



***Tate***

***McRae***

***Project***

**By Gabby Lerner**

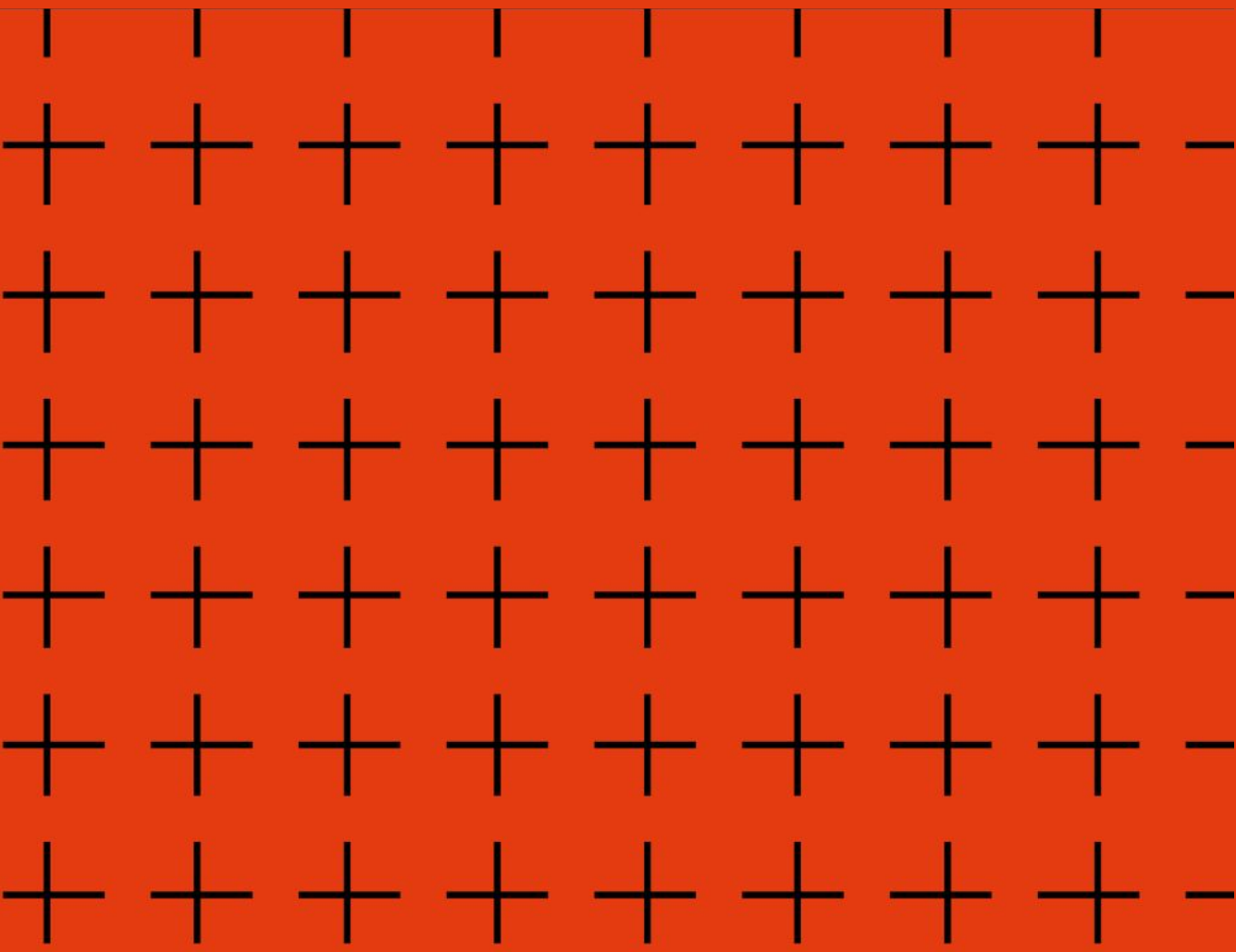
# ***Contents***

- 01** Partnership Ideas
- 02** Collaboration Ideas
- 03** Press Event Ideas
- 04** Brand Goals
- 05** Potential Influencers
- 06** Media/Print Ideas
- 07** Social Media Ideas
- 08** Target Media Outlets



**01**

***Partnership Ideas***



PINK / Shop Bras: Cute Bras, Bralettes & More /



# ***PINK***

- Become a brand ambassador for PINK
- Wears lingerie sets on stage
- This involves a wide age range
- Can walk in a VS Runway show in their items

PINK / PINK Panties / Boyshort Panties /



Past influencers:

- Remi Bader had a year-long partnership with PINK as an ambassador for body positivity as well as helping create larger sizes in items
- Chlöe and Halle had a partnership with PINK, they made a line that centers around mesh activewear sets, dresses, puffer coats and cargo pants

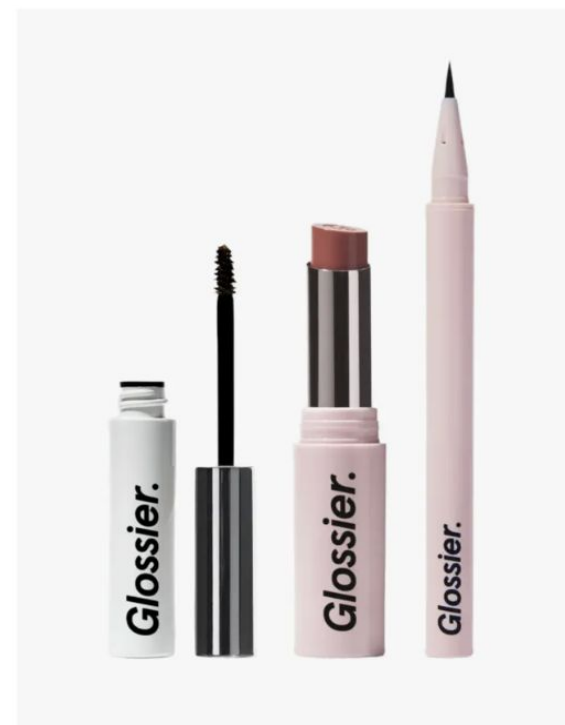
# Glossier

Tate McRae has mentioned that she has the Glossier clear lip gloss in her "What's In Tate McRae's Bag" video with Refinery 21

[What's In Tate McRae's Bag | Spill It | Refinery29](#)



- Previous celebrity partnerships: Olivia Rodrigo (April 2022)
- This included a set of her favorite Glossier items called "Olivia's Favorites" with a custom mini bag in lavender, her favorite color. The partnership also involved co-creating content



Glossier Olivia's Favorites

~~\$50~~ \$45 (10% OFF)  
GLOSSIER

Glossier announced a brand new lip oil in collaboration with first-of-its-kind global girl group KATSEYE (May 2025)

[Good morning, KATSEYE.](#)



