



Carol & Jamie

2 GALS HOMESTEADING

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www.2GalsHomesteading.com

PARTNERSHIP OPPORTUNITIES

2GalsHomesteading is a non-monetized enterprise, created in October, 2022. Carol & Jamie's passion is a desire to educate other individuals, by example and inspiration. This is done through their User Generated Content (UGC) style posts, via their social media assets.



Social Media Post



Video



Product Review



Food Experiment



Blog Post



Other



Personal Feedback & Email Response

SOCIAL MEDIA FOLLOWERS

2 Gals Homesteading... +8,200

Small Farm, Sustainability & Homestead Living... 199,600

The Small Farm & Micro Dairy Page... +25,600

Prairie's Edge Dairy... 5,500

The Homestead Podcast... 890 (*w/only 22 episodes released*)

We are well established on the Facebook platform.
There is a saying: Go where your followers are. So that's what we do.
Instgram is in place and the next platform to grow our brand.

COLLABORATIONS W/PERSONALITIES

JILL WINGER _____

ThePrairieHomestead.com

Promoted her Prairie Planner release -

JOEL SALATIN _____

TheLunaticFarmer.com

Gave his marketing manager access to our FB group for ad placement and posts -

CAROLYN THOMAS _____

HomesteadFamily.com

Promoted their online Raw Dairy Processing Course -

BRAND COLLABORATIONS

This is only a partial list.

MUD MIXER



CULTURES FOR HEALTH

AVID ARMOR



HARVESTRIGHT



**FIRMAN
POWER EQUIPMENT**



Through our company MediaTrendsX LLC. we have partnered with more companies than are represented here.

