagoland restaurant experiences, home cooking, travel, and foodie discoveries. Restaurant partnerships are presented in a natural review-style format designed to introduce audiences to what to order, what the experience is like, and why a restaurant is worth visiting.

PARTNERSHIP OPPORTUNITIES

Deliverable	What It Can Include
Restaurant Feature / Review	On-site dining experience with food, atmosphere, and menu highlights.
TikTok / Instagram Reel	Short-form vertical video featuring the restaurant, dishes, and experience.
YouTube Feature	Longer-form restaurant review, foodie adventure, or dedicated feature.
Instagram Stories	Real-time or supporting coverage with restaurant tags and calls to action.
Blog Feature	SEO-friendly article on PlusSizeinChicago.com, when the partnership is a fit.
Cross-Platform Package	A custom mix of video, social, website, and supporting content.

WHAT RESTAURANTS RECEIVE

- Original food and restaurant content created in my established creator voice.
- Restaurant name and location included in relevant captions/descriptions.
- Menu item callouts and visual coverage of the dining experience.
- Tagging of the restaurant's social account(s), when provided.
- Honest, experience-based content; positive coverage and feedback is never guaranteed.
- Final deliverables and posting timeline agreed upon before the visit.

Plus Size in Chicago | PlusSizeinChicago.com | @PlusSizeChi

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COLLABORATION DETAILS

Hosted Visit	Complimentary food for myself and up to one guest. Deliverables must be agreed upon in advance.
Paid Partnership	Paid rates depend on deliverables, platform(s), usage rights, exclusivity, travel, and turnaround time.
Usage / Boosting	Whitelisting, paid boosting, ad usage, website use, or other extended content rights require separate approval and will include an additional fee.
Creative Control	I maintain editorial and creative control. Content will be authentic to my audience.
Scheduling	Please provide preferred dates, number of guests covered, menu/credit amount, and any campaign deadlines or required talking points.

INFORMATION TO INCLUDE WHEN REACHING OUT

- Restaurant name and location
- Partnership goal or campaign
- Requested platform(s) and deliverables
- Compensation and hosted dining offer and what it covers
- Preferred visit and posting dates
- Usage rights, boosting, or exclusivity requested
- Required messaging, tags, links, hashtags, or disclosures
- Primary contact name and email

PAID PROMOTION RATES

Reels / TikTok / Shorts	\$325 each	Website Blog Post	\$250 each archived after 2 years
Photo Posts / Carousels (IG)	\$125 each	Website Light Box	\$125 each 7 days
Stories (up to 3 frames)	\$50 each		
Paid Boosting Permission	25% fee of total cost		

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AUDIENCE & PERFORMANCE

Platform	Number of Followers / Subscribers	Average Restaurant Video View Count	Top Audience Location	Top Age /Gender Demographics
TikTok	10,700	4,700	Chicago	35-44 (Women)
Instagram	14,771	2,040	Chicago, New York	45-54 (Women)
Facebook	1,819		Chicago, Tinley Park	45-54 (Women)
YouTube	6,381	1,500	TX, CA, FL, IL, GA	35-44 (Women)

Average Monthly Website Traffic: 3,800 views | 1,800 users

Top 5 audience locations: Chicago, Ashburn, Houston, Dallas, New York

High-Performing Restaurant Content Examples

- **Samosa King | 15,000 Views | 1,237 Likes | 56 Comments | 533 Shares | 414 Saves**
<https://www.tiktok.com/@plussizechi/video/7661116688770845966>
- **The BBQ Shack | 2,300 Views | 112 Interactions**
<https://www.instagram.com/reels/DbQtwb8xglf/>
- **Taco Pros | 8,700 Views | 36 Interactions**
<https://facebook.com/reel/27616667717949863/>
- **Tandoori House | 2,200 Views**
<https://youtube.com/shorts/LbjKouP80Vk>

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