# JBL



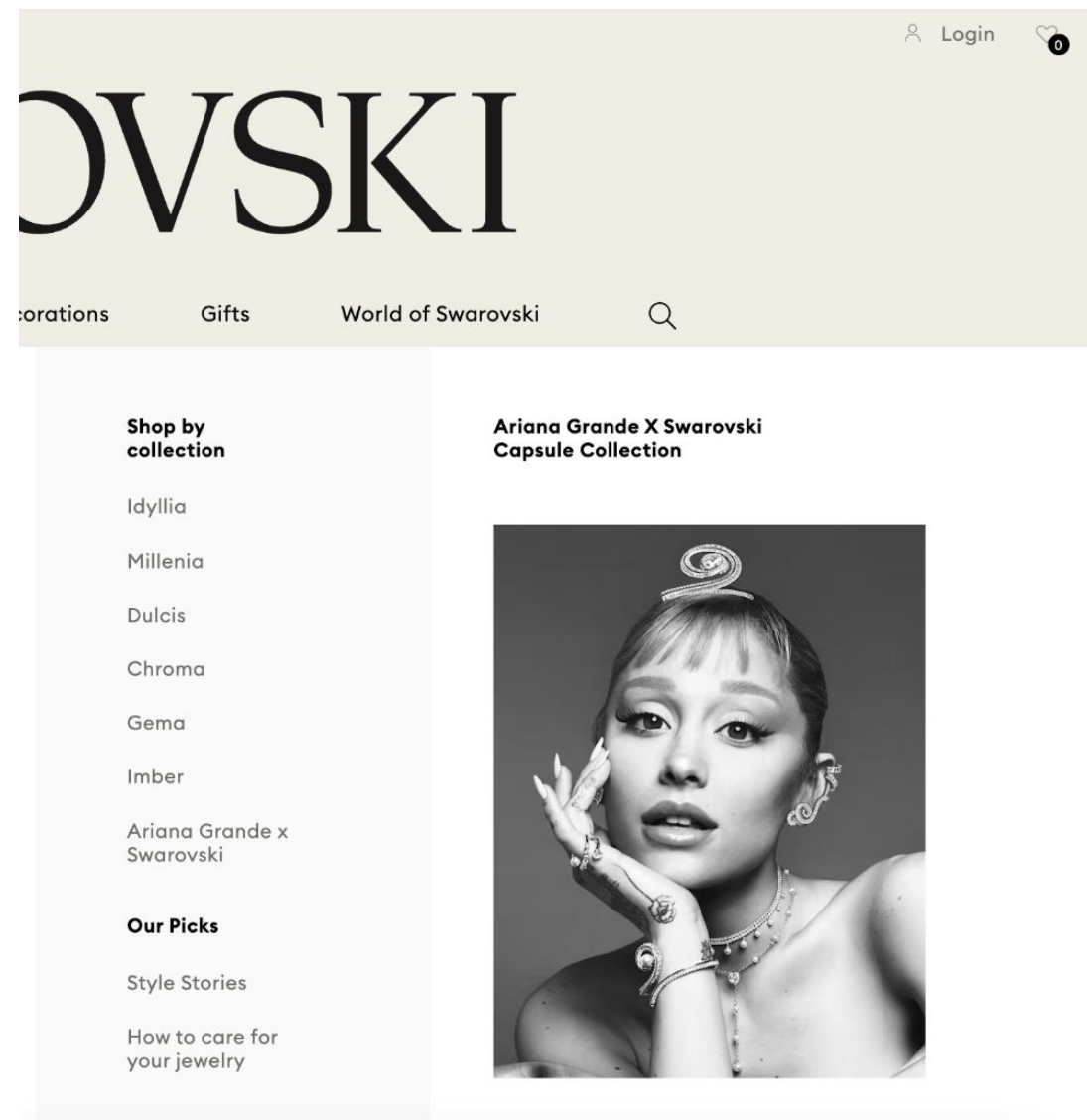
## Past Ambassadors :

- Demi Lovato: Featured on JBL's "Artists & Partners" page in 2016- Appeared in JBL's marketing and social media campaigns, participating in events, and collaborating on activations to promote JBL's products
  - Billboard: [Demi Lovato Tells Stories Behind 'Tell Me You Love Me' Tracks at New York Pop-Up](#)
- Madison Beer: Partnered with JBL in February 2024 to give fans a behind-the-scenes look at her tour
  - JBL: [Madison Beer Partners with JBL to Give Fans a Behind-the-Scenes Look on Tour and Exclusive Access](#)
- Benson Boone: the newest JBL ambassador as of June 2025 for their summer campaign featuring the JBL Tour Pro 3 earbuds. This included a surprise appearance in NYC where Boone handed out custom JBL Flip 7 speakers to fans
  - JBL: [Benson Boone Joins Forces with Audio Leader JBL to Amplify Sound, Culture, and a Generation MADE to be HEARD](#)

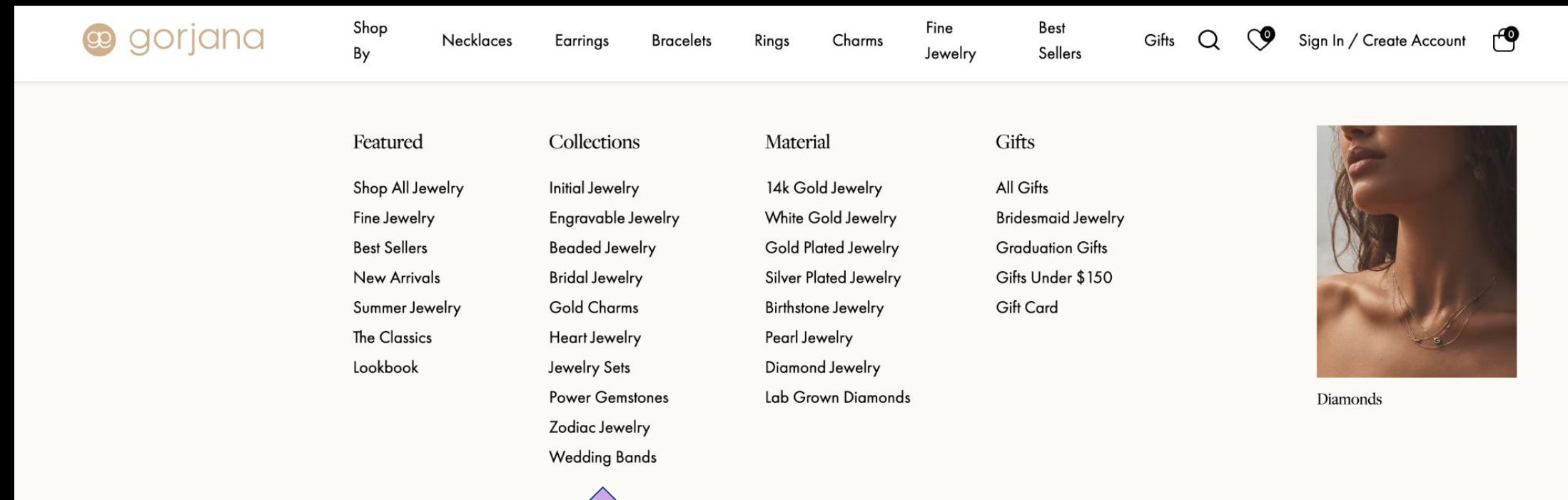


# Gorjana

- Become a Brand Ambassador for Gorjana
- Similar to Swarovski collection with Ariana Grande



[Swarovski Announces Ariana Grande as Brand Ambassador](#)



- “Tate McRae x gorjana” in the collections section
- Horoscope items (necklace, bracelet), cross necklaces, gold and silver basics
- Current partnerships: Teams Up with USWNT Players Association as Official Jewelry Partner (The US Women's National Soccer Team)
- Tate has a collab with [Vitaly](#) and possibly one with [Kendra Scott](#)

