**Outlet** [**Picking Daisies Blog**](https://pickingdaisiesblog.com/)

[**Picking Daisies Media**](https://pickingdaisiesmedia.com/)

**Stay Date** Friday, Nov. 4 - Monday, Nov. 7, 2022

**Influencer** Mariah Zingarelli

**Reach** 100k monthly unique visitors

[Instagram:](https://www.instagram.com/pickingdaisiesblog/) 38.6k followers

Instagram Engagement: 5.18%

**Outlet Profile** Picking Daisies blog is a lifestyle blog and supporting social network focusing on all things motherhood, beauty, home, health, social media, and travel. She highlights her family life, travel excursions and social media content.

Mariah also runs Picking Daises Media, a media sight that specializes in Influencer Marketing, Social Media Management, Coaching Services and more. In 2021 Picking Daisies Media closed over 1.9 million in influencer sponsorships and brand deals.

**Influencer Profile** Mariah Zingarelli is California-based and focuses on lifestyle coverage on her website and social media - [Picking Daisies](https://urldefense.com/v3/__https:/pickingdaisiesblog.com/__;!!FOfmI8qiWcWBHqypJtzENF0!1jLkqEbbT59smK_VxvyVNyBc-wa-VNaKLsoGx6MV8G95h_HyOcwhjyaeHKh1RANYi9Wk52yIon7awdr2vL5394RUdTo$). Her travel articles are frequently shared and re-posted via social media apps including IG and Pinterest, reaching more than 100k readers/followers on each post. She is also one of 50 content creators Google is currently working with as the beta test Google Stories, which means her content is being pushed through Google Search Engine as well.  She has also received two awards of Influencer of the month from Fohr.

**Angle** Mariah will feature the hotel and the Knoxville area and experience in Blog Posts, Reels (10k-100k views), Feed Posts, Guides, Stories, Google Stories and Pinterest Pins. She is also an elite yelp member as well and will offer honest reviews and photos of all her partners.

**Sample Articles** [Romantic Weekend in Denver](https://pickingdaisiesblog.com/romantic-weekend-in-denver-colorado-l-things-to-do-in-denver-colorado/)

**Notes**

### The Tennessean Hotel to Provide:

**Hotel Rate/Fee** One-night complimentary stay in king room

Two-night media rate stay of $159 per night in a king room

\*\*\*Arriving on Friday, Nov. 4

**Room Type** Best available, king room

**Food & Beverage**

**Amenity** Welcome note and signature candle in writer’s room upon arrival

**Client Interaction**

**Dietary Needs** None to note

**Media Stay Agenda**

**Friday, Nov. 4**

Hotel Arrival & Check-in

**Saturday, Nov. 5**

**Sunday, Nov. 6**

**Monday, Nov. 7**

Recommendations from Visit Knoxville for lunch:

* Wander around Market Square/Gay St/Old City, there are TONS of options! Hopefully the weather is nice and you can snag an outdoor table on a patio 😊

Recommendations from Visit Knoxville for boutiques:

* [Honeymouth](https://urldefense.com/v3/__https:/shophoneymouth.com/__;!!PRtDf9A!7Kd8aE9P74vBjKXb4jgQIilYpL4xT9hopzMzSfJFkC-Dl1Lg51fFFypw80FR-Ogbyp2_Jw$) – “Dopamine rich” leather goods shop in the Old City.
* [Rala](https://shoprala.com/) – Regional and Local Artisans in the Old City
* [Jacks of Knoxville](https://www.jacksavenue.com/jacks) – Handmade regional good and coffee on the 100 Block of Gay Street
* [Glitterville](https://urldefense.com/v3/__https:/www.glitterville.com/__;!!PRtDf9A!7Kd8aE9P74vBjKXb4jgQIilYpL4xT9hopzMzSfJFkC-Dl1Lg51fFFypw80FR-OiHWi5mag$) – No explanation needed for this delightful departure from reality full of rainbows and unicorns.
* Fruit Jar Alley, Fizz, Earth to Old City, etc. are all easy finds in Market Square
* [Downtown shopping list here](https://www.visitknoxville.com/things-to-do/shopping/?bounds=false&view=grid&sort=qualityScore&filter_regions%5B0%5D=6)
* [Bliss & Tori Mason](https://shopinbliss.com/) on Gay St and [CJ’s Closet](https://www.shopcjscloset.com/) are some fun women’s fashion picks. CJ’s is just north of downtown next to some fantastic breweries including Xul, Geezers, Crafty Bastard, and Gypsy Circus Cidery. Could make CJ’s a fun stop on the way out of town.

1 p.m. Late Check-out and departure… return to reality