

MEDIA KIT

2026



VANCITY

Adventure



OUR AUDIENCE

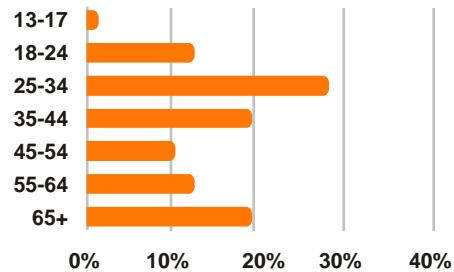
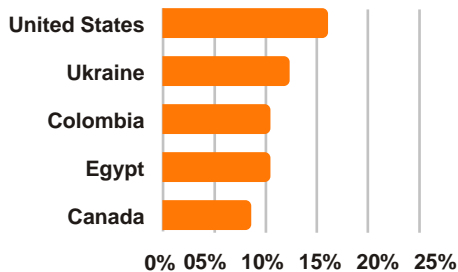
Looking to connect with a passionate community of outdoor and overlanding enthusiasts?

Partnering with Vancity Adventure places your brand in front of a highly engaged audience that trusts us for real-world insights on gear, routes, safety, and vehicle-based adventure.

Our viewers value quality, reliability, and the freedom to explore—making Vancity Adventure a powerful platform to showcase your brand to those who live for the road ahead.



Male 52.2%
Female 47.8%
(Stats for the Last Year)



Stats as of: Jan 01, 2026



@VANCITYADVENTURE

103.2 K

Youtube
Subscribers

1.7 M

Lifetime
Views

787

Videos



WHAT IF...

We prioritized recharging ourselves as often as we recharge our devices?

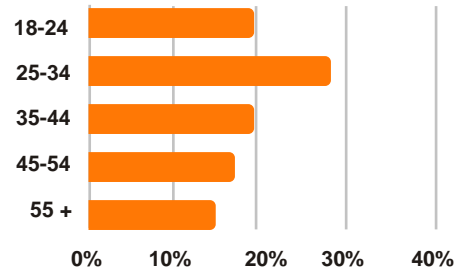
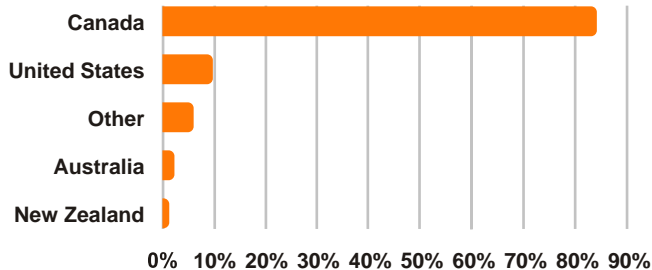
Vancity Adventure was born from a desire to escape the pressures of the COVID-19 pandemic and reconnect with nature. What started as a simple getaway has grown into a meaningful journey of exploration, personal growth, and shared family adventure.

Our audience is made up of curious, driven explorers who value authenticity, quality gear, and experiences that create lasting memories. They follow Vancity Adventure not just for inspiration, but for trusted guidance on living—and traveling—more intentionally.



Male 68%

Female 32%



Stats as of: Jan 01, 2026



VANCITYADVENTURE

16.7 K
Tik Tok
Subscribers

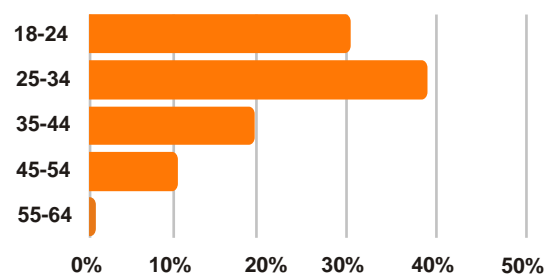
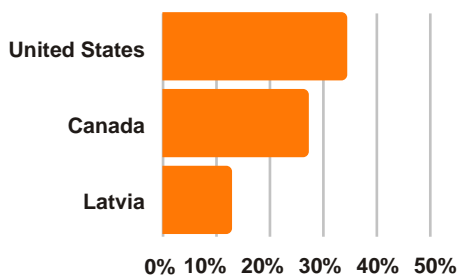
8 MILLION
Lifetime
Views

329 K
Monthly
Impressions



Male 80.4%

Female 19.6%



Stats as of: Jan 01, 2026



VANCITY_ADVENTURE

51 K
Instagram
Subscribers

44 MILLION
Lifetime
Views

800 K
Monthly
Impressions

OVERLANDING TRAVEL ADVENTURE

WWW.VANCITYADVENTURE.CA



CBC



Black Press Media



**CBC
RADIO
ONE**



Your Adventure team



DARYL

A LITTLE ABOUT US

Vancity Adventure is led by Daryl, a lifelong outdoor enthusiast and visual storyteller with a deep passion for travel, overlanding, and exploration. Raised around camping and 4x4 adventures, Daryl brings decades of hands-on experience to every journey.

