



**Hello and thank you for inquiring about a partnership with Roadway Moving.**

We are very excited about exploring a possible partnership.

**Below is a guide on how our partnerships work.**

1. A member of our Marketing team will reach out to let you know if your route is possible. If the route is possible your lead will be transferred to an influencer relocation specialist.
2. During this time we would appreciate it if you could email your content ideas for our collaboration to our team.
3. The Relocation Specialist will need to speak to the person moving or an assistant to the person moving.
4. They will set up a time to talk or Facetime to accurately gather all of the inventory being moved.
5. The route and inventory will determine the cost of the move estimate.
6. Once the estimate is created, the following elements are used to determine whether the move is **discounted or free**:
  - Audience analytics
  - Number of collaborations in queue
  - The date of the move
  - The complexity of the move
  - The creator's content ideas
7. After evaluation, a collaboration offer will be sent and will include our posting guidelines along with next steps from the Marketing team.

We are looking forward to collaborating and if you have any questions at all please do not hesitate to reach out to [valerie@roadwaymoving.com](mailto:valerie@roadwaymoving.com) or the Influencer Team at [social@roadwaymoving.com](mailto:social@roadwaymoving.com).

*Valerie Fiordaliso*

**Marketing Director**