



Media Kit

2024





Hello there! I'm Kelly Gulbrandsen.

I am a wife, mother of three amazing kids, and business owner with over 20 years in the fitness industry. I co-own B. Pilates Boutique and am the creative force behind Sweat.Love.Soul, an online community with over 128,000 Instagram followers.

My mission is to help women feel at home in their bodies, blending fitness with calmness and power. Through my online platforms, app, and Pilates studio, I am redefining what it means to be a fitness leader, sharing life unfiltered and inspiring others to find strength and serenity.

Let's Team Up!

I'm excited to work together and create meaningful partnerships that inspire.

- ☑ I'm passionate about helping women (and men!) find peace and strength through fitness.
- ☑ I've dedicated my life to helping others achieve their health goals while nurturing their soul.
- ☑ I co-created Sweat.Love.Soul apparel with my daughter to be both comfortable and empowering.
- ☑ We are proud benefitting partners of Children's Hospital Colorado, having donated \$15,000 to date.
- ☑ I only partner with brands I genuinely believe in, whether it makes life easier or more enjoyable.
- ☑ My approach to health is rooted in seeking progress, not exhaustion. I believe in celebrating your body and its capabilities.
- ☑ I'm committed to promoting strength, healing, flexibility, balance, spirituality, and mindfulness in all aspects of life.
- ☑ My mission is to help women feel at home in their bodies, where fitness meets calmness and power.
- ☑ I believe in honesty and transparency, sharing all of the ups and downs of my journey with my community.
- ☑ My promise is to bring authenticity and thoughtful insights to every recommendation and workout I share.

Instagram



Sweat.Love.Soul started as personal training and pilates, and has grown into a holistic fitness brand. My account reflects the complexity of who I am as a person—pilates, mobility, mindfulness, motherhood, fashion and empowerment.

My Instagram is trusted because it's 100% true to my voice. My community has been with me through it all—from my early days as a Pilates instructor to creating a thriving fitness brand, and balancing life as a dedicated mom. It's where I provide daily inspiration for people who want to move and love their bodies.

THE STATS

128K

FOLLOWERS

1.1M

REACH

4-6K

PER STORY FRAME

1

AVERAGE POST PER DAY

35-44

AGE OF MOST FOLLOWERS

RECENT SPONSORS

Nakano Knives
Saie Beauty
Armra Colostrum
Jane Iredale Makeup
Atlas Coffee
Zelus Fitness
Ready Nutrition

Price List

When we work together, you can expect timely communication, high-quality content, and a distinctive Sweat.Love.Soul flair!

INSTAGRAM REEL

Includes one reel posted to my Sweat.Love.Soul account and a share on my stories with a link to your product.

\$500

INSTAGRAM PHOTO

Includes one photo posted to my Sweat.Love.Soul account and a share on my stories with a link to your product.

\$300

INSTAGRAM STORY

Includes one story posted to my Sweat.Love.Soul account with a link to your product.

\$150

I am excited to hear about your vision and explore how we can collaborate together.

Thank you. Let's Collaborate.



Thank you for considering a collaboration with Sweat.Love.Soul! I am thrilled at the prospect of working together to create meaningful and impactful content. If you're interested in partnering or have any questions, please don't hesitate to reach out. Your support and interest mean the world to me. Let's inspire and empower our communities side by side.

Please email sweat.love.soul@gmail.com and include the product or service, the website, and what you envision for the sponsorship. Please allow 5-7 business days for a reply. Thank you!