# Dolce Vita

dolce vita

SHOP

NEW ARRIVALS

TRENDING

SALE

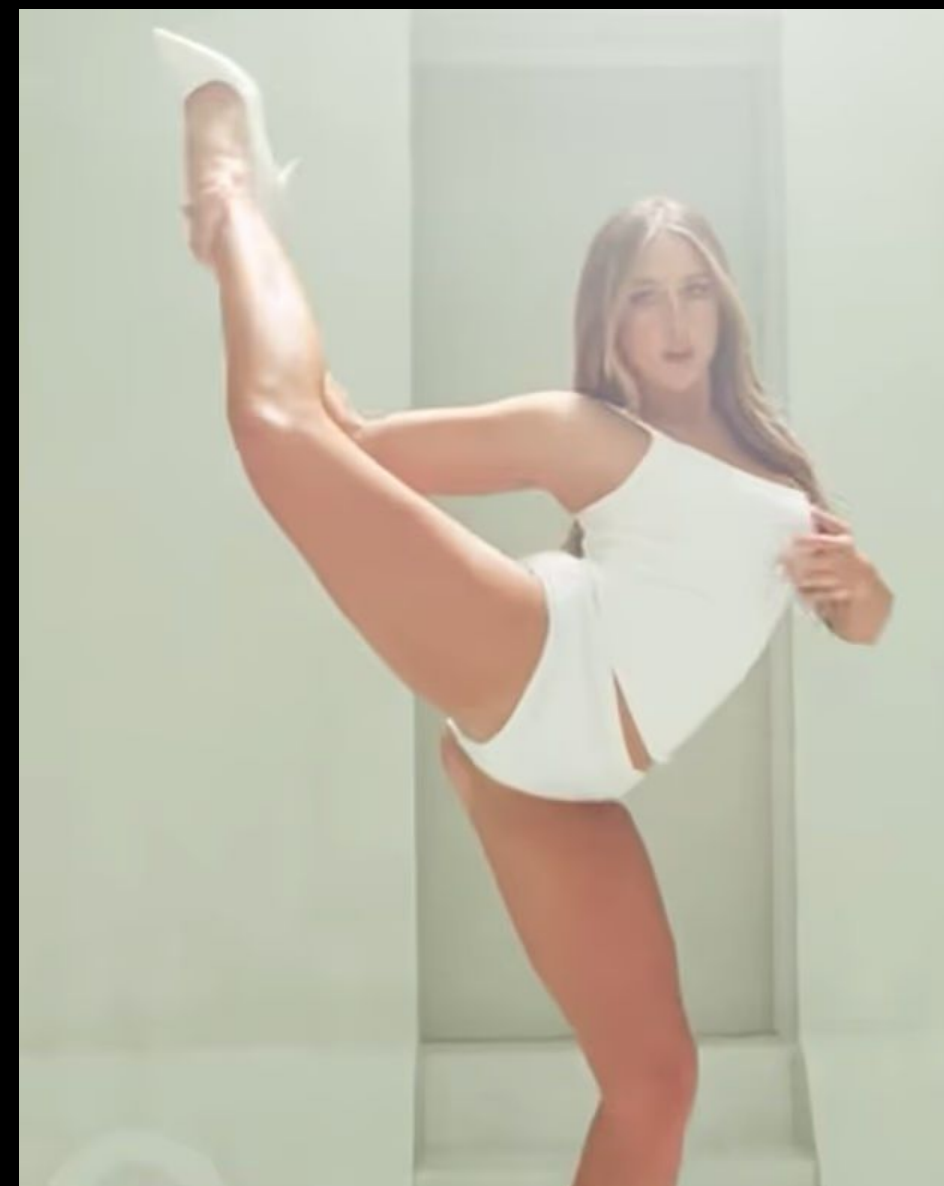
♡ Q Search



DOLCE VITA X FOR LOVE & LEMONS

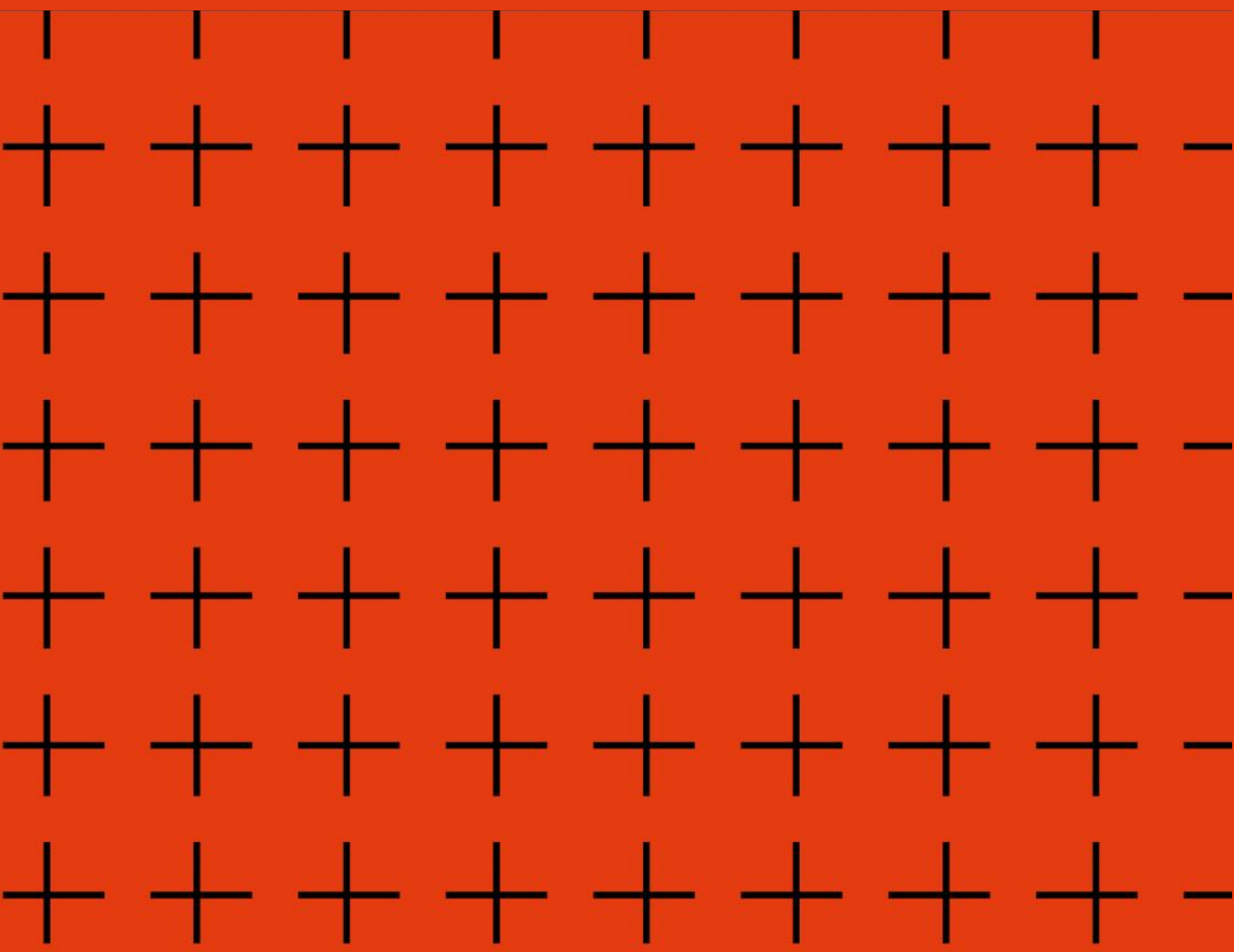
- Tate McRae dances in heels and can promote Dolce Vita as a comfortable heel option that you can even dance hours in
- Their brand is reasonably priced and great for women who want to stay in budget but wear nice looking shoes
- Celebrity seen wearing Dolce Vita: [Selena Gomez](#)


dolce vita x tate mcrae



**02**

***Collaborations***





**JUICY COUTURE**  
**NHL**  
**SYTYCD**  
**PROJECT RUNWAY**

# *Juicy Couture*

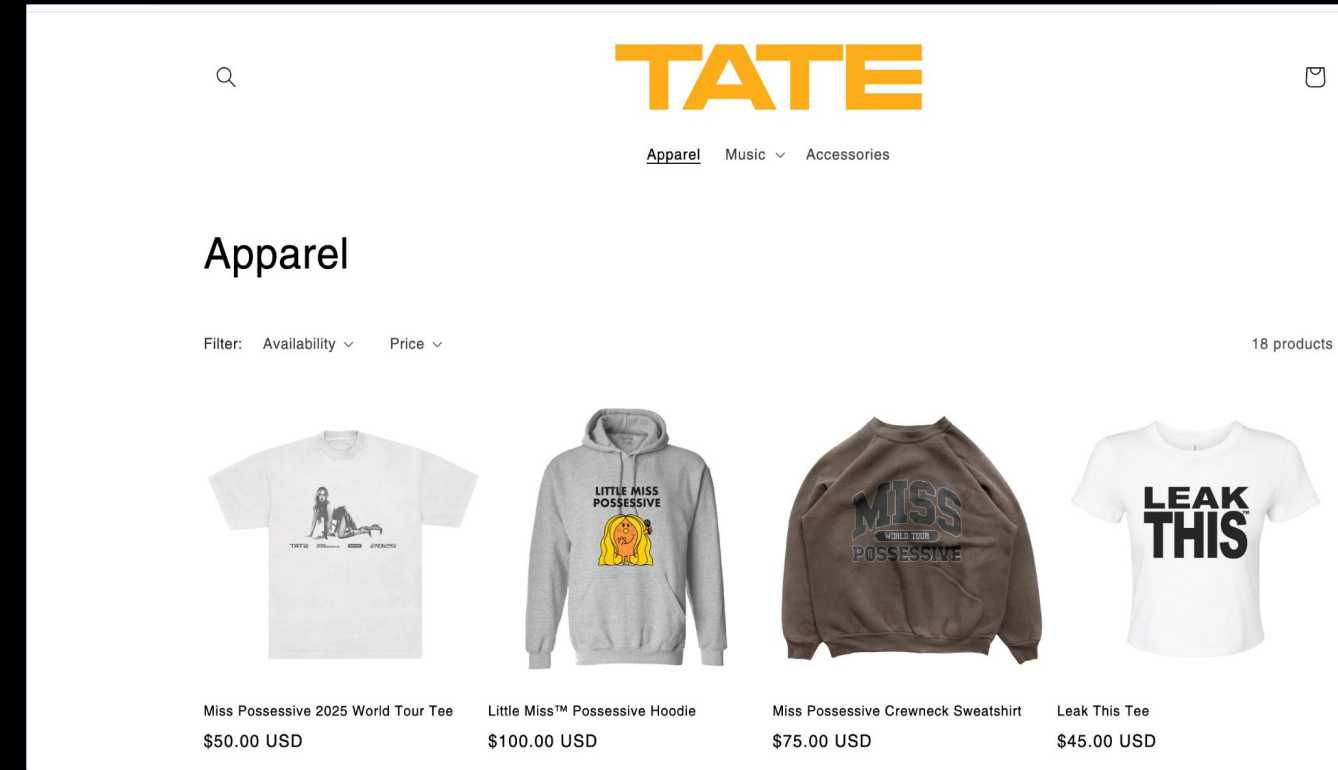
- Tate embraces a blend of tomboy-chic, sporty, and Y2K styles exactly the aesthetic Juicy Couture thrives on
- She's already teamed with Adidas for a sportswear line, showcasing her credibility and influence in fashion drops
- Juicy aligning with emerging icons like (Madhappy) reinforces their position as the brand for next-gen trendsetters



