



Bruce Almighty — Media Kit



BACKGROUND & BIO

Meet Bruce Almighty

I am a DMV-based content creator who focuses on showcasing the best of the local community — from restaurants and food trucks to small businesses and hidden gems. My goal is to help people discover new places while giving local businesses authentic exposure through engaging, high-quality content.

I graduated from Bowie State University in 2022 with a Bachelor's degree in Business Administration. My background in business, combined with my passion for storytelling and community engagement, has helped shape the content I create today.

Outside of content creation, I'm passionate about fitness, personal growth, and exploring new experiences. Whether I'm trying a new restaurant, supporting a family-owned business, or highlighting what makes a community special, I strive to create content that is genuine, entertaining, and valuable to both my audience and the business I feature.

I'm driven by building meaningful relationships, creating opportunities for local businesses to grow, and becoming one of the most trusted local influencers in the DMV area.

SOCIAL MEDIA & PLATFORMS

One Handle, Every Platform

@RealBruceAlmighty

Instagram

[instagram.com/realbrucealmighty](https://www.instagram.com/realbrucealmighty)

TikTok

[tiktok.com/@realbrucealmighty](https://www.tiktok.com/@realbrucealmighty)

Facebook

[facebook.com/profile.php?id=61586321729416](https://www.facebook.com/profile.php?id=61586321729416)

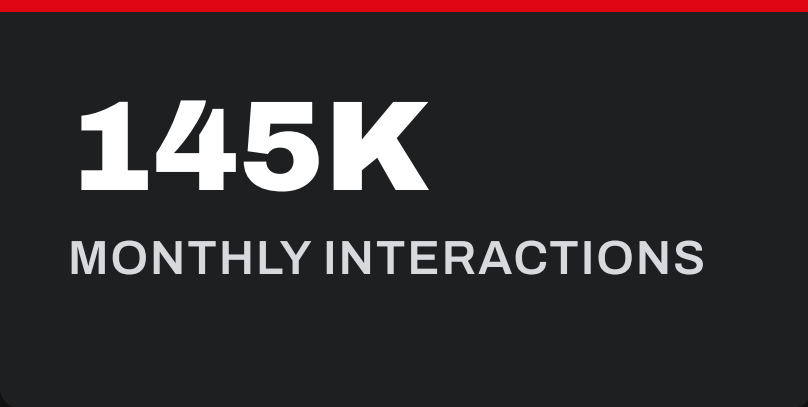
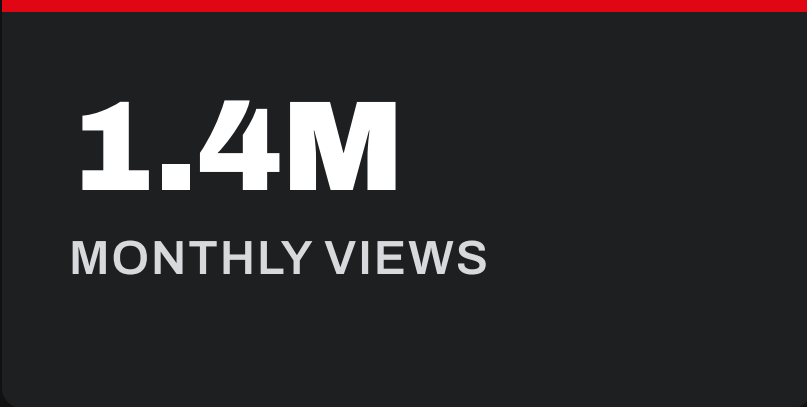
YouTube

[youtube.com/@RealBruceAlmighty](https://www.youtube.com/@RealBruceAlmighty)

PERFORMANCE

Instagram

@RealBruceAlmighty



AUDIENCE GENDER



AUDIENCE AGE RANGE



PERFORMANCE

TikTok

@realbrucealmighty

20.8K

TOTAL FOLLOWERS

567K

MONTHLY VIEWS

50K

MONTHLY INTERACTIONS

AUDIENCE GENDER



51% Female 49% Male

AUDIENCE AGE RANGE



PERFORMANCE

Facebook

Bruce Almighty

10K

TOTAL FOLLOWERS

1M

MONTHLY VIEWS

114K

MONTHLY INTERACTIONS

AUDIENCE GENDER



62% Women 38% Men

AUDIENCE AGE RANGE



OVERVIEW

Two Ways to Work with Bruce Almighty

PARTNERSHIP PACKAGES

For established restaurants and businesses that want dedicated content created specifically for their brand.

Three tiers \$300–\$1,200 · Monthly \$1,500 · Ambassador \$2,500+

COMMUNITY PARTNERSHIPS

Reserved exclusively for registered nonprofit organizations, schools, churches, community initiatives, youth programs, and public service campaigns.

Community Feature \$150 · Community Spotlight \$300

Every partnership is based on an honest review. Bruce only promotes businesses he genuinely enjoys and believes his audience will appreciate.

PACKAGES · TIER ONE

The Intro

\$300

*"Your first taste of the
Almighty experience."*

Perfect for businesses wanting to introduce themselves to Bruce's audience.

