



# MOTO MATES EXPEDITION

## MEDIA KIT 2026

**MotoMates Expedition**  
**Cinematic Motorcycle Expedition | May 2026**  
**17 Countries • 25,000+ km Journey | RTW Stage 1**

An Adventurous cinematic expedition documenting cultures, roads, and people across continents.

### **Founders**

Martynas & Agne

### **Follow the Journey**

Website: [www.MotoMatesExpedition.com](http://www.MotoMatesExpedition.com)

Instagram: @MotoMatesExpedition

YouTube: MotoMatesExpedition | Connect, Ride, Explore

# ADVENTURE. AUTHENTICITY. REAL-WORLD PERFORMANCE



- **MotoMates Expedition** is a professionally produced long-distance motorcycle expedition designed to generate **premium adventure media** while delivering **measurable brand exposure for partners**.
- **Project Framework**
  - Structured production roadmap
  - Defined brand integration strategy
  - Tiered sponsorship system
  - Performance reporting framework
  - Long-term platform vision
- Our goal is to build a **scalable adventure media brand** that connects travel, storytelling, and adventure audiences worldwide.
- **Rider Experience:** Experienced long-distance motorcycle rider with **100,000+ km ridden** across multiple countries, terrains, and expedition routes.



# ADVENTURE. AUTHENTICITY. REAL-WORLD PERFORMANCE



## Our Route

- LT Lithuania → PL Poland → SK Slovakia  
→ HU Hungary → RO Romania → BG Bulgaria  
→ GR Greece → TR Turkey → GE Georgia  
→ AZ Azerbaijan → KZ Kazakhstan  
→ KG Kyrgyzstan → CN China → LA Laos  
→ TH Thailand → MY Malaysia → SG Singapore



## Expedition Environment

- Highway • Alpine Passes • Desert Landscapes •  
Off-Road Trails • Remote Border Crossings

## Duration

- **6–9 months** of continuous travel and content  
production and **25,000+ km**

## Project Phase: Round-the-World Expedition – Stage 1



**Martynas**

Fueled by passion and endless roads ahead, he rides into daring motorcycle expeditions and timeless outdoor adventures that ignite his spirit.



**Agne**

Guided by wonder and rising dreams within, she rides into thrilling motorcycle journeys and timeless outdoor adventures that fire up her soul.



# WHY PARTNER WITH US

- **Brands** collaborate with **MotoMates Expedition** because we deliver meaningful and measurable exposure through real adventure storytelling.

## Partner Benefits

- **6–9 months of continuous brand exposure** across **Europe and Asia**
- **Real-world product testing** in diverse and extreme environments
- **Dual rider perspective** - male & female adventure riders
- **Multi-platform media presence**: Instagram, YouTube, website, and newsletter
- **Authentic storytelling** that builds trust and engagement with the adventure community

## More Than Sponsorship

- This is not just product placement - it is a **strategic partnership** that positions your brand directly in front of a highly engaged **motorcycle, travel, and adventure audience**.

# WHY PARTNER WITH US



## Authentic Brand Integration

- Products featured organically in adventure scenarios
- Real-life testing and exposure across diverse terrains
- Storytelling that resonates with engaged audiences

## Premium Media Exposure

- Cinematic video content for YouTube, Instagram, and website
- Professional photography and long-form documentaries
- Multi-channel distribution with global reach

## Measurable Impact

- Performance reporting on engagement, reach, and impressions
- Data-driven insights for ROI evaluation
- Tiered sponsorship packages for flexible involvement

## High-Value Target Audience

- Adventure riders with high purchasing power
- Loyal, engaged community actively investing in motorcycles, gear, and travel equipment

## Long-Term Brand Association

- Join a growing, scalable adventure media brand
- Continuous exposure across future expeditions and campaigns



# AUDIENCE PROFILE



## Core Demographics

- **Age:** 25–65
- **Interests:** Adventure motorcycles, overlanding, travel, outdoor gear, exploration
- **Geography:** Europe, Asia, and global adventure community
- **Purchasing Power:** Mid- to high-income motorcycle and travel enthusiasts

## Audience Value

- Highly targeted niche audience within the **adventure motorcycling and overland travel market**
  - Followers with **strong purchase intent for motorcycles, gear, technology, and travel equipment**
  - Focus on **quality engagement, trust, and authentic storytelling** rather than vanity metrics
- Our audience is composed of riders, travelers, and outdoor enthusiasts who actively **research, purchase, and test products used in real-world.**

# PROJECTED CONTENT OUTPUT

## Phase 1 Deliverables

### Multi-Platform Content Production

- **YouTube Episodes:** 20–25 min cinematic episodes per country
- **Instagram Reels:** Short-form content for high engagement
- **Daily Stories:** Real-time adventure documentation
- **High-Resolution Photography:** Capturing landscapes, culture, and product placement
- **SEO-Optimized Website Articles:** Long-form storytelling to drive organic traffic

### Sponsor Benefits

- Continuous **brand visibility across multiple platforms**
- Content designed for **long-term discoverability and engagement**
- Authentic integration of products in real-world adventure scenarios

# PLATFORM PRESENCE

## Audience Reach & Engagement

- **Monthly Performance (Pre-Launch)**
  - **Instagram:** 1.3M views
  - **Facebook:** 619.6k views
  - **Website:** 15.6k views
  - **YouTube:** New channel

**Total: ~2M+ social views before the official launch**

## Growth & Opportunity

Our audience continues to **grow steadily**, reaching more engaged viewers each month. We are excited to create **meaningful brand partnerships** that deliver **real visibility, impact**

Instagram profile for Martynas & Agne | MotoMatesExpedition. The profile shows 157 posts, 1,899 followers, and 67 following. The bio includes: RTW: 17 Countries | 25,000 Km Lithuania → Singapore | Moto Adventure Two souls. One bike. Endless roads. Follow the ride. The website link is www.motomatesexpedition.com. A professional dashboard shows 877.9K views in the last 30 days. The profile picture is a globe with 'MOTO MATES EXPEDITION' text.