- Custom stage pieces
- Velvet zip up and track pants in Tate McRae's custom color which is only available for a limited time
- Add a patch or embroidery of a T8 somewhere

# Tate McRae x Calgary

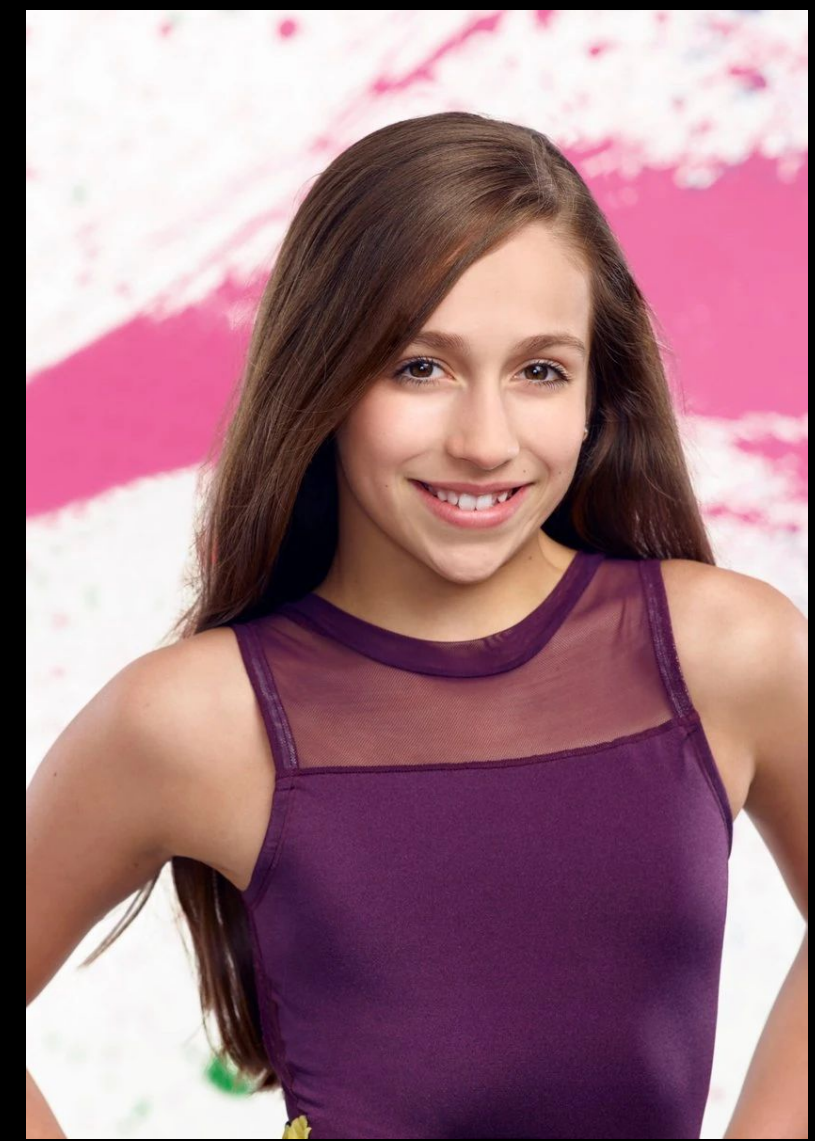
- Previous history of working with Calgary Flames and NHL on social media
- They made her a custom jersey in the past
- Reaches a broader audience including people who like sports and music



- Proceeds will go to her hometown community such as [Musicbox Children's Charity](#)
- Sell the collaboration jersey on her website [TATE](#)
- Jersey is thrown into the crowd at a Calgary game while playing a Tate song during an intermission

# *Guest Judge on So You Think You Can Dance*

- Was on the show in June 2016 when she was 13 years old (Season 13)
- Finished in third place, becoming the highest-placing canadian in the show's history
- Representing her experience on the show and appreciation for the opportunities she has gained since then



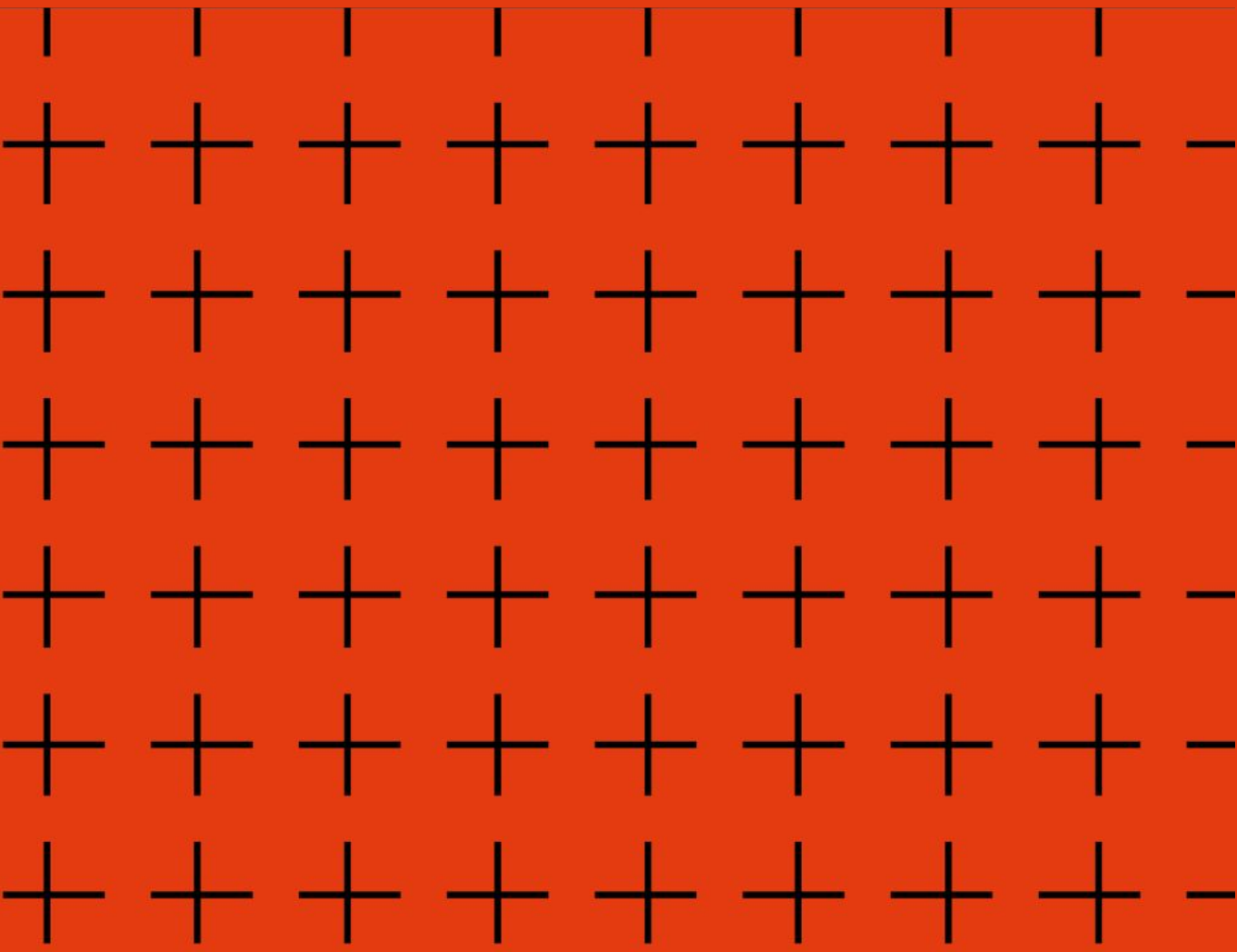
# *Surprise Guest On Project Runway*

- Surprise guest on Project Runway for one of the challenges contestants have to face
- Sports, pop-star, music themed challenge to create a look for Tate McRae and her dancers on stage
- Many look up to her fashion sense, energy and passion on and off the stage
- Collabing with a client (Heidi Klum) and working with social and production team at Full Picture



