

# MEDIA KIT 2025

## KARA

*Robinson Chamberlain*

SPEAKER | ADVOCATE | HOST | INFLUENCER

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## ABOUT KARA ROBINSON

### *SURVIVOR. SPEAKER. STORYTELLER. ADVOCATE.*

Kara Robinson Chamberlain is a nationally recognized speaker, survivor advocate, and media host whose story of resilience has reached millions worldwide. With over 15 years of keynote experience, Kara brings a powerful blend of lived expertise, professional insight, and engaging storytelling to every stage.

Her reach extends far beyond the podium. As a digital creator with 1.4 million+ followers across TikTok and Instagram, Kara connects daily with an audience of women seeking healing, growth, and empowerment. She has been featured across television, podcasts, and major media platforms, making her a trusted voice at the intersection of advocacy, education, and inspiration.

At 15, Kara escaped abduction by a serial killer, leading police to capture him. She went on to serve in law enforcement for a decade before becoming a full-time advocate, speaker, and media host.

Her story and expertise allow her to connect uniquely with audiences on resilience, trauma recovery, ethics in storytelling, and empowerment.

#### **EDUCATION:**

- ❖ B.S. in Psychology, University of South Carolina (2008)
- ❖ Richland County Sheriff's Department (2003-2013) - Administration, School Resource Officer, Investigations, Victim's Services
- ❖ Trainings obtained in line with this work includes victim's assistance training and forensic interviewing.
- ❖ Advocate for trauma-informed practices in law enforcement, survivor support fields, true crime, and media.



# SPEAKING ENGAGEMENTS

Kara offers flexible formats depending on audience needs:

- ❖ Case Study Keynote (Law Enforcement): Uses case evidence and Kara's experience to train law enforcement professionals in survivor-centered response.
- ❖ Discussion-Led Presentations (Business/Leadership): Conversational style focused on resilience, overcoming adversity, and cultivating survivor mentality.
- ❖ Ethics in True Crime: Explores how to approach true crime ethically, balancing survivor voices with responsible storytelling.
- ❖ 'Not Defined' Keynote: Kara's personal journey reframed as a universal story of healing and empowerment.

All keynotes are customized to the scope of the event and alternative topics can be covered as needed.

## KEYNOTE FEES

- ❖ Professional / Law Enforcement / Victim Services: \$15,000 - \$25,000
- ❖ Corporate / Motivational / Conferences: \$25,000 - \$40,000+
- ❖ Faith-Based Opportunities: \$15,000 - \$30,000
- ❖ Virtual Keynotes: \$10,000 - \$20,000
- ❖ Workshops / Breakouts: +\$5,000 - \$7,500
- ❖ Panel Moderation / Hosting: \$7,500 - \$10,000
- ❖ Event Promotion via Social Media: +25% premium





# WHAT TO EXPECT

Kara provides a one-hour presentation (with slideshow) telling her experiences, encouraging resilience, and motivating attendees to take ownership of their stories and empower others in their lives to do the same. Her law enforcement-focused presentations integrate evidence-based practices to empower victims without compromising investigative work, while business and community talks emphasize leadership, adaptability, and survivor mentality.

Keynote presentation is customized to audience and event theme.

All sessions can include an optional 30-minute Q&A for deeper audience engagement.



# EXPERIENCE & MEDIA FEATURES

Kara has been featured on America's Most Wanted, America's Most Wanted: Missing Persons, Dr. Oz, BBC, People, The London Times, Oxygen, Lifetime, BuzzFeed, Studio 10 (Australia), and more. She was Executive Producer of 'Escaping Captivity: The Kara Robinson Story' and involved in the Lifetime film 'The Girl Who Escaped: The Kara Robinson Story.'

[CLICK HERE TO SEE INTERVIEWS](#)



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*"Kara Robinson Chamberlain is the embodiment of a champion... Kara is a powerhouse and everyone needs to hear her story."*

**- EVELIEN**

*"Kara is AMAZING... She was encouraging, optimistic and very inspiring."*

**- ANIKO**

*"Kara shared her experience in a way that held everyone's attention... Kara is one of the strongest people there are and her story is extremely empowering."*

**- ERIN**

*"Kara was a wonderfully engaging speaker... captivated our audience and had people talking for weeks."*

**- BETH**

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## WHAT OTHERS ARE SAYING







# PARTNERSHIP & COLLABORATION RATES



## 1.2M FOLLOWERS

In-Feed Video:  
\$8,000 - \$20,000

Story/Post with Link:  
\$4,000 - \$6,000

Whitelisting (30-day ad usage):  
+50-100% of base rate

Link in Bio (per day):  
\$200 - \$500



## 234K FOLLOWERS

In-Feed Reel: \$2,500 - \$6,000

Story (per frame): \$350 - \$750

Story Package (3-5 frames):  
\$1,200 - \$2,000

Whitelisting (30-day ad usage):  
+50-100% of base rate

Link in Bio (per day): \$100 - \$300

## PACKAGE DISCOUNTS

- ❖ Instagram + TikTok Reel: Starting at \$6,500
- ❖ Instagram Reel + Story Package: Starting at \$4,500
- ❖ TikTok Video + Instagram Story Package: Starting at \$7,500
- ❖ Full Campaign (IG & TikTok + Whitelisting): Custom pricing available upon request

## ADDITIONAL SERVICES

- ❖ Speaking Engagements / Keynotes: \$10,000 - \$40,000+
- ❖ Brand Consulting & Long-Term Partnerships: Negotiable

## ADDITIONAL INFORMATION

- ❖ Exclusivity: Additional fees may apply
- ❖ Turnaround Time: Typically 7-14 days from product receipt
- ❖ Usage Rights: Paid amplification/whitelisting is subject to additional fees
- ❖ Payment Terms: 50% upfront, 50% upon completion unless otherwise agreed

**SPEAKING FEES** vary depending on audience and engagement type (\$15,000-\$40,000 typical range). Nonprofits and law enforcement agencies may qualify for reduced rates.

Organizations are expected to provide travel and lodging or reimburse associated costs. Per diem is preferred in advance. Mileage, airfare, and accommodations are considered reimbursable expenses.






# MARKET OVERVIEW

**Content Pillars:** Healing & Resilience, Motherhood, Wellness & Fitness, Humor, Self Care, Authenticity

## Gender

 **90%**  
FEMALE

 **10%**  
MALE



**1.2M+**

TIKTOK FOLLOWERS

## Age

25 – 34 Years  30.9%

35– 44 Years  25.5%

18 – 24 Years  24.6%

45– 54 Years  13.1%

## Gender

 **90.6%**  
FEMALE

 **9.4%**  
MALE



**234k+**

INSTAGRAM FOLLOWERS

## Age

25 – 34 Years  37.7%

18 – 24 Years  26.3%

35– 44 Years  19.9%

45– 54 Years  13.3%

# KARA

## *Robinson Chamberlain*



## • CONTACT

Have a question or a comment? Need help? Send us an email! We would love to hear from you!



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