INCLUDES:

- One on-location visit
- One professionally edited short-form video
- One Story feature, business tagged
- Delivered within five business days
- Honest Bruce Almighty review
- One Instagram or Facebook feed post
- Call to action directing viewers to visit, order, or book

PACKAGES · TIER TWO

The Spotlight

\$600

Where the partnership becomes storytelling instead of simply posting content.

EVERYTHING IN THE INTRO, PLUS:

- | **Featured interview** with the owner, chef, or business representative

- | Behind-the-scenes footage

- | Storytelling edit combining Bruce's review with the owner's story

- | Multi-platform publishing — Instagram, Facebook, TikTok, YouTube Shorts

- | Extended Story coverage throughout the visit

- | Strong call to action encouraging viewers to visit the business

- | Bruce responds to comments for 48 hours

- | The interview is what separates this package — people don't just learn about the food, they learn about the people behind the business.

PACKAGES · TIER THREE

The Almighty Takeover

"For businesses ready to own the conversation." Everything in The Spotlight, plus:

STARTS AT

\$1,200

CINEMATIC PRODUCTION

Dedicated videographer · Professional multi-camera footage · Drone footage where appropriate · Lifestyle B-roll · Customer reactions · Behind-the-scenes footage · Priority editing

REACH & HOSTING

Bruce engages comments for seven full days · Priority scheduling · Optional event host: grand openings, ribbon cuttings, product launches, community events, festivals, restaurant openings

ASSETS THE BUSINESS KEEPS

Paid advertising strategy consultation · Optional advertising management · Professional photography captured during filming · Additional content clips for the business's own social media

MONTHLY PARTNERSHIP

Almighty Monthly

\$1,500 / month

Instead of selling one review, Bruce becomes the business's monthly content creator. Consistent visibility for the business — recurring revenue instead of one-time clients.

EVERY MONTH INCLUDES:

- One premium visit
- Four Story campaigns
- Fresh photography
- Community announcements
- Seasonal promotions
- Comment engagement
- Two professionally edited videos
- One owner interview
- Monthly content planning
- New menu highlights
- Event promotion
- Priority scheduling

THEMED SERIES

Bruce Almighty Presents

Themed monthly series that feel like a television show — smaller businesses filmed together, promoted together.

Burger Battles

Finding the area's best burgers.

Taco Tuesdays

The best tacos every Tuesday.

Brunch Club

Weekend brunch spots.

Hidden Gems

Small local restaurants everyone should know.

Sweet Tooth

Desserts, ice cream, cookies, bakeries.

Smoke Signals

BBQ, food trucks, pitmasters.

Around the Block

Neighborhood favorites.

Black Owned Spotlight

Highlighting Black-owned businesses throughout the community.

Women Who Serve

Women-owned restaurants and businesses.

Main Street Favorites

Downtown businesses and shopping districts.

Food Truck Fridays

Mobile kitchens from across the region.

Community Champions

Local nonprofits, youth organizations, community leaders, schools, church events.

COMMUNITY PARTNERSHIPS

Supporting Nonprofit Organizations

Bruce Almighty believes every community deserves a platform. Community Partnership packages are reserved exclusively for registered nonprofit organizations, schools, churches, community initiatives, youth programs, and public service campaigns. These partnerships are designed to help organizations reach more people while keeping promotional costs affordable.

Community Feature · \$150

Community Spotlight · \$300

COMMUNITY PARTNERSHIPS

Community Feature

\$150

Perfect for nonprofit organizations that already have promotional content and simply want additional exposure through the Bruce Almighty platform.

INCLUDES:

- One approved promotional post on Bruce Almighty's social media platforms.
- Content is created by the nonprofit organization and submitted for approval prior to posting.
- Content may include an event flyer, promotional graphic, public service announcement, fundraiser, volunteer opportunity, or pre-produced video.
- Business or organization tagged when applicable.
- One Story share.
- Community-focused call to action encouraging the audience to attend, volunteer, donate, or participate.

Bruce Almighty reserves the right to approve all submitted content before publication.

COMMUNITY PARTNERSHIPS

Community Spotlight

\$300

For nonprofit organizations looking for
original content created by Bruce
Almighty to help tell their story.

EVERYTHING IN THE COMMUNITY FEATURE PACKAGE, PLUS:

- One professionally produced on-location video.
- Interview with a representative, organizer, or community leader.
- Original video editing and production.
- Story campaign promoting the event or initiative.
- Call to action encouraging community participation.
- Bruce engages with comments for up to 48 hours following publication.

PREMIUM OFFERING

Brand Ambassador Partnership

\$2,500+ / month

Bruce becomes the official face of your restaurant or business for an entire campaign.

- Monthly visits
 - Event appearances
 - Customer interviews
 - Video production
 - Holiday campaigns
 - Content calendar
 - Commercial-style content
 - Photography
 - Menu launches
 - Priority scheduling
- The long-term goal: ongoing marketing partnerships and recurring monthly revenue — positioning Bruce as a trusted local media personality, not just a reviewer.



Let's Work Together

Ready to put your business in front of the community? Reach out to book a package or reserve a spot in an upcoming series.

@RealBruceAlmighty