



Ricky Forbes

INFLUENCER MEDIA KIT

Content Creator // Influencer
Storm Chaser // Adventurer
TV Personality // Speaker
755k Followers

ABOUT RICKY

Ricky Forbes is a man who stops at nothing to chase his passions. From documenting the wildest storms on the planet, to spending time with loved ones at home, Ricky's pursuits are all in the quest of a life well lived.

A notable achievement is his creation of the TV show Tornado Hunters that made its way onto Netflix. This show features some of the best storm footage ever captured, including being caught inside the world's largest tornado.

When not storm chasing, Ricky lives for adventure. Working as an influencer with different brands and tourism outlets, Ricky is fortunate to travel the world and share his experiences through photo and video. These incredible stories have helped build his audience to over 755k engaged followers on social media.

At home Ricky loves spending time with friends and family, volunteering and speaking to all ages. Ricky's family includes his fiancée, Tirzah Cooper, and his step kids, Mason (12) and Vayda (17). Ricky is 36 years old, and calls home to Saskatoon, Saskatchewan.



SOCIAL PLATFORM METRICS

774K

Followers

45%

Men

55%

Women

35

Avg. Age



Audience

\$52.9K

Avg. Income

91

Influence

Influence is the ability to drive action. This number is based out of 100, and anything over 75 is deemed a strong influence. It is NOT about how many followers you have, nor is it how many engagements you get. The expected number of relevant users that will see and react to your post defines how influential you are.

This metric is calculated by the influencer platform, Klear.com. Influence is predicted by analyzing thousands of features and billions of posts across Instagram, Twitter, Facebook, and Youtube.

Instagram

Verified Account

Likes per post 2.5K

Comments per post 78

Followers 123.1K

Views per Story 3K

EMV* per Post \$5.6K

EMV* per Story \$2.2K

Facebook

Verified Account

Likes per post 3.2K

Comments per post 84

Followers 522.9K

Views per Story 1.7K

EMV* per Post \$4.8K

EMV* per Story \$1.3K

Twitter

Verified Account

Retweets per post 25

Followers 128.3K

EMV* per Post \$991.7

YouTube

Subscribers 4.3K

EMV* per Post \$2.9K

Age

13-17 1%

18-24 12%

25-34 42%

35-44 27%

Country

United States 42%

Canada 30%

United Kingdom 11%

Brazil 5%

Audience Interests

Weather 28%

Travel 22%

Adventure 18%

Photography 17%



*Earned Media Value

PRICING LIST

Pricing below is dependent of additional costs incurred to create content. All content ideas to be discussed with client before capturing. All content will be approved by client before posting.

SOCIAL MEDIA

- > **Social Media Photo Post \$1500**
- > **Social Media Story (3-5 Pieces) \$1200**
- > **Social Media Reel (10s - 20s) \$2000**
- > **Social Media Video Post (30s - 60s) \$2500**
- > **Longer Format Video Post (2min - 4min) \$4500**
- > **Social Media Contest \$2000**

Contest featured on Ricky's platforms driving traffic to client's social media and/or website. This has worked incredibly well with clients, garnering often 500-1500 new followers and tons of traffic. Contest item to be supplied by client.

- > **Reposting of Client's Promotions \$750/Post \$100/Story**

BRAND AMBASSADOR

- > **Use of Ricky Forbes Personal Brand Image and Likeness**

This is an additional cost in every project. Value to be determined based on client's industry and length of contract. Ricky has spent years developing his brand, and this brand will be attached to clients he teams up with. Clients are able to use photos, videos, and imagery of Ricky in their promotions. Approval of those materials will be required.

- > **Exclusivity**

If the contract requires exclusivity, there will be an additional cost that is dependent on client's industry demand, and length of contract.

- > **Media Appearances**

Ricky is trained in media interviews, and has spent years in front of a camera. If media appearances are needed for a client, Ricky is happy to be a well spoken representative.

