

MOMCOM

NEW YORK CITY

Empowerment Through
Humor

comedian/emcee/producer/
digital creator/
community builder

www.momcom.co

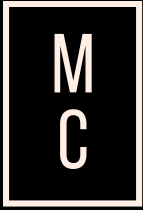
INFO@MOMCOM.CO



149K



17K



MOMCOM
FOUNDED BY ALYCE CHAN

comedian / producer /
digital creator/
community builder
www.momcom.co
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ABOUT

If you were to ask Alyce when she started as a comedian, she'd tell you since 10 years old. But professionally, Alyce has been a standup comedian for over 10 years and she started MOMCOMNYC in late 2016 in order to reach a broader audience especially to parents who could not attend late night comedy shows. Her humor resonates with parents so much that Scary Mommy had approached her to create unique sketch reels on their platform. Her reels on Scary Mommy has garnered over 20 million views and continues to grow.

Alyce also performs live and produces events in NY and LA and also in Vancouver, Canada, reaching a diverse audience across North America. Being active in building and sustaining a community of mothers and empowering women of all backgrounds has been her primary focus since the birth of MOMCOMNYC. Her use of dry humor and authentic connection through live events and engagement on social media provides relief and levity to any demographic.



"Humor can connect strangers in a way that nothing else can. It's stress relieving, soul nourishing, and the best thing at times of adversity."

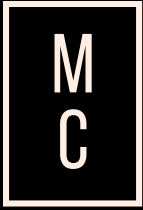
PRESS

VOGUE

6 Instagram accounts to make you see the funny side of parenting

New York-based standup comedian Alyce Chan's observations on parenting hit home, and her witty memes will have you rolling in laughter. Mom Com also organises a free weekly call where you can bond over humour with other mums from around the world.





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CREATIVE COLLABORATION RATES

SET OF STORIES (15 SECONDS)

A video or three static images up to 15 seconds on the story feed.

INSTAGRAM POST

One static image Instagram post on newsfeed for a duration of 6 months.

INSTAGRAM REEL POST

Includes creative concept/film/editing and two iterations for a reel 25-60 seconds; content is yours to keep and repurpose. Reel will be posted on the newsfeed for up to 12 months.

INSTAGRAM REEL POST TO STORY (ADD-ON)

As an add-on service, the customized reel can be added to stories with a swipe up link. White-listing is 5% of the agreed total fee.

TIK TOK

Place any reel/video created by MOMCOMNYC on Tik Tok's platform.

TAKEOVERS

Up to three posts from client along with captions provided on MC's newsfeed.

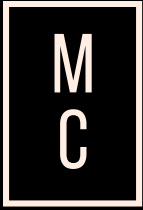
DIGITAL CREATOR

REELS, VIDEOS, SKETCHES

Alyce has been writing, acting and editing her own sketch short videos since 2019.

Her reels have garnered over a million views and have been exclusively featured on one of the largest parenting platforms, Scary Mommy, where she contributes creative content and is a regular feature.

Her content is so relatable to parents and particularly mothers with such a cheeky and tasteful humor, that it has attracted many sponsors and brands wanting to partner with her.