Alongside his son Cayden, their pug Tosha, and occasionally his wife Angie, Vancity Adventure documents authentic, family-driven adventures that balance cinematic storytelling with real-world practicality.

Built on honesty, creativity, and connection, the channel has cultivated a loyal audience that values quality gear, thoughtful storytelling, and meaningful experiences in the outdoors—making it a trusted platform for brand partnerships.



CAYDEN

VANCITY ADVENTURE

Vancity Adventure reaches a passionate community of outdoor enthusiasts, overlanding fans, and independent travelers who value authentic experiences and practical insights. They trust us for guidance on gear, routes, safety, and all aspects of adventure travel—relying on our expertise to plan their journeys and make informed choices.

Our viewers are curious, engaged, and action-oriented: they don't just watch, they explore. By partnering with Vancity Adventure, your brand can connect directly with an audience that values quality, authenticity, and experiences that inspire exploration—creating meaningful, lasting connections between your products and the people who use them.



ANGIE



TOSHA



Why Sponsor Vancity Adventure?

ENGAGED AUDIENCE:

Vancity Adventure connects with a loyal and active community of adventure seekers. Our audience is eager to discover new products, gear, and experiences, making it an ideal platform for brands to engage with highly motivated consumers.

AUTHENTIC CONTENT:

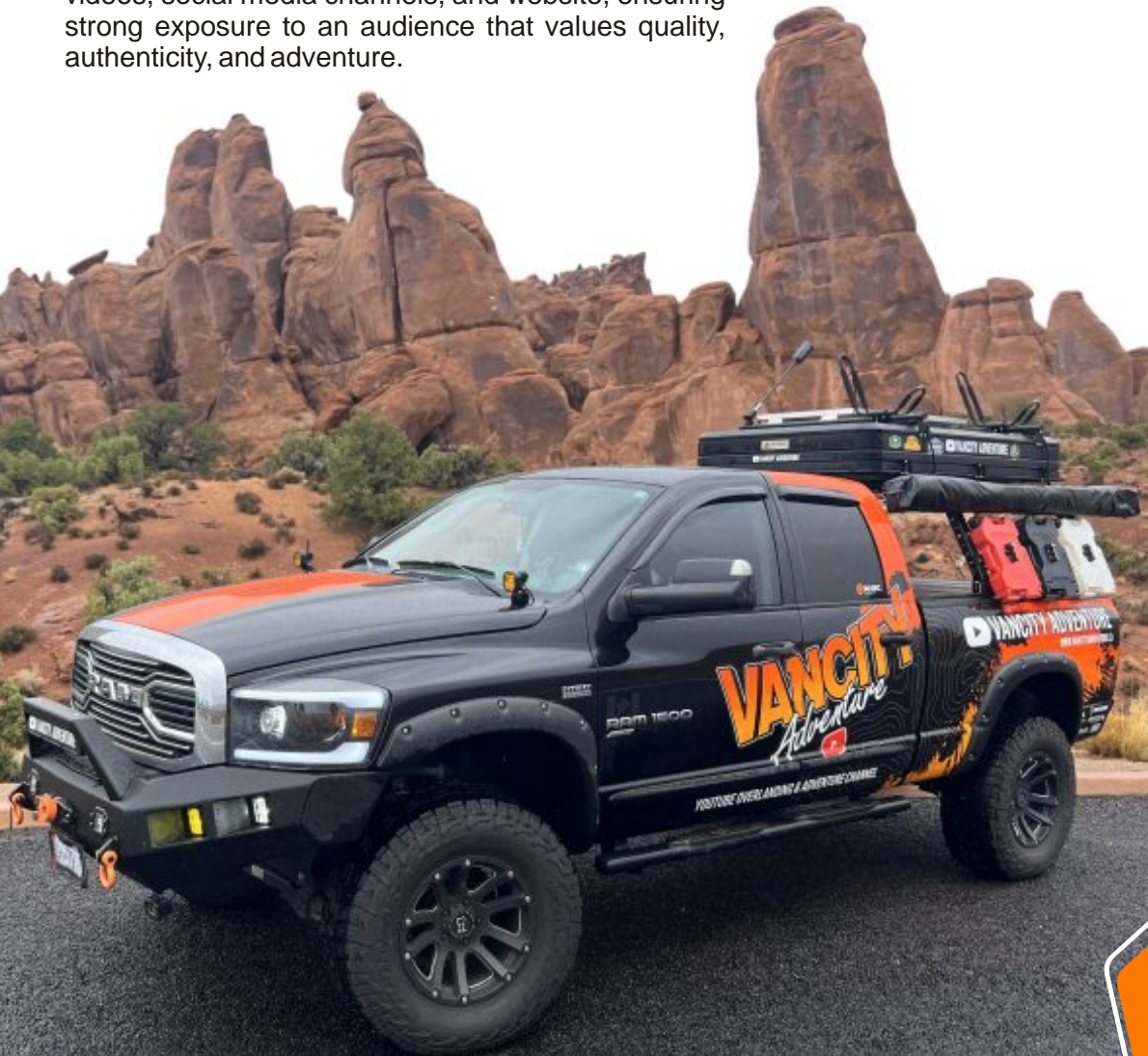
We're known for transparency and genuine storytelling. Partnering with us means your brand is naturally integrated into our adventures, delivering exposure that feels organic and trustworthy.

