

Nicole Garzon & Nicole Herrera; Let's Make a Deal: Negotiate an Influencer Collaboration

## Celebrating 25 years of swimwear at Monday Swimwear



Dear Duckie,

We are pleased to announce that Monday Swimwear is celebrating our 25th anniversary. Monday Swimwear is renowned for its timeless quality, flawless fit, soft-to-the-touch feel, and classic feminine designs. These attributes are given first priority by the brand whenever it adds new items to its collection. As a brand that is noted for our strong advocacy of body positivity. We wanted to partner with someone who aligns with our views. You have also been acting as inspiration to millions of women across the world and have continued to instill confidence and power within your female audience.

Monday is specifically made for the chick that is self-assured, easygoing, and minimalist. The collection offers consistently striking color schemes that are tailored to complement all skin tones. Every suit has ties and straps that may be adjusted to fit your body shape without cutting or digging in. "The Signature Collection" is a year-round assortment of classic Black, Ivory, and Sand shapes that are a must-have for your collection of swimwear. See attached photo for sneak peek at the new collection.

We were wondering if you would be interested in a sponsorship for Monday Swimwear. We would like to know what your rate is. Below is a list of what we would need from you.

- Create two, one-minute reels, edited, up in par with Monday Swimwear standards\* to be uploaded on both Instagram and TikTok.
- Additionally, three posts back-to-back on your Instagram using #MondaySwimwear, #MondaySummer, #MSS hashtags, as well as tagging us in every post.
- Key notes to say in video - "Monday Swimwear is my favorite swimwear, I don't wear anything else.", "Monday Swimwear is thee cool girl swimwear.", "Hot girl summer only exists with Monday Swimwear.", "Monday Swimwear is luxury swimwear.", "Monday Swimwear is so comfortable I can sleep in it."
- Keynote for the video - Go into a Monday Swimwear film in-store, show off the pieces of the new 'The Signature Collection' & try them on in the fitting room. Store staff will aid you if you need any assistance.
- In the same week as the posts, go on live (TikTok, Instagram, YouTube, it's up to you) and talk about your positive experience with the swimwear.

We look forward to your response. Please contact us and let us know if you have any questions.

Best,

Nicole Herrera  
nicole.herrera@estrenarpr.com  
ESTRENAR PR



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Hi Nicole,

Thank you so much for reaching out! This was perfect timing; I am going to the Maldives for my birthday and could use some new swimsuits. After reviewing some of your pieces online I like how diverse the designs are and what Monday Swimwear stands for.

I would love to sponsor Monday Swimwear; I really do think my followers would appeal to the brand. I would like to negotiate the terms and rate. Here are my terms:

- Create two, one-minute editorial reel, edited by Monday Swimwear, uploaded only on Instagram all in the same month spaced between 1-2 weeks.
- One post spaced between one week using hashtags, #MondaySwimwear, #MSS, and tagging Monday Swimwear in the posts
- The reel and post must be editorial and scheduled photoshoot to post on Instagram with the hashtags above

Unfortunately I won't be able to go in store, I travel often and wouldn't be able to stop by a store. Along with this my content on Instagram is up to par with my aesthetics. I don't post influencer like content. It would have to be very editorial similar to what I did for Oceanus Swim. As far as my rate is concerned, I was wondering what your agency rate is first?

Please let me know if you have any questions.

Best,  
Duckie

Dear Duckie,

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We look forward to your response. Please contact us and let us know if you have any questions.

Nicole Herrera  
nicole.herrera@estrenarpr.com  
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Nicole,

Thank you for your quick response. That is so sweet of you guys I would really enjoy PR rather than going to the store.

As far as the terms I accept your team's terms and conditions. Filming in the Maldives would be a great idea! When it comes to my rate, it is \$15,000 per post and reels are \$20,000.

Please let me know if this works for you. Let me know if you have any questions.

Best,  
Duckie

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Hello Duckie,

Thank you for getting back to me so soon. I hope you're having a lovely Valentines Day. Seeing as you are a very sought out model for campaigns such as this. We are willing to accept your rate. We love that you have a 4.20% engagement rate with your followers. We found you because of your work with Fenty. It is our pleasure to work with you. We will send you the PR package with details discussed and email you the contract to sign digitally and be send back as soon as you can.

It was a pleasure, we at Monday Swimwear look forward to working with you. Please let us know if you have any questions and when you receive the PR package.

Best,

Nicole Herrera  
nicole.herrera@estrenarpr.com  
ESTRENAR PR