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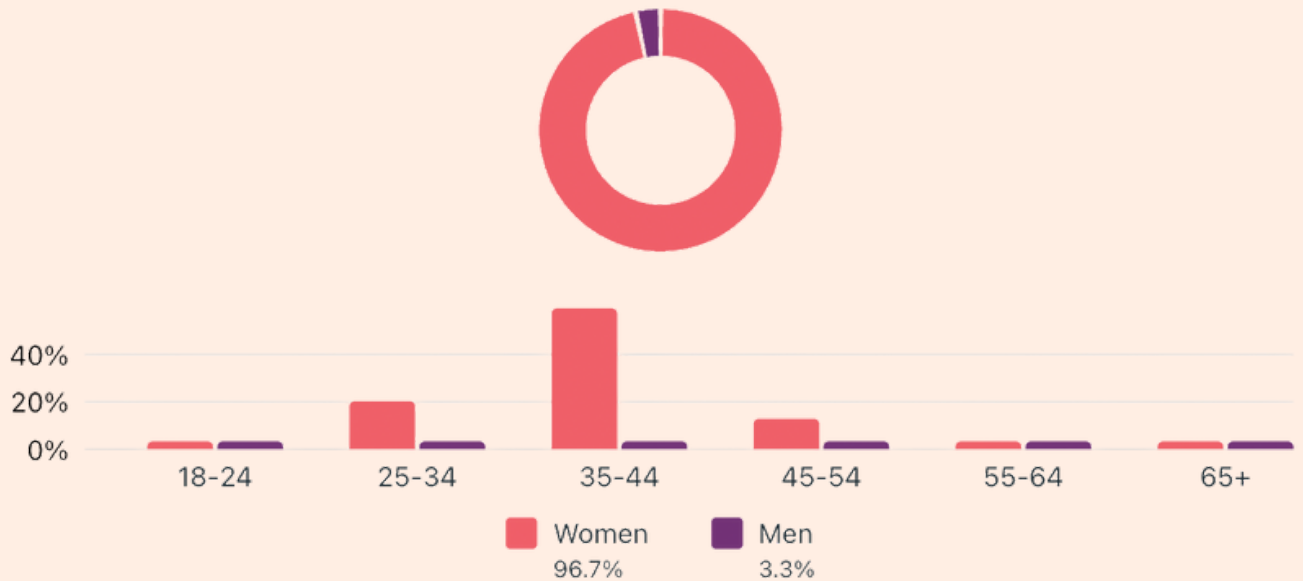
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DEMOGRAPHICS

Instagram followers ⓘ

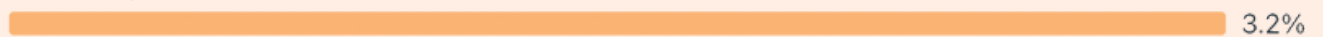
135,540

Age & gender ⓘ



Top cities

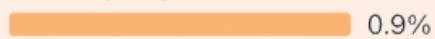
New York, NY



Los Angeles, CA



Toronto, ON, Canada

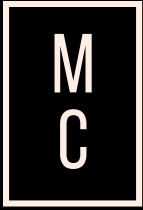


Chicago, IL



San Diego,





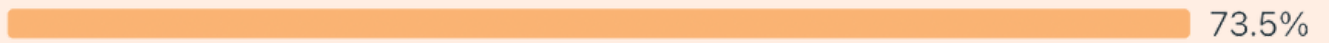
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DEMOGRAPHICS

