MEDIA KIT

@WonderstruckYYC • Calgary, Alberta

BE WONDER STRUCK

ABOUT WONDERSTRUCK

Wonderstruck is a Calgary-based entertainment discovery platform dedicated to finding & enjoying the wonder in our city.

From magic shows and theatre to festivals, immersive experiences, comedy, live performance, and unexpected local discoveries, Wonderstruck YYC brings Calgary audiences along for the experience.

WE DON'T JUST TELL PEOPLE WHAT'S HAPPENING.
WE SHOW THEM THE WONDERS WORTH EXPLORING.

Through engaging short-form video, event coverage, reviews, performer interviews, and curated recommendations, Wonderstruck connects Calgary audiences with the people, performances, and experiences that make our city wonderful.

OUR MISSION

To make discovering Calgary's entertainment scene feel exciting, personal, and full of wonder.

- Discover something new.
- Support local performers and creators.
- Find experiences worth exploring the city for.
- And, most importantly: Be Wonderstruck.

WHAT WE COVER

LIVE PERFORMANCE	Theatre, variety, comedy, dance, and other live entertainment.
EVENTS	Festivals, community events, pop-ups and unique Calgary experiences.
IMMERSIVE EXPERIENCES	Events that invite audiences to participate, explore and experience something beyond the ordinary.
PEOPLE	Interviews and profiles featuring Calgary's performers, creators, producers and event makers.
LOCAL DISCOVERIES	The unusual, unexpected and wondrous things happening around Calgary.

CONTENT FORMATS

FOR THE WONDERER

Curated recommendations of upcoming Calgary experiences worth knowing about.

THE WONDERING

Honest, engaging event reviews focused on the audience experience.
Behind-the-scenes looks at performers, productions and the work that goes into creating an experience.

THE WONDERFUL

Short-form interviews and profiles with performers, creators, and entertainment professionals.

THE WONDERS

Discoveries that make us stop and say, “Wait... this is happening in Calgary?”

WONDERSTRUCK

A recurring roundup of interesting things happening around Calgary.

PARTNERSHIP OPPORTUNITIES

EVENT FEATURES

Pre-event promotion, event attendance, and post-event coverage designed to generate interest and encourage ticket sales.

REELS & SHORT-FORM VIDEO

Cinematic, personality-driven Instagram Reels showcasing the atmosphere, experience, and highlights of an event.

PERFORMER FEATURES

Interview-style content introducing audiences to the people behind Calgary's entertainment scene.

EVENT REVIEWS

Editorial-style coverage focused on the audience experience, including what makes an event special and who would enjoy it.

STORY COVERAGE

Real-time event Stories featuring atmosphere, behind-the-scenes moments, highlights, announcements, and calls to action.

CAMPAIGNS

Multi-post campaigns combining Reels, Stories, event coverage, and promotional content around a larger launch or event.

CREATOR COLLABORATIONS

Collaborative content with performers, venues, festivals and local brands designed for both Wonderstruck YYC and partner channels.

WHY WONDERSTRUCK YYC?

LOCAL

Our focus is Calgary and the surrounding entertainment community.

EXPERIENCE-DRIVEN

We don't simply repost event posters. We experience the events and bring audiences along to explore the wonder with us.

PERSONAL

Wonderstruck has a recognizable host and point of view, creating a connection that traditional event advertising doesn't provide.

VISUAL

Our content is designed to make people want to experience the event for themselves.

CURIOUS

We actively seek out interesting, unusual, and under-the-radar experiences.

COMMUNITY-MINDED

Our goal is to help Calgary's performers, creators, and event organizers connect with an active following.

OUR AUDIENCE

Calgary + surrounding communities

Wonderstruck YYC is being built for people who are looking for something interesting to do, see, and experience in Calgary.

OUR IDEAL AUDIENCE

- Local entertainment lovers
- People looking for things to do in Calgary
- Performance enthusiasts
- Couples and friends looking for shared experiences
- Supporters of local artists and creators
- Visitors looking for unique Calgary experiences
- Curious people who enjoy trying something new

CURRENT CHANNEL

Facebook	Instagram	Tiktok
@WonderstruckYYC	@WonderstruckYYC	@WonderstruckYYC

Additional social channels and audience insights may be added as the Wonderstruck YYC community grows.

FOUNDING CREATOR

ELLE NGUYEN

Founder & Creator, Wonderstruck YYC

Elle is a Calgary-based creative, entrepreneur and digital content creator with a background spanning hospitality, events, operations, branding, and digital media.

With years of experience working around people, events, and customer experiences, Elle brings a practical understanding of what makes an experience memorable and what makes people want to talk about it afterwards.

Wonderstruck YYC combines that experience with her love of magic, performance, creativity,and discovering the wonderful things happening around Calgary.

There is always something wonderful waiting for you.
You just have to know where to look.

WORK WITH US

Whether you're launching a new show, promoting a festival, introducing a performer, opening an experience, or simply creating something people should know about, we'd love to hear from you.

Wonderstruck YYC
Facebook: @WonderstruckYYC
Instagram: @WonderstruckYYC
Tiktok: @WonderstruckYYC

Email: elle@lunrxpdesign.com

BE WONDERSTRUCK.