**03**

***Press Event Ideas***



# *Small Budget Event*

- "TATE x JBL (name of new album or tour) Pop Up" in New York City, celebrating her album and featuring listening stations with JBL headphones and a retail experience
- Past pop-ups-
  - Demi Lovato- Merch, paintings and lions filled the room. iPads on the walls displaying the 12 tracks and giving the option to put on noise-cancelling JBL headphones to listen
  - Benson Boone- Surprised fans outside of JBL store in SOHO in a red vintage car using the new speaker to play his album

## **Pitch: Billboard**



Billboard: [Demi Lovato Tells Stories Behind 'Tell Me You Love Me' Tracks at New York Pop-Up](#)

Billboard: [If Benson Boone Didn't Hand You a JBL Speaker Out of the Trunk of His Car, You Can Score One Here Instead](#)

Glossier Pop-up Event in LA with a Tate McRae appearance-can be outside and inside of the store [Fleurs et Sel™ Bakery x Glossier LA Pop-Up Shop](#)

-Invite alfred coffee to participate in the event and sell their coffee and pastries (make a special drink the color of the favorites set)

-Invite LA influencers to come early and make content like Iris and Kensington



# Large Budget Event

Have a pre-show or post-show at an aesthetic location to take pictures (invite Getty and trusted photographers)

After party show following the VMA's at The Public Hotel (like the Met Gala 2025 After Party hosted by Janelle Monáe)



WWD: [Janelle Monáe, Chance the Rapper and More Attend Met Gala After Party at the Public Hotel](#)

Dolce & Gabbana's Alta Moda Show- Exclusive feature in Vogue and pitch Harper's Bazaar and WWD

Vogue: [Live at the Forum! Dolce & Gabbana Bring Alta Moda to Rome](#)



<https://altamoda.dolcegabbana.com/en/alta-moda-roma>

Make a surprise cameo at Vogue World in Paris- Featured in Vogue Magazine and on their YouTube Vogue Youtube: [Sabrina Carpenter Makes a Splash at Vogue World: Paris](#)



Vogue: [Sabrina Carpenter Makes a Surprise Cameo—in Retro-Style Swimwear!—at Vogue World 2024 in Paris](#)

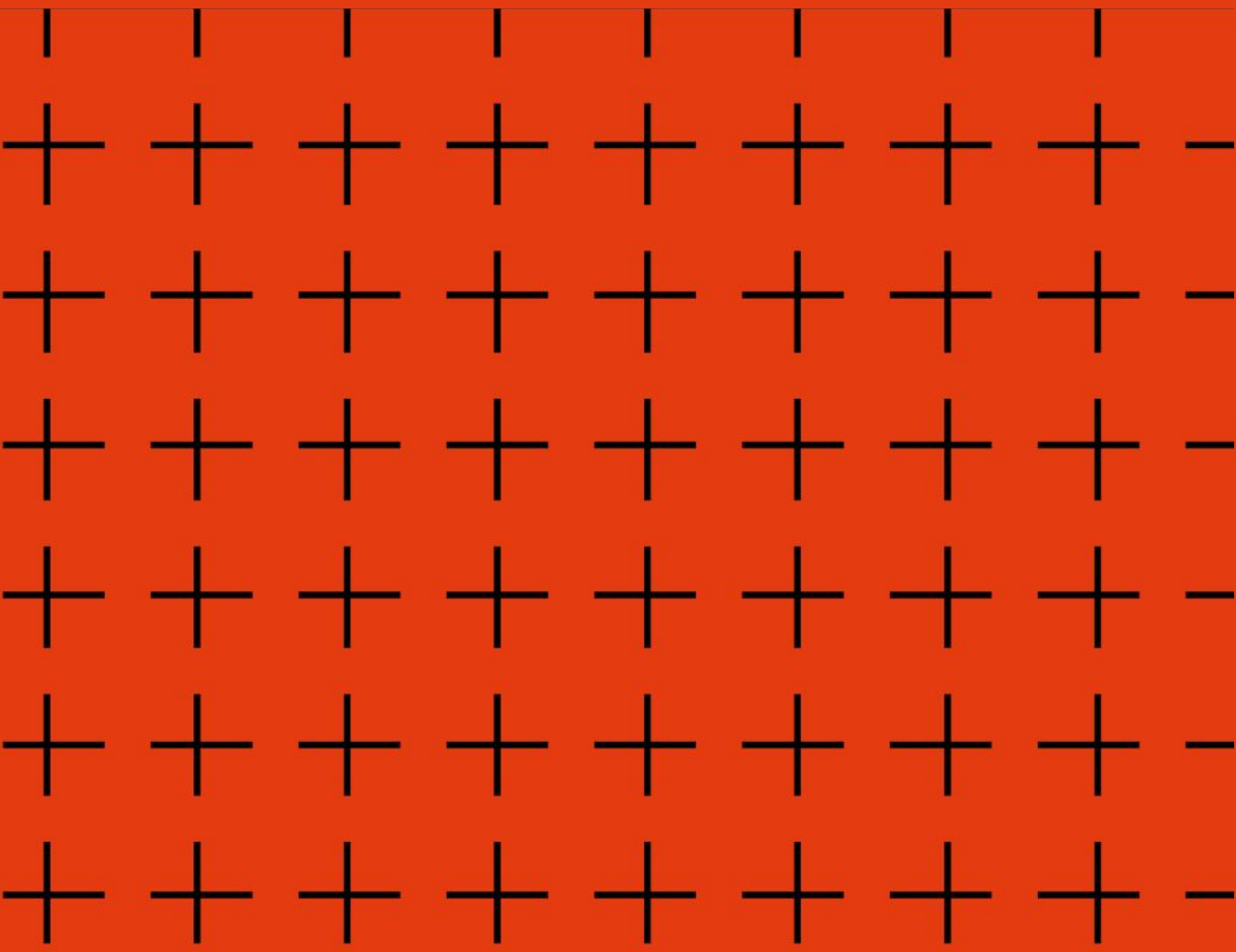
Pop up concert in NYC at Pier 17 as well as inviting a guest singer such as Sabrina Carpenter or Olivia Rodrigo

[The Rooftop Pier17](#)