DIVERSE PARTNERSHIPS:

We've successfully collaborated with a wide range of brands—from outdoor gear and vehicle manufacturers to travel agencies and lifestyle companies—offering flexible partnership opportunities across industries.

MAXIMUM VISIBILITY:

Your brand will be prominently featured across our videos, social media channels, and website, ensuring strong exposure to an audience that values quality, authenticity, and adventure.





Sponsorship Options

PRODUCT PLACEMENT:

Showcase your products naturally within our videos and social media content, demonstrating their value and functionality in real-world adventure scenarios.

BRAND MENTIONS:

Receive dedicated shoutouts and mentions in our content, highlighting your brand's unique story, benefits, and connection to the adventure lifestyle.

SPONSORED CONTENT:

Collaborate with us to create custom content tailored to your marketing goals—whether it's a dedicated video, blog post, or social media campaign—designed to engage our audience authentically.

EVENT SPONSORSHIP:

Partner with us for sponsored events, meetups, or overlanding rallies, giving your brand direct, meaningful interaction with a highly engaged audience.



SOME OF THE BRANDS WE'VE WORKED WITH

We've collaborated with a variety of brands, creating compelling content that highlights their products and demonstrates real-world value to our audience. These partnerships showcase how your brand can authentically connect with adventure-driven consumers while benefiting from engaging, high-quality storytelling.



DOG HOUSE

Free your mind, chase the adventure

ICECO
Cooler than A Cooler

JCOLCA

GRAYL



BLUETTI

AUXBEAMTM

ADRENALINE
"QUALITY WORKING BUMPERS"

PELICANTM



Hitchweb

**STRIKE
FORCE 67**

**BLACK
RHINO**
OFF ROAD WHEELS

Jackery



SUPPORT OF OUR SPONSORS

WEBSITE



BUSINESS CARDS



VEHICLE



CASE STUDY #1

GOAL

Through our partnership with Doghouse Tents, we showcase the quality, durability, and versatility of their products in real-world adventures. By seamlessly integrating their tents into our content, we inspire our audience to embrace outdoor exploration while building trust and loyalty for the Doghouse brand.

DELIVERABLE REQUESTED

2 Youtube Videos, 12 Social posts with in one Year, 2 Overlanding shows, 1 Photoshoot

DELIVERABLES PROVIDED

8 Youtube videos (Install Video, Set Up Video, Using Tent, overlanding show, New Tent)
2 Photoshoots with our truck and Tent for Doghouse Tents
50+ Social posts with in a year

EXTENDED COLLABORATION

1 Commercial
5 Other Youtube Channel Mention
1 TV Interview - CBC



DOG HOUSE

RESULTS

OVER 200,000 Views on YouTube!



CASE STUDY #2

GOAL

Through our partnership with Bluetti, we showcase the reliability and versatility of their portable power solutions in authentic, real-world outdoor adventures. By demonstrating their products in off-grid scenarios, we inspire our audience to explore with confidence, while positioning Bluetti as a trusted leader in outdoor power solutions.

