

# 2024 Influencer Program



## Who We Work With & Expectations

We're looking for fun, family-oriented influencers with audiences in the Northeast to share their experiences at our parks with their audience. This program is from May-July for Story Land, and is year-round for Living Shores Aquarium. Participants are given admission for up to 4 guests, plus Story Land influencers will get access to our all-new water play area, **Moo Lagoon!** We strongly encourage focusing your content on Moo Lagoon, as it is entirely new to your audience.

### Influencers we work with:



- 1 blog post. Must contain 5+ photos with 600+ words
- 1 post on each social platform utilized.
- Blog posted up to 1 week post visit.



- 1+ post(s) on Facebook & Instagram, minimum 3 photos.
- 5+ story posts during your visit
- 1+ video(s) posted on TikTok and/or Instagram Reels
- Content must be posted within 1 week of your visit.



- 1 YouTube video, 3+ minutes in duration
- 1 post promoting video on each social platform utilized.
- Video & content must be posted within 2 weeks of visit.

### Helpful tags, links & hashtags:

**Story Land** - @storylandnh, storylandnh.com, #wherefantasy lives #storylandnh

**Living Shores Aquarium** - @livingshores, livingshores.com, #livingshores #livingshoresaquarium

## Complete Program Timeline

1. **Apply- Fill out an application** at least 2 weeks prior to your desired visit date.
2. **Get Accepted-** After we review your application, we'll let you know if you've been accepted! We'll try to get back to you within 2 business days via email.
3. **Solidify A Date-** If accepted, we'll let you know & will confirm the exact date(s) of your visit & number of guests in your party, with reference to your application.
4. **Get Your Tickets-** Once your date is locked in, we'll send you your tickets via email.
5. **Visit the Park-** You've got your tickets, now it's time to visit! Plan to capture all the content you'll need to meet all expectations of the program.
6. **Post Content-** Please be sure to post in a timely manner. Make sure you reference your expected deliverables to meet all expectations of the program.
7. **Send Your Stats-** 1-2 weeks after all content has been posted, fill out the wrap-up form provided to you. This is a crucial final step to ensure that all expectations of the program have been met. **Failure to post content & report stats in a timely manner will result in paying for your admission.**

*Apply Today!*

To participate in the 2024 Influencer Program, please [apply here](#).