**04**

***Brand Goals***

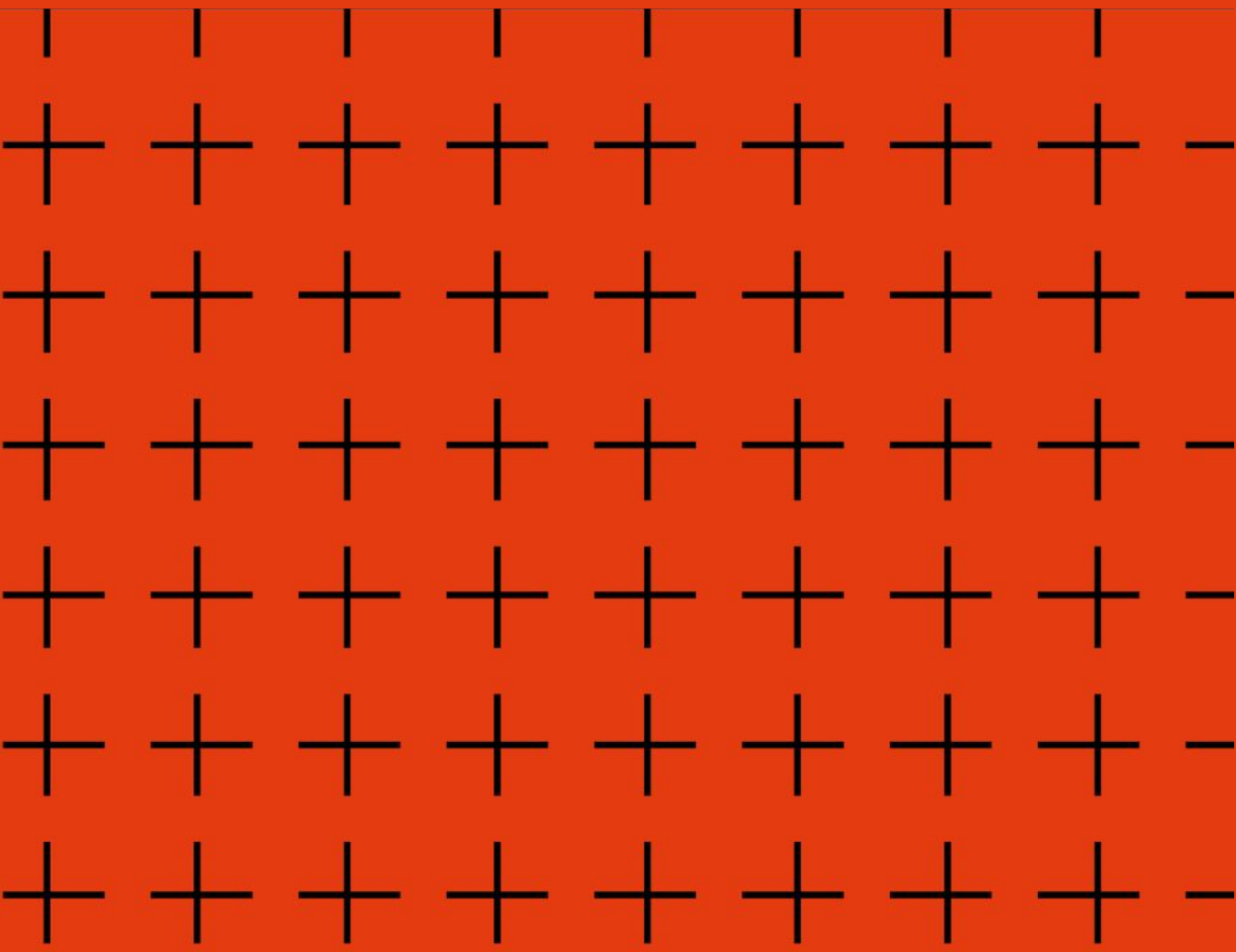


- Build strong relationships with brands such as: JBL, Dolce Vita, Gorjana, Glossier, Juicy Couture, PINK, Dolce & Gabbana and Vogue as well as making an even stronger relationship with NHL and the Calvary team. Not only are relationships with brands important but SYTYCD and Project Runway are great outlets to connect with as well
- Supporting business objectives such as entering new markets and launching new products targeting a specific audience
- Increase brand awareness by growing Tate McRae's social media platforms and get more coverage in media outlets



**05**

***Potential  
Influencers***



Evange- 1.2M  
Riley Saurage- 1.2M  
Jake Shane- 3.7M  
Acquired Style, Danielle- 1.6M  
Halley and Jaz- 1.5M  
Amaya Papaya- 4.2M  
Alex Cooper- 2.9M  
Bran Flakezz- 1.3M  
Jenna Sinatra- 2.6M  
Emily and Ella Fauver- 4.8M



# WHY?

**Evange**- EP Jewels, create relationship that can possibly lead to a collaboration

**Riley Saurage**- Owner of Jane Doh, cool style similars to Tate, can possibly lead to collaboration

**Jake Shane**- Friends with Tate, popular influencer, large following, will make social media content

**Acquired Style, Danielle and Lauren Wolfe** - Popular influencer, loves fashion and music, films her day, will make social media content

**Amaya Papaya**- Winner of Love Island, positive energy, large following

**Alex Cooper**- Friends with Tate, popular influencer, large following, can somehow involve Unwell in the event

**Bran Flakezz**- Popular influencer, loves music and having fun, will make social media content

**Halley and Jaz**- Popular influencer, loves fashion and music, films her day, will make social media content

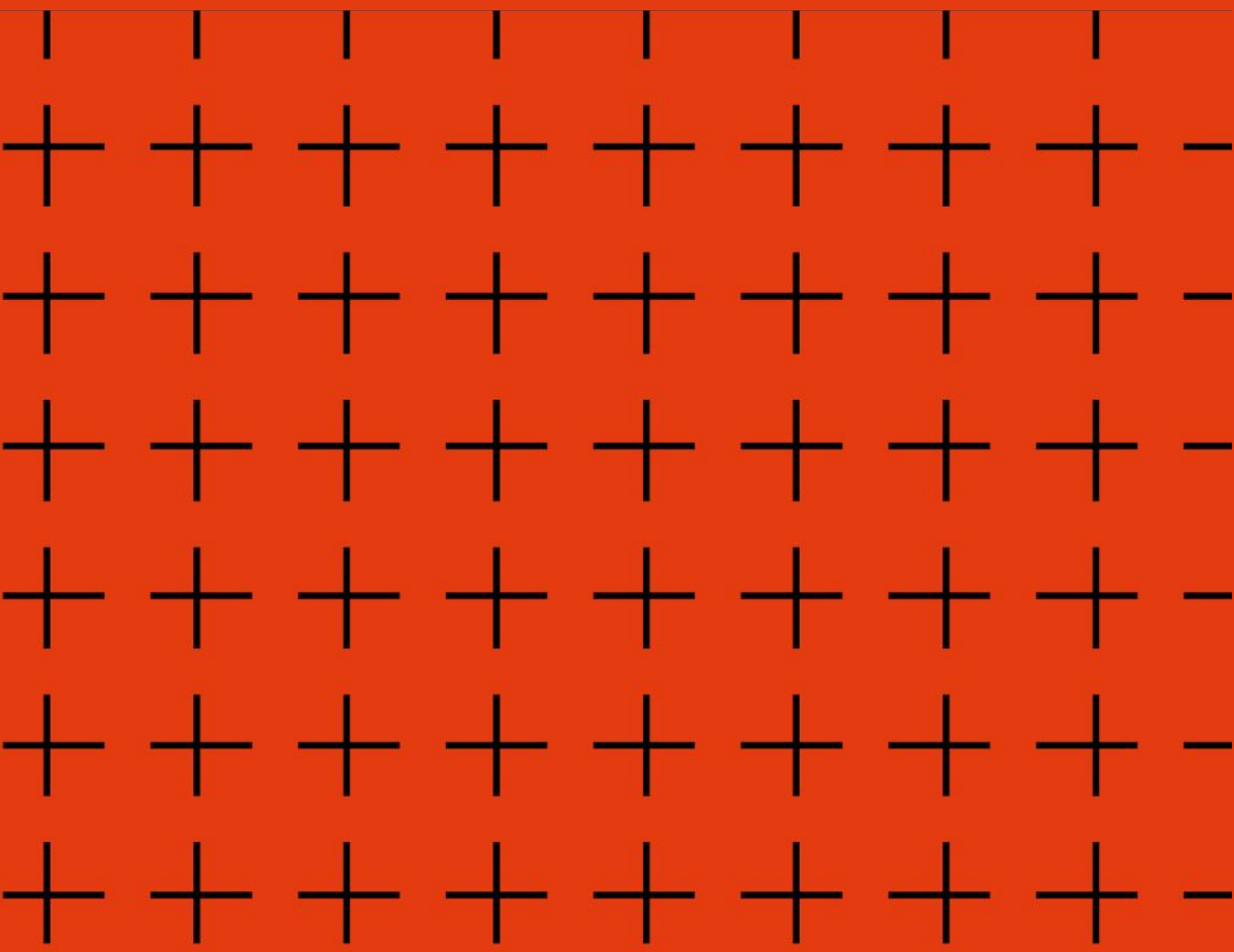
**Jenna Sinatra**- Loves Tate McRae, popular influencer, large following, will make social media content

