

ABOUT CHRISTY

Christy Dunaway Smith is a lifestyle expert and lover of all things fun and fabulous, who is passionate about entertaining, design and, of course, Fort Worth, Texas.

With a Bachelor of Arts in Art History and Studio Art from Southern Methodist University, Christy has a keen eye for design and style. From expert entertaining tips and luxe home décor inspiration to fabulous social events, fashion and beauty must-haves and more, immerse yourself in a world of stylish inspiration at **SoFortWorthIt**.



Christy Dunaway Smith

AUDIENCE

15,000 UNIQUE MONTHLY VISITORS* | **2,700** PAGEVIEWS*

*Based on average SoFortWorthIt audience.

35,000+ FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS



16,000
FOLLOWERS



10,000
FOLLOWERS



500
FOLLOWERS

SO **FORT** WORTH IT

PARTNERSHIPS



Dr. Molouf
DERMATOLOGY

Neiman Marcus

YLANG 23

The Container Store®

Central Market

N

NOVAK
hair studios



STANLEY KORSHAK

fortworth
MAGAZINE

The RealReal

CLEAR
eye + optical

GOOD MORNING
te'as

Ruinart



Park Place
DEALERSHIPS

SPONSORED CONTENT

FULL BLOG POST

Custom-written post with photographs, a reader giveaway, and one post each on Facebook, Instagram, and Pinterest.

READER GIVEAWAY

Rafflecopter (or similar platform) giveaway; your brand will receive email addresses of everyone who enters the giveaway.

SOCIAL MEDIA GIVEAWAY*

Giveaway via your brand's choice of Instagram and/or Facebook.

FACEBOOK POST*

Snapshot/iPhone photo with custom caption.

INSTASTORY*

Snapshot/iPhone photo and video.

IG/PINTEREST POST*

Snapshot/iPhone photo with custom caption

VIDEO

Instagram/Facebook live streaming and/or Reels

***Boosted social media post:** Your brand sets the cost of boosting on top of rates above.



JEWEL CHARITY



TBT
TEXAS BALLET
THEATER

KIDS WHO CARE, INC.
Musical Theatre



Cook Children's



APPEARANCES

APPEARANCE + FULL SOCIAL MEDIA

Up to three hours at event—plus promotion on all social media channels.

Custom partnerships and packages are available.
Contact Christy@sofortworthit.com for more information.