GoDaddy website dashboard for Moto Mates Expedition | ADV Motorcycle Travels - Connect, Ride, Explore. The dashboard shows performance metrics for the last 30 days: Site Visitors (11,620), SEO Avg. Position (28), Orders (2), and Sales (€20). A world map highlights the expedition route. The dashboard also shows a professional email address (Mart...@motomates...), social post approval, and a professional dashboard button. The website is published and ready for use.



# PARTNERSHIP PACKAGES / OPT.1

- 🏆 Title Expedition Partner (1 Available)
- **Investment:** Full 6–9 Month Integration + **Exclusivity**
- **What You Get**
  - **Logo Placement:** Motorcycle, riding jackets, and gear
  - **Dedicated YouTube Integration:** Featured in episodes and storytelling
  - **Instagram Exposure:** 6 posts + 12+ Stories
  - **Website Presence:** Homepage logo + backlink
  - **Brand Integration:** Across all expedition content for maximum visibility
- **Exclusive Opportunity**
  - Only **one brand** per expedition stage
  - Full integration across **multi-platform content** ensures high engagement and brand recognition

# PARTNERSHIP PACKAGES / OPT.2



## Expedition Partner (2 Available)

- **Investment:** Multi-Platform **Integration**
- **What You Get**
  - **Instagram Exposure:** 3 posts + 6 Stories
  - **YouTube Integration:** Product featured within episodes
  - **Website Presence:** Partner listing + backlink
  - **Dedicated Product Review:** Highlighting your product in real-world conditions
- **Value Proposition**
  - Strong visibility across **social media and YouTube**
  - Authentic storytelling that demonstrates **product functionality**
  - Ideal for brands seeking **targeted adventure audience engagement**



# PARTNERSHIP PACKAGES / OPT.3

## Supporting Partner (3–4 Available)

- **Investment:** Light Integration **Package**
- **What You Get**
  - **Instagram & Social Stories:** Mentions throughout the expedition
  - **Website Presence:** Partner listing
  - **Tag Collaboration:** On social media posts for visibility
- **Value Proposition**
  - Ideal for brands seeking **affordable exposure** in the adventure motorcycling community
  - Gains **brand recognition** across multi-platform content
  - Light but **authentic integration** for targeted audience engagement

# DELIVERABLES & CONTENT

## Content Formats & Timeline

### Content Formats

- **Instagram Reels & Stories** - High-engagement short-form content
- **YouTube Episodes** - Cinematic, long-form storytelling
- **Blog Articles** - SEO-optimized posts on website
- **Newsletter Features** - Direct audience reach
- **Giveaways & Discount Codes** - Drive audience interaction and conversion

### Timeline & Reporting

- **Pre-Expedition:** Announcement posts and teaser content
- **During Expedition:** Daily updates, stories, and episodic posts
- **Post-Expedition:** Summary content highlighting milestones and partner exposure
- **Analytics Report:** Detailed metrics on reach, engagement, and content performance

### Sponsor Benefit

- Full transparency on **campaign performance**
- Multi-platform exposure ensures **maximum brand visibility** across the journey

# WHY MOTO MATES EXPEDITION IS UNIQUE



## Distinctive Advantages

- **Multi-Platform Storytelling:** YouTube, Instagram, website, and newsletters for maximum reach
- **Real-World Endurance Testing:** Products tested in extreme terrains and conditions
- **Couple Perspective:** Male & female riders showcase versatility and authentic usage
- **Global Audience Access:** Exposure across Europe, Central Asia, and Asia

**Authentic, Adventure-Driven Content:** Engaging storytelling that resonates with the audience

## Global Audience Reach

- **260–400 million motorcycle enthusiasts** across **Europe, Central Asia, and Asia**
- Highly **engaged, niche, and premium audience**
- Sponsors gain **real performance validation** and credibility for their products

## Why It Matters for Brands

- Not just visibility - brands get **authentic integration, trust, and measurable results**
- Ideal for adventure, motorcycle, and outdoor gear brands looking for **premium positioning**

# POTENTIAL COLLABORATION CATEGORIES



## Potential Collaboration Categories

- **Motorcycle Apparel & Riding Gear** - Jackets, helmets, protective wear
- **Luggage Systems & Waterproof Bags** - Adventure-ready storage solutions
- **Tires & Maintenance Products** - High-performance and durability testing
- **Communication Devices** - Intercoms, headsets, radios
- **GPS & Navigation Systems** - Route planning and expedition support
- **Adventure Accessories** - Cameras, action mounts, travel gadgets
- **Outdoor Products** - Camping, hiking, and survival gear
- **Energy Solutions** – Fuel, portable power, solar, and charging equipment

## Long-Term Strategy

- **Year 1:** Flagship Expedition - foundation for content and brand collaborations
- **Year 2+:** Expanded routes, larger productions, recurring partnerships

## Sponsor Advantage:

- Early partners position themselves as **founding supporters of a growing adventure media platform**
- Long-term visibility and **ongoing brand integration across multiple expeditions**

# CONTACT

- Contact Us  
(Business Contact Form on Website)  
[Collaborate](#)

Martynas & Agne  
MotoMatesExpedition  
 [www.MotoMatesExpedition.com](http://www.MotoMatesExpedition.com)

**Ride Together. Grow Together.**