**Emily and Ella Fauver**- Popular influencer mom and daughter duo, love music, will make social media content

**Monet Mcmichael**- Popular influencer, loves makeup, clothes and having fun, will make social media content

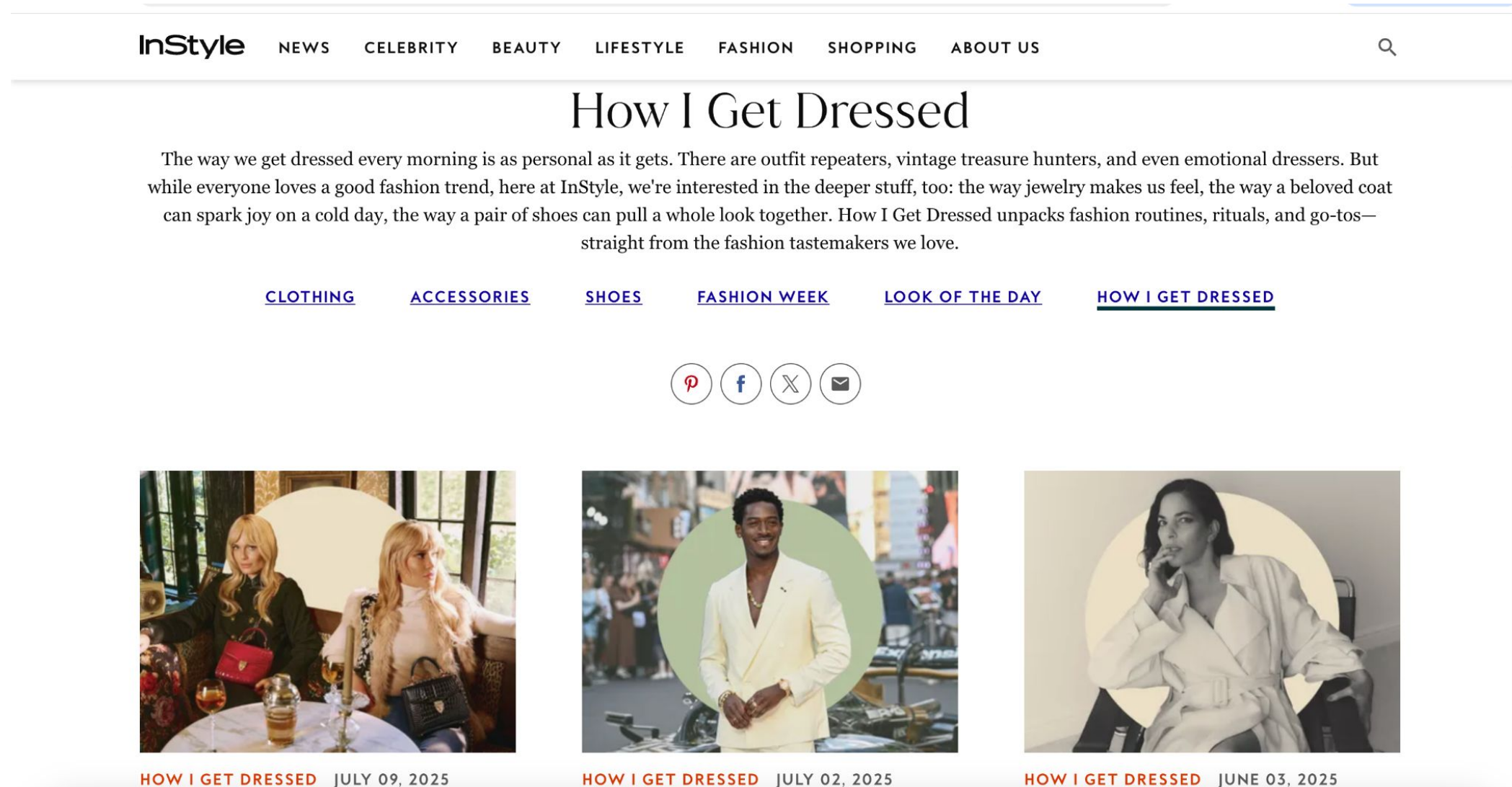
**06**

***Media/Print  
Ideas***



# InStyle “How I Get Dressed”

- Previous guests: Megan Thee Stallion, Sydney Sweeney, Sofia Richie
- The process of how she picks out her outfit for the stage and how she developed her own personal style



UVM: 10,528,056

[instyle](https://www.instyle.com)

**Possible Title:** Tate McRae shares her trick on how to dress cool but comfortable

# *Us Weekly* “25 THINGS YOU DON’T KNOW ABOUT ME”

- Give fans information they did not know
- Keeps it fun and interesting
- We have a relationship with Us Weekly and I think they would love to interview her
- Past influencers: Emma Chamberlain, Bebe Rexha, Jake Paul, Nick Jonas
- Past clients: Alessandra Ambrosio, Heidi Klum, Lindsey Vonn, Tracy Anderson

The screenshot shows the Us Weekly website interface. At the top, there is a navigation bar with the Us Weekly logo, a menu icon, and links for Celebrity News, Entertainment, Star Style, Parenting, Shopping, Royals, Games, and Shorts. A 'SUBSCRIBE' button and a search icon are also present. The main headline reads '25 THINGS YOU DON'T KNOW ABOUT ME'. Below the headline, there are four featured articles, each with a photo of a celebrity and a short title:

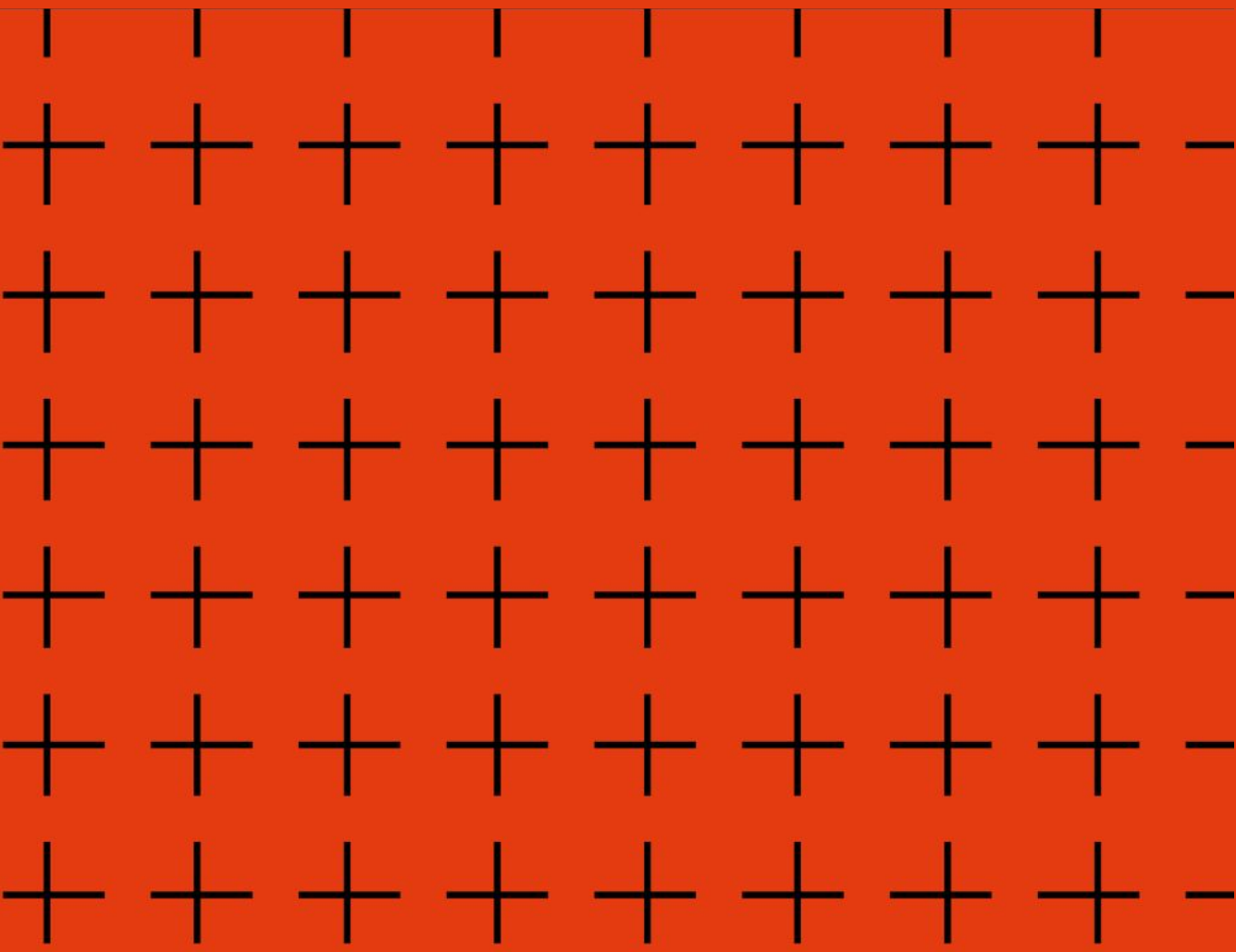
- Jodie Sweetin Recalls Hilarious Memory With Dave Coulier and Bob Saget**
- Jermaine Dupri Reveals the Best Advice Quincy Jones Ever Gave Him**
- Kimora Lee Simmons Recalls Modeling Gig With Naomi Campbell**
- Star Jones Reveals the 1 Criminal Act She's Ever Committed**

UVM: 10,833,500

[Us Weekly](#)