Top countries

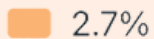
United States



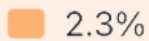
Canada



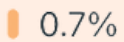
United Kingdom



Australia



Nigeria

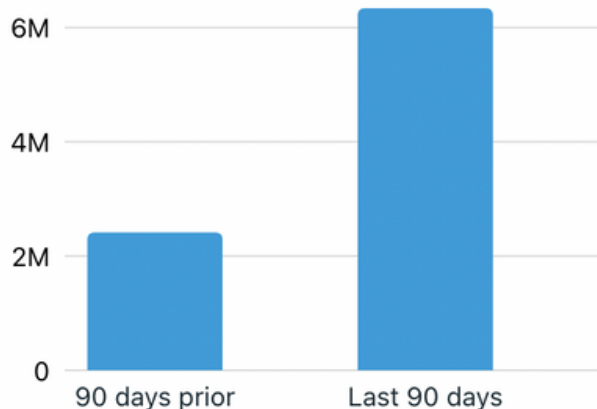


Reach

Post reach ⓘ

6.3M ↑ 162.7%

Total from last 90 days vs 90 days prior

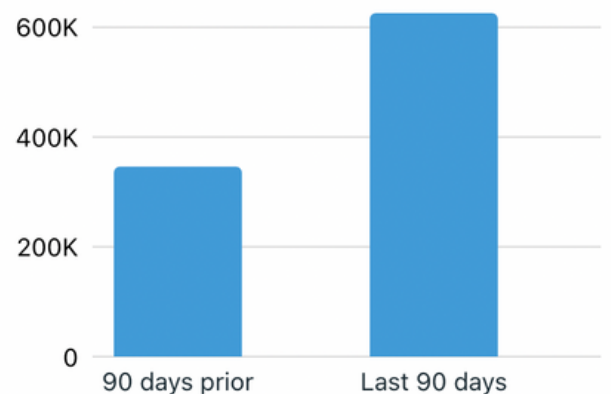


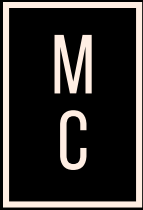
Engagement

Post likes, comments and shares ⓘ

625.8K ↑ 80.8%

Total from last 90 days vs 90 days prior





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Results

Paid reach ⓘ

2,372 ↑ 97.3%



Facebook Page reach ⓘ

529 ↓ 60.6%



Instagram reach ⓘ

2,672,860 ↓ 14.6%



See results report

Content

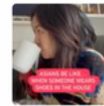
Sort by: Recent content ▾



Fri Jan 13, 11:44am
Nothing against Sarah but why you play like t...
Post
Reach 55,401



Fri Jan 13, 9:26am
Good talk. Carry on. Follow @momcomnyc f...
Post
Reach 10,040



Thu Jan 12, 7:43am
Number one rule when you enter any home, t...
Post
Reach 104,084



Wed Jan 11, 7:11pm
Last load of the night. Am I delirious? Yes. D...
Post
Reach 51,465



Wed Jan 11, 9:43am
#snackkks for life
Post
Reach 174



Wed Jan 11, 9:36am
After 8 years, I've become a pro at this! Fave...
Post
Reach 25,211

See content report

PARTNERS

SCARY MOMMY
INTERMIX
LUNYA
PLUS ONE
MAMA TALKS
COZY EARTH
LUMINARY
LUMION
TRESTIQUE
PureWOW
PRANAMAT
MILK PEP

FORIA WELLNESS
THORN
HUDSON RIVER PARK
CLEARLY.CA
Keep It Anchored
HEWLETT-PACKARD
SEE'S CANDIES
EVOLVE TO EAT
NATALIE'S JUICE
DASANI
DISNEY
LO & SONS



**See's
CANDIES®**

Natalie's
ORCHID ISLAND JUICE CO.

DASANI®

INTERMIX

milk pep

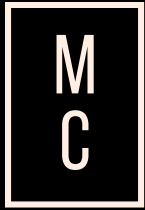


LUNYA

THORN

COZY EARTH
PREMIUM BAMBOO BEDDING

PureWow



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EVENTS & PERFORMANCES

HOSTING AND EMCEE

Alyce is a producer and curator for a diverse range of events and comedy shows. In 2017, Alyce founded "Bring Your Own Baby" (BYOB) Comedy show and in 2020, She launched a healing and humor series for women and mothers, called Nothing Taboo, which involved a comedy performance, pop up shops and a panel about women empowerment and sensuality. She continues to produce unique shows for mothers and parents all over New York City.

Alyce has performed at the New York Comedy Festival at Carolines on Broadway, She's been seen on the Drew Barrymore show, Broadway Comedy Club, The New York Comedy Club, The Stand and her reels have been featured at the long-running AAPI short film festival in 2022.

Alyce has produced and performed at private galas including charitable events, such as the Hudson River Park Committee Luncheon, WIN and FEED and more.

Alyce has been featured on Vogue as one of the top six funniest parent Instagram accounts to follow, The Tamron Hall Show, PureWOW and is regularly seen on Scary Mommy. Alyce is performing alongside Keenan Thompson (SNL) at the Laughter and Lullabies Gala and will be hosting the Rocky Mountain Emmy Gala this Fall.



PRODUCTIONS

- BYOB (Bring Your Own Baby) Monthly Stand Up Comedy Show at Word Bookstores
- Nothing Taboo (Humor and Healing series) at LUNYA in Nolita, NYC
- MAMAS on the Move at Luminary, NYC
- How Cold Is Your Coffee Virtual Talk - A weekly global virtual connection of women
- Resident Comedian at an all women empowering retreat, Renew Breakup Bootcamp
- Host and Producer of the new comedy show for all moms in NYC called UNSOLICITED
- Creative content contributor to Scary Mommy
- Co-Producer of New York Comedy Festival performing with Crazy Woke Asians
- UNSOLICITED, a comedy show for parents with a unique twist