



INFLUENCER MARKETING MARKET VALUE

HAWKER FAMILY SPORT & ENTERTAINMENT
RESEARCH DIVISION

1 STORY & 1 FEED POST

0-10,000
FOLLOWERS

est. \$400

10K - 100K
FOLLOWERS

est. \$1000

10K - 100K
FOLLOWERS

est. \$4000

500K - 1M
FOLLOWERS

est. \$8000

SOURCE: OPEN SPONSORSHIP

1 FEED POST

1-10K
FOLLOWERS

\$10-\$100

10-100K
FOLLOWERS

\$100-\$500

100-500K
FOLLOWERS

\$500-\$5k

500K-1M
FOLLOWERS

\$5k-10k

SOURCE: BUSINESS OF APPS

PER IMAGE

2-10K
FOLLOWERS

\$75 - \$250

10-50K
FOLLOWERS

\$250-\$500

50-100K
FOLLOWERS

\$500-\$1k

100K - 500K
FOLLOWERS

\$1k - \$3k

SOURCE: BRAND HERO

1 POST & 1 FEED POST

>10K
FOLLOWERS

\$0 - \$250

10-30K
FOLLOWERS

\$250-\$500

30-75K
FOLLOWERS

\$500-\$1k

75K- 150K
FOLLOWERS

\$1k - \$2k

SOURCE: HAWKER FAMILY SPORTS & ENTERTAINMENT