

FIND WHAT FUELS YOU



IGNITED

GRAND RAPIDS

About Us: Ignited is launching in Grand Rapids as a new hybrid venture that blends a wellness network with a hyper-local marketing platform. Our mission is to connect people with wellness-driven businesses like yours through curated events, ambassador-led engagement, accessible wellness experiences, and affordable, high-impact marketing that drives real visibility and growth.

Our Mission: To drive new traffic to local wellness businesses, offer scalable marketing support, and build a values-aligned collective that helps both communities and businesses thrive.

Current Total Audience: 19,300

MARKETING PACKAGES BUILT TO DRIVE ROI

Tier Packages	Listing Only	Starter	Growth	Growth+	Pro
Monthly Price		\$50	\$100	\$150	\$300
Annual Price (16% Discount)		\$500	\$1000	\$1500	\$3000
Listing on Ignited GR Website	x	x	x	x	x
Co-hosted Events / Year		2	2	2+	2+
Special Event Promotions		x	x	x	x
Newsletter Spotlight			x	x	x
Ambassador Collab Posts / Month			2	4	4
Ignited GR Collab Posts / Year			4	6	6
Photo & Video Shoots / Year					2
Professional Content Bank					x



MARKETING PACKAGES BUILT TO DRIVE ROI

Listing Only -

Perfect for businesses who want to get listed and start building community visibility.

Includes:

- Business listing on IgnitedGR.com
- Location included on the Ignited GR Wellness Map

Starter - \$50 / Month or \$500 / Year

For businesses ready to get activated within the community.

Includes:

- 2 co-hosted or vendor event opportunities per year
- Promotion of all non regular scheduled classes/events: pop-ups, theme days, workshops, sales, and other events promoted on
 - Ignited GR Instagram Stories
 - Ignited GR Monthly Events Post
 - Community Newsletter
 - Event Calendar on IgnitedGR.com

Growth - \$100 / Month or \$1000 / Year

Best for studios and practitioners ready to build consistent reach and visibility.

Includes everything in the Starter Tier, plus:

- 2 ambassador collaborative posts per month on social media (ambassador + business)
- 4 collaborative social posts/year (ambassador + business + Ignited GR)
- 1 featured spotlight in the community newsletter



MARKETING PACKAGES BUILT TO DRIVE ROI

Growth+ - \$150 / Month or \$1500 / Year

For studios seeking a consistent stream of content and increased exposure.

Includes everything in the Starter Tier, plus:

- 4 ambassador collaborative posts per month on social media (ambassador + business)
- 6 collaborative social posts/year (ambassador + business + Ignited GR)
- Priority access to vendor spots and event co-hosting opportunities
- 1 featured spotlight in the community newsletter

Pro - \$300 / Month or \$3000 / Year

For leaders ready to ignite major growth with premium content and strategy.

Includes everything in the Growth+ Tier, plus:

- 2 professional content shoots per year, each including:
 - 2-hour photo and video session
 - 50 edited high-resolution photos
 - One 30-second hype reel
 - Fully color-graded, stabilized video content bank

Add-Ons (Available to All Tiers):

- Event Activation (collaboratively hosted): \$300
- Production Shoot (2-hour session): \$1,400 (includes hype reel, 50 photos, content bank)
- Exclusive Newsletter Feature or Product Giveaway: \$100



READY TO IGNITE THE CITY TOGETHER?

Partner Eligibility:

- Located within 40 miles of Grand Rapids
- Operate in the health and wellness space
- Offer a 10% or greater discount to Ignited GR community members
- Align with our values: accessibility, inclusivity, and integrity

Ready to get involved?

If you're ready to get involved, send us an email at hello@ignitedgr.com to get set up with the tier of your choice!

Looking for more information?

We would love to chat! Feel free to reach out to Kailey or Nina to set up a time to go over details, ask questions, or provide feedback on how you think we can best help your business thrive!

Contact

Nina Abraham, Founder | 616.826.6424
Kailey Savona, Co-Founder | 734.546.4454

hello@ignitedgr.com