



XOXO Downtown Austin is a place-love campaign from the Downtown Austin Alliance to cultivate authenticity, culture and community in Downtown Austin. Help us showcase the best of downtown through your eyes – and curate the vibe of downtown by inviting others to be part of it. Let's partner to create some love for our downtown.

XOXO Cultural Curators serve as guides offering valuable context to help Austinites navigate the social, cultural and historical significance of in-person engagement. XOXO Cultural Curators boost underrepresented stories and encourage inclusivity and belonging downtown, fostering a more equitable Austin.

Cultural Curators can be the leaders of the change they want to see in Austin through:

- Cultural Preservation
- Inclusivity and Diversity
- Critical Discourse
- Innovation
- Economic Impact
- Education and Engagement

XOXO Content Creation: How To

- 1 Start with XOXO cover intro ([Find them here](#))
- 2 Add content featuring something you love about downtown Austin in your voice
- 3 For any text that you add, use the “strong” font in all caps if editing natively on Instagram and use “signature” for the script font
If you are editing in another program, please use Helvetica Now in all caps and Des Montilles Regular for the script font ([Download Fonts Here](#))
- 4 Add the ending XOXO branded video outro ([Find it here](#))
- 5 Add an audio that works for your post and is relatively appropriate/tasteful
- 6 Add @downtownaustin as a collaborator or send us the video based on our agreement

([See Examples](#))

Email communication@downtownaustin.com to get started.



General XOXO Branding Guidelines:

- Include XOXO-style cover text and XOXO logo in your video ([Example here](#))
- Tasteful language, conduct and appearance in collaborative content
- Video content is preferred, but we are open to ideas
- Create content to highlight your strengths that best resonate with your audience
- Good audio and visual quality
- Be supportive of downtown - be honest - but the overall tone is fond
 - XOXO is based on love letter language
- Expect at least one round of feedback from our team before posting
- Be yourself and true to your voice

Boosting & Payment:

Amounts are based on your following. The first category is the payment amount for an XOXO branded post that you invite Downtown Austin as a collaborator on. We will also boost the post for between \$25-\$150 so your content reaches additional eyes.

The second category is amount we are willing to pay for content creation and requires that you provide us with the video so we can share across platforms (with credit to you). We will also boost the post between \$50-\$300 so your content reaches additional eyes.

Tier 1: Collaborative Post

- Nano Influencer (500-10,000 Followers) = \$75
- Micro-Influencer (10,000-50,000 Followers) = \$125
- Mid-Tier Influencer (50,000-100,000 Followers) = \$175

Tier 2: Content You Provide to Us

- Nano Influencer (500-10,000 Followers) = \$175
- Micro-Influencer (10,000-50,000 Followers) = \$250
- Mid-Tier Influencer (50,000-100,000 Followers) = \$325

All posts, boosts and payments must be agreed upon before posting.

Cultural Curator	Your Investment	Our Investment	Combined Impact
<p>Amplification Partner We scratch your back you scratch ours</p>	<ul style="list-style-type: none"> Promote our events through your newsletter or social media 	<ul style="list-style-type: none"> Cross-Amplify your posts about our events Share your events in our stories Add your events to Downtown Austin Events Calendar 	<ul style="list-style-type: none"> Post each other's downtown events relevant to audiences
<p>XOXO Event Partner Join Our Community</p>	<ul style="list-style-type: none"> Invite network to downtown events with email, socials and personal invitations Attend Downtown Austin & Republic Square events Post about our event at or after the event 	<ul style="list-style-type: none"> Everything Above Your logo on our DASA Newsletter & Webpage Listing as community partner for relevant events 	<ul style="list-style-type: none"> Combined Reach on Social Media Option to CoHost Events as a promo partner
<p>XOXO Collaborator Invite us to your post and we will boost it</p>	<ul style="list-style-type: none"> Create XOXO Downtown Austin Short Video in accordance with XOXO collaborator guidelines Post with DAA as collaborator 	<ul style="list-style-type: none"> Everything above We boost the post to reach more of both our audiences 	<ul style="list-style-type: none"> Reach beyond both audiences Views from the others' audience
<p>XOXO Content Creator We pay you for the content you make for us</p>	<ul style="list-style-type: none"> Create polished XOXO Downtown video shorts (between 30-90 seconds) Send to DAA to post across platforms with credit to you 	<ul style="list-style-type: none"> Everything above Provide you with XOXO headers, footers, DAA B-roll (including drone) to add to videos Option to boost collab posts at higher rate and/or pay directly for content creation 	<ul style="list-style-type: none"> More Content Option to Collab Post Further Reach