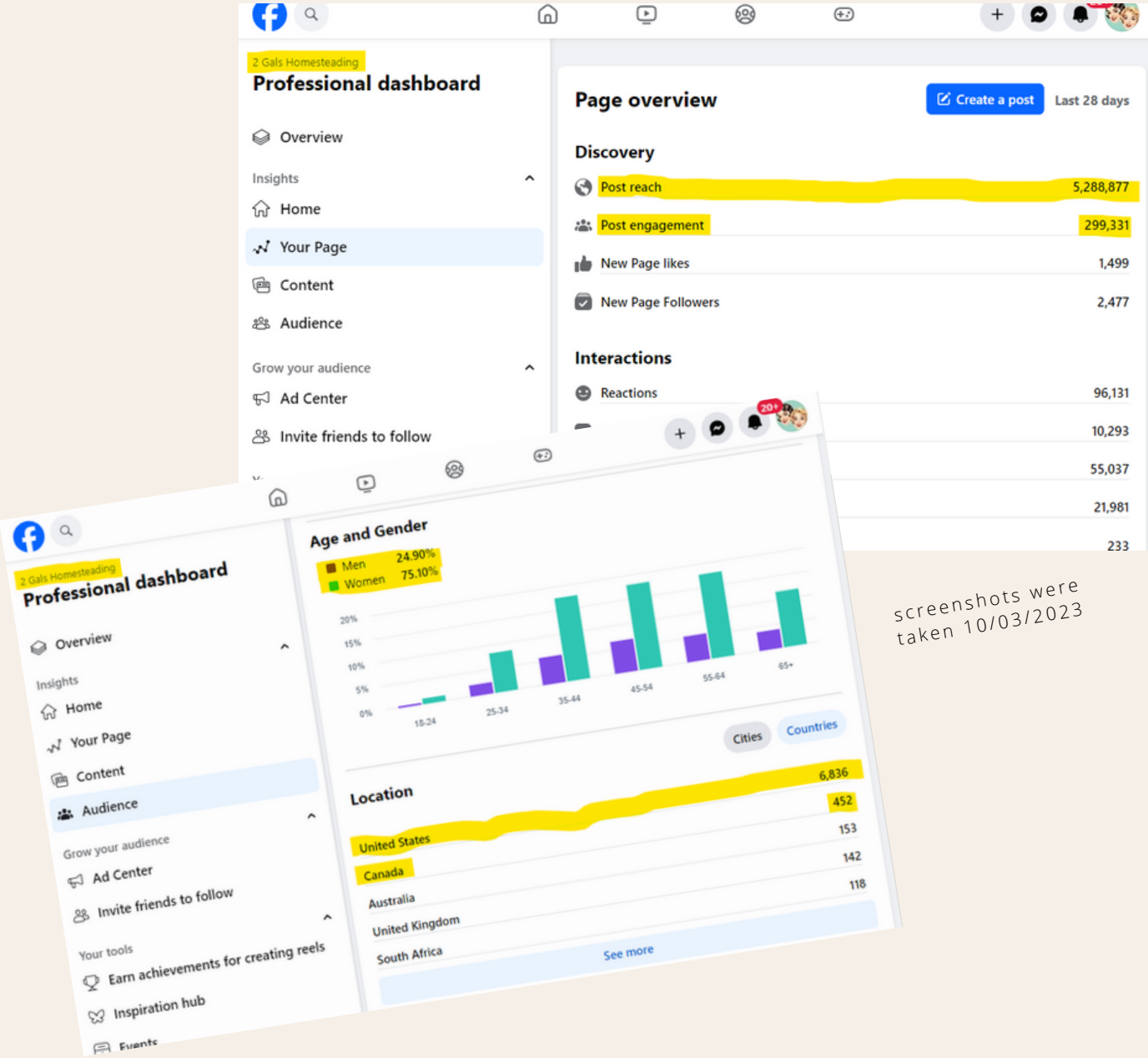
PRIMARY SOCIAL MEDIA ASSETS

2 GALS HOMESTEADING

The 2GH Facebook Page commands a large reach with high engagement.

The 2GH community page is seeing a 28 day reach of nearly 5,288,877 and an engagement of 299,331.

<https://www.facebook.com/2GalsHomesteading>



screenshots were taken 10/03/2023

SOCIAL MEDIA ASSETS - CONT

SMALL FARM, SUSTAINABILITY & HOMESTEAD LIVING

The Small Farm group boasts nearly 200,000 members.

The Small Farm group is a PUBLIC group. Viewing and sharing its contents does not require membership. It is currently the largest PUBLIC homesteading group on the Facebook platform.

It's not uncommon to see the group's reach to be in excess of .5 million in a 28 day period. As of Oct 3rd, its 28 day reach is slightly under 300,000.

The vast majority of the Small Farm group members reside in the United States and 50% are between the ages of 35-54.

<https://www.facebook.com/groups/SmallFarm>



OTHER ASSETS

THE HOMESTEAD PODCAST

The Homestead Podcast is an audio extension of the Small Farm, Sustainability & Homestead Living FB group, hosted by Carol Radtke & Jamie Kappes of 2 Gals Homesteading.

The chemistry between these two is natural and the conversation is free-flowing. Topics include: growing food, harvest/butchery, food prep. & preservation. Fermenting, dehydration, freeze drying, vacuum sealing, canning are all topics for discussion.



<https://www.facebook.com/HomesteadPodcast>

THE SMALL FARM & MICRO DAIRY PAGE

This is a non-monetized page all about the small scale, micro-dairy and micro-creamery.

We collaborate with brands who want to reach a new audience. We feature new products, tools and proven techniques that are helpful for small/homestead dairies and those desiring to learn about the making of raw dairy foods.

With +25,600 followers, there is the huge potential to reach those who desire the making of delicious dairy products in their own kitchen or micro dairy creamery.

The goal here is to give followers the confidence to make wonderful and healthy dairy products EASILY and safely, in their own home.

<https://www.facebook.com/SmallDairy/>



OTHER ASSETS

PRAIRIE'S EDGE DAIRY

Prairie's Edge Dairy is Carol's home - it is her family's farm. Much like the pioneer farmers of yesteryear, she and her husband built this farm from the ground up.

Many followers are local-ish and/or customers. Because they have seen many of the products, tools or tech. that we use, they have made a purchase of what we have (*or something similar*). We collaborated with **Moocall** a few years back... some of our neighbors now have Moocall devices for their farm.

We have seen similar results with the **HarvestRight** freeze dryer. Seen as a high-ticket item by most, many of our customers and followers now own a freeze dryer as a result of us, being confident of its value and quality. It's about trust.

<https://www.facebook.com/PrairiesEdgeDairy>



EXPECTATIONS

COLLABORATION/AMBASSADORSHIP

As previously stated, **2GalsHomesteading** is currently non-monetized. We will not invoice you, nor will we expect commissions, via affiliate programs. The **Small Farm, Sustainability & Homestead Living** FB group is also non-monetized.

Our focus is creating **User Generated Content** (UGC). We desire a Value-For-Value relationship. Our posts/updates look like regular customer's posts and updates. If we use your products, we want to be seen as REAL users, because we are real users.

We focus on frequent, positive-only posts and/or reviews. We want to educate our audiences to the features and benefits of the products we have access to. You provide the product, course or information and it will be our responsibility to create UGC around it. It's good for you, good for us & good for our audience/followers. We can give massive exposure to your brand and products.

If your company has an active blog or social media, we will gladly share from there.

Also, if you have promotions or giveaways, let us know. Free products or savings create excitement with our fans/followers.

SPONSORSHIPS

The Homestead Podcast is the only asset, at this time, that accepts paid sponsorship. This is due to the investment of equipment, hosting and other paid services... associated with podcasting.

Sponsors receive:

- Ad spots (15/30 secs) within each episode.
- Host read at episode intro at outro
- Logo placement on banners and promotional graphics.
- Frequent mentions on episodes when product or service is related to episode discussion or content.

The Homestead Podcast is listed on all major podcast directories, including Apple Podcast, Spotify, Google Podcast, & Amazon