DELIVERABLE REQUESTED

1 Youtube Video, 1-2 Social posts with in one Year

DELIVERABLES PROVIDED

5 Youtube videos (power use video, Solar Video)

25+ Social posts with in a year

EXTENDED COLLABORATION

1 Solar Panel Video

1 Battery Bank

1 Battery Bank - Elite 100 V2

1 Charger 2



RESULTS

OVER 100,000 Views on YouTube!



CASE STUDY #3

GOAL

Through our partnership with Auxbeam, we highlight their premium automotive lighting products in authentic off-road adventures. By showcasing their performance in real-world scenarios, we inspire our audience to upgrade their vehicles for safer and more enjoyable outdoor experiences, positioning Auxbeam as the go-to brand for automotive lighting among adventure enthusiasts.

DELIVERABLE REQUESTED

4 Youtube Videos

DELIVERABLES PROVIDED

5 Youtube videos (Install, Coverage, Upgrading, Control, Adding more lights)

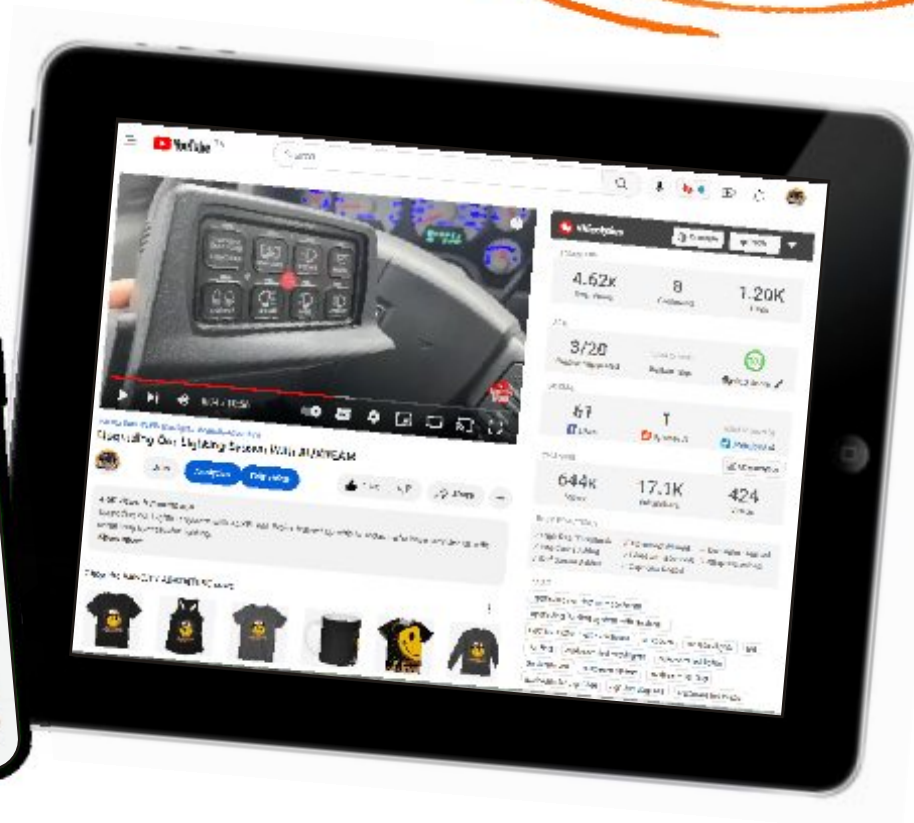
12+ Social posts with in a year

EXTENDED COLLABORATION

1 Give-a-way



RESULTS
OVER 75,000 Views on YouTube!





Get in Touch

Partner with Vancity Adventure and connect with a passionate, highly engaged community of outdoor enthusiasts, overlanding fans, and adventure seekers. Our audience trusts us for authentic insights, practical advice, and real-world adventure experiences, making us a powerful platform for brands looking to showcase their products and services in a meaningful way.

We work closely with our partners to create tailored sponsorship packages that align with your goals—whether through product placement, dedicated content, social media campaigns, or event activations. By integrating your brand seamlessly into our adventures, we deliver exposure that feels genuine, builds trust, and inspires action.

Contact Us:

Email: media@vancityadventure.ca

Let's embark on an adventure together and craft experiences that inspire, engage, and connect with your audience!



Explore, Discover, Adventure: Vancity Style!

CONTACT US

For more information or to begin today, please contact us at:

VANCITY ADVENTURE

Overlanding . Travel . Adventure

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