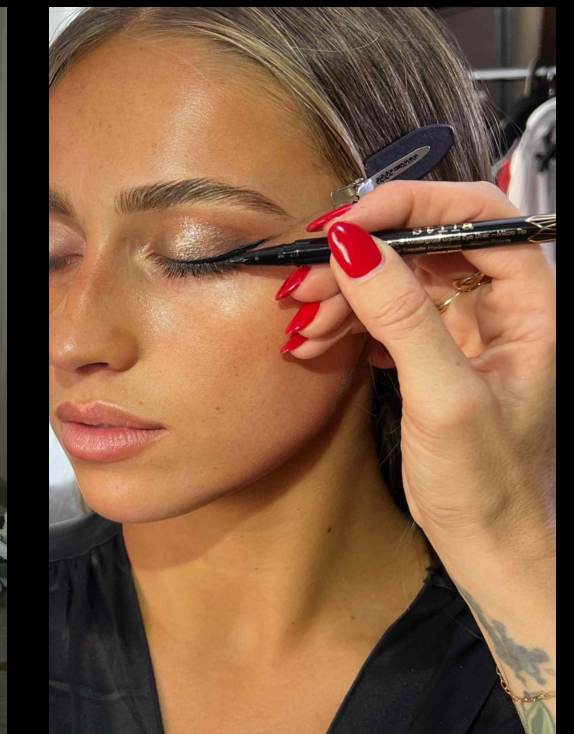
07

***Social Media Ideas***



# ***Day In My Life on Tour - Tik Tok***

- Take fans through a day in Tate McRae's life while on tour
  - Show her morning routine, what she eats, her hair and makeup being done, any last minute changes, her outfits, backstage behind the scenes clips
  - Pitch the post out wide to entertainment press for pickup
- GRWM While I tell you things you may not know about me



# ***Tracy Anderson and Tate Mcrae Video***

- Tracy Anderson instructors and Tate McRae work together to choreograph a workout/dance tutorial for members to take part in from online
- Can have some Tate McRae songs in the routine as well
- Can be posted on Tracy Anderson's YouTube, Instagram, and website [Tracy Anderson](#)
- Tate McRae and Tracy Anderson can post a clip of it on their Instagram story that will lead viewers to the video



Madfit- 10.7 Million  
Followers

**TATE MCRAE DANCE PARTY WORKOUT**

<https://www.youtube.com/watch?v=NnLSp0cRMqg>

# ***Paid Ads***

## JBL

- Clips of the pop-up event made into a fun video posted on Tate McRae's socials as well as JBL's
- Tate films herself backstage with JBL headphones on preparing for her performance

## Dolce Vita

- Tate makes a Tik Tok of her doing a dance routine in Dolce Vita heels
- Fun way to support Dolce Vita's brand and help build Tate's image

## Juicy Couture

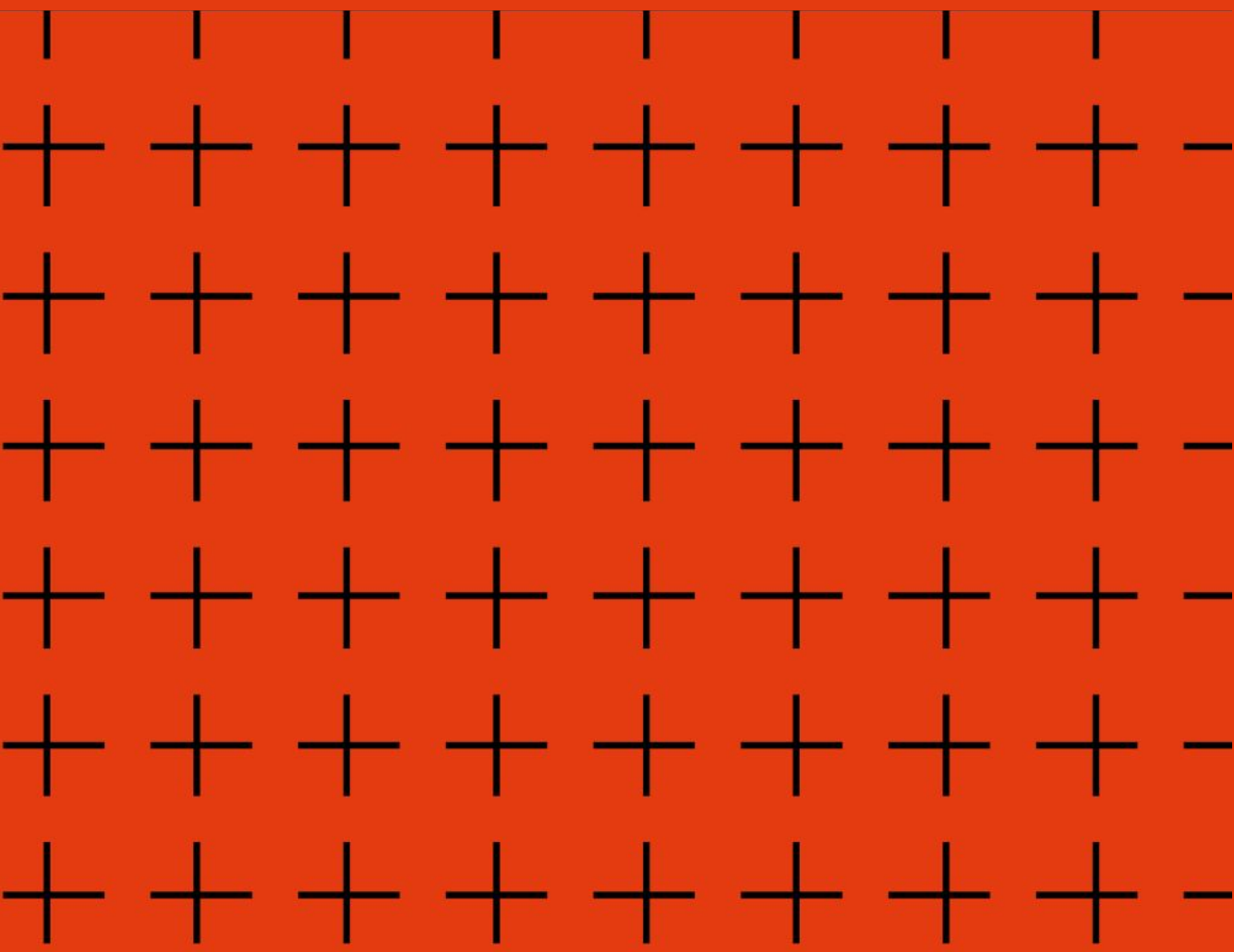
- Tate makes a Tik Tok of her picking out what custom stage piece she is going to wear for the show that night
- Make a Tik Tok of clips from a Juicy photoshoot in all of the different clothing items

## Alex Cooper UNWELL

- Tate McRae drinks unwell after a night performing on tour and films her true reaction
- They have a strong relationship
- UNWELL could use Tate McRae to help get the message of its brand across since its new

07

***Target Media  
Outlets***



## **ELLE Magazine and ELLE Canada:**

Tate McRae's collection with Glossier Neutrogena: [Tate McRae Is Now the Face of Her Favorite Childhood Skin Care Brand](#)

Get ready with Tate McRae for the (Vogue World, Dolce & Gabbana Alta Moda Show, VMA's)

Elle Magazine TikTok: [Get ready with @tate mcrae for the 2024 VMAs](#)

**Cosmopolitan:** Tate McRae's collaboration with NHL and Calgary Flames

[Adidas x Oasis Feeling supersonic? Shop the incredibly cool Oasis merch here!](#)

"Shop the incredibly cool Tate McRae x Calgary Flames merch"

**Vogue:** EXCLUSIVE first look of Tate McRae's collection with Juicy Couture  
[From Pop Star to Fashion Icon—An Exclusive First Look at Tate McRae's Fashion Makeover for Her Latest Music Video "Sports Car"](#)

Tate McRae's Partnership with Glossier [Olivia Rodrigo on Her New Glossier Partnership and Why Her Approach to Beauty Is Ever-Evolving](#)

**W Magazine:** Tate McRae making a statement at Dolce & Gabbana Alta Moda Show)  
[Julia Garner Brings Superhero Energy to The Fantastic Four Red Carpet](#)

**Harper's BAZAAR:** All of the celebrity looks from Tate McRae's 2025 VMA's After Party  
[All the Celebrity Looks From the 2025 Met Gala After-Parties](#)

## **People Magazine:**

Tate McRae's Glossier collection  
[Tate McRae Is Maybelline New York's Latest Brand Ambassador: 'I Didn't Even Think They Knew Who I Was'](#)

Tate McRae making a statement at Vogue World or Dolce & Gabbana Alta Moda Show)  
[Sabrina Carpenter Makes Her Runway Debut at Vogue World: Paris — See Her Major Moment!](#)

**WWD:** Tate McRae becomes PINK's brand ambassador for their clothing line [Victoria's Secret's Pink Hires Plus-size TikTok Star as It Expands Sizes](#)



***Thank You!***