



Alex Goodstein

FOOD | EVENTS | TRAVEL

Over 15,000
Instagram followers

@ALEXEATSTOOMUCH

60%

From
Pittsburgh, PA

100K

Reach

3:2

Women:Men

9%

Engagement

MY MISSION

AlexEatsTooMuch started in August 2017 as an Instagram and blog for me to try new restaurants and recipes, document them, and share them with friends and anyone else who was interested. Eventually, the brand evolved to partner with the local restaurant industry to spread the word about openings and menu changes and let people know about local events.

The latest iteration of AlexEatsTooMuch includes Instagram, Facebook, TikTok, YouTube and my blog. The majority of content shared is short-form vertical videos for Instagram Reels crossposted to other channels. The focus now includes restaurants, recipes, events, paid promotional content, and travel experiences.





SERVICES

PACKAGES:

- 1 Instagram Reel/TikTok/YouTube Short, 1 Story \$1,000
- 1 Instagram Reel/TikTok/YouTube Short, 1 Static Post, 2 Stories \$1,500
- 1 Instagram Reel/TikTok/YouTube Short, 2 Static Posts, 3 Stories \$2,000
- 2 Instagram Reel/TikTok/YouTube Short, 2 Static Posts, 4 Stories \$2,500
 - Stories are 3-5 slides
 - Content and caption created by Alex and hashtagged #ad and/or #sponsored as appropriate
 - Content can be approved if requested
 - All content cross-posted to Facebook, TikTok and YouTube Shorts where applicable
 - Prices do not include reimbursement for food or travel if necessary. Food and travel can be negotiated into a package deal.
 - Individual prices available upon request

SPONSORED/GUEST BLOG POST: \$500

- Minimum 500 Words with Photos
- Content written by Alex
- It will be footnoted the post is sponsored
- Price increases \$100 per 250 words

PREVIOUS COLLABORATIONS

VICTORY BEER



SMOKEY BONES





FOOD AND RESTAURANTS

SERVICES:

- *Showcase restaurant openings*
- *Preview and promote new menus*
- *Announce special events*
- *Collaborate on specialty dishes or cocktails*
- *Recommendations for menu and social media improvements*

NATIONAL COLLABORATIONS:

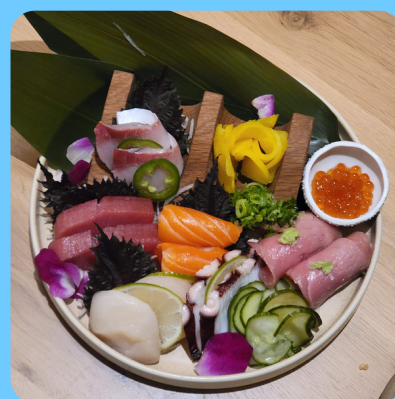
- *Smokey Bones*
- *Klondike*
- *Victory Beer*

PITTSBURGH COLLABORATIONS:

- *City Kitchen*
- *Fujiya Ramen*
- *Richard Deshantz Restaurants*
- *Hello Bistro*

PREVIOUS FEATURES

GI-JIN



RITUAL HOUSE





EVENTS

SERVICES:

- *Promotion prior to the event*
- *Attend the event and post about the event in real-time*
- *Recap the event and share on social media*
- *Blog about the event*

COLLABORATIONS:

- *Good Taste PGH PizzaFest*
- *One Day to Remember One Bite One Day*
- *Table Magazine Western Pennsylvania Lamb Fest*
- *Kennywood Bites & Pints*
- *Chocolate Bar at the Benedum Theater*

PREVIOUS FEATURES

ONE BITE ONE DAY



BITES & PINTS





TRAVEL

SERVICES:

- *Visit tourist locations*
- *Feature local lodging, restaurants, attractions and events*
- *Post about the trip in real-time*
- *Create social media posts with key highlights from the trips*
- *Post to blog and YouTube*

COLLABORATIONS & INVITES:

- *Happy Valley Adventure Bureau*
- *Nemacolin*

PERSONAL TRAVEL

- *Italy*
- *Ireland*
- *New York City*
- *Chicago*

PREVIOUS FEATURES

HAPPY VALLEY ADVENTURE BUREAU



NEMACOLIN