- > **Events**

Whether it is a trade show, or a client meet and greet, Ricky is able to be an engaging guest. This can include Ricky bringing his Tornado Hunters truck, taking photos with public, signing posters, etc.

RECENT INFLUENCER WORK

Every year Ricky gets the opportunity to work with some amazing clients. Ricky only works with companies he believes in, and knows their product and services are great. Some recent projects include:



Alexandra Martineau
Communication Specialist
Red Bull Canada

Ricky joined us for Red Bull Outliers in Calgary to create exciting and engaging content for each race. He is a super professional individual and a very nice guy. He joined our team of MCs to enhance the on-site experience for both venues and shared his energy with our spectators. Looking forward to working with Ricky in the future!

Matt Mosteller
Vice President
Resorts of the
Canadian Rockies

Ricky is the real deal! Genuine, kind, authentic, and adventurous. He can create & share powerful stories about your place, attraction, and experience! He rocks!

Matthew Curtis
Senior Content Strategist
Hoffman York

The content he produced was outstanding! It was playful while still effectively communicating the key points associated with our campaign! Ricky is outstanding to work with, he brings great ideas to the table and isn't afraid to get his hands dirty to collect the perfect shot! I would highly recommend him to anyone considering him in the future.

Vazul Szakacs
Partnerships Manager
Steller Stories

I've worked with many creators, and Ricky is one of the most hard working people I've ever worked with, going above and beyond in everything he does. He's not only one of the most professional individuals I've worked with, but he's a very genuine and friendly guy. I look forward to working with him for years to come.

MUCH!

Hewlett Packard
Enterprise

SONY

TELUS

HH
HELLY HANSEN

Ford

WAHL

CLIF
BAR

KEEN

steller

GoDaddy

CO-OP

GT
GENERAL TIRE

FERNIE
Alpine Resort

Georgia
GEORGIAN
NATIONAL
TOURISM
ADMINISTRATION

When investing in someone, it's nice to know what's next for them, to know that the future is bright. Ricky is excited to have some great things happening, and a few of those are listed below:



Storm Chasing

Ricky's team, The Tornado Hunters, had an incredible season chasing for over 70 days and capturing the tornado of the year! Next season is already shaping up to be the best yet with a TV show on the horizon.



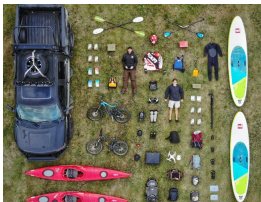
Documentary Releasing Next Month

This past year Ricky has been working with award winning film maker, Mark Bone, filming a documentary around his life, family and storm chasing.



New Tornado Hunters Truck

Working with Ford, Ricky is building this new storm chasing rig that will be bigger, better & more badass. It's a massive part of the Tornado Hunters brand and gets all of the attention.



Influencer Projects

The goal every year is bigger adventures, and better content. This year, Ricky has had an incredible line up of work and next year is already stacking up to be better.



Speaking

Every year Ricky speaks to many schools and conferences on his experiences as a storm chaser. This past November, Ricky was excited to be a keynote speaker at the Natural Disasters Expo in Anaheim, California.

This media kit may start to seem like a resume, and it sort of is. When it comes to linking up with a personal brand, volunteering is a large part of that brand and worth mentioning.



Big Brother Program

Ricky feels very fortunate to have an amazing little buddy and have been part of the program for 6 years.



Developing Local Entrepreneurs

Ricky is a passionate entrepreneur and spends time helping other small businesses learn and grow. Ricky has spent many hours with local programs & U of S students.



Sanctum Survivor: 2 days Homeless in Saskatoon

An incredible initiative to bring awareness to issues at home and fundraise for this program.



Stars Air Ambulance Fundraiser

Every year hosting the Stars Fundraisers for Ryde the Hangar.



Swinging with the Stars

This was terrifying - Ricky is not a good dancer... Jokes aside, awesome fundraiser for the Saskatoon City Hospital.



Cat Calendar

Participated in the Annual Cat Calendar to raise funds for their shelter.