ADVENTURE
CALLED LIFE

# BRAND PARTNERSHIP GUIDE

*Real Adventures.*
*Real Stories.*
*Real Life.*




**YOUTUBE**
In-depth reviews & real-world testing

**WEBSITE**
Brand exposure & partner integration

**SOCIAL MEDIA**
Ongoing content & audience engagement

**REAL-WORLD TESTING**
Products tested in the real world, not just in a studio

*David Abela*

YOUTUBE • WEBSITE • SOCIAL MEDIA • REAL-WORLD TESTING

ADVENTURE
CALLED LIFE
REAL ADVENTURES. REAL STORIES. REAL LIFE.

★ PARTNER WITH ADVENTURE CALLED LIFE

# REAL ADVENTURES. REAL TESTING. REAL INFLUENCE.

Helping outdoor, touring, camping and technology brands connect with an engaged Australian audience through authentic content, long-term product use and genuine real-world testing.




**CONTENT CREATOR**
**350+**
VIDEOS PUBLISHED

**ENGAGED COMMUNITY**
**4,000+**
SUBSCRIBERS
**1,000,000+**
VIEWS

**REAL-WORLD TESTING**
**40+**
YEARS CAMPING & ADVENTURING

## WHAT MAKES ADVENTURE CALLED LIFE DIFFERENT?

**MOST CREATORS:**
- UNBOX
- REVIEW
- MOVE ON

VS

**ADVENTURE CALLED LIFE:**
- INSTALL
- USE
- TRAVEL
- TEST
- DOCUMENT
- FOLLOW UP

Products don't just appear in a single review. They become part of ongoing adventures, future videos, website content and long-term ownership updates.

## CONTENT ECOSYSTEM

YOUTUBE
↓
SOCIAL MEDIA
↓
REAL-WORLD TESTING
↓
WEBSITE
↓
AFFILIATE SALES & BRAND EXPOSURE

*Every piece of content works together to create long-term exposure for both the audience and partner brands.*

### CONTENT CREATION



- Product Reviews
- Installation Guides
- Setup Tutorials
- How-To Videos
- Product Comparisons
- Long-Term Ownership Updates
- Adventure Integration Videos
- YouTube Shorts

### REAL-WORLD TESTING



- Remote Touring
- Camping
- Hiking
- Off-Grid Technology
- Everyday Use
- Multi-Day Expeditions
- Extreme Conditions
- Long-Term Validation

### LONG-TERM EXPOSURE



- Website Integration
- Brand Partner Pages
- Affiliate Links
- Discount Codes
- Product Recommendations
- Evergreen Content
- Ongoing Visibility

### TRANSPARENCY MATTERS

Every review is based on genuine experience and real-world use.
Products may be supplied for testing and some links may earn commissions.
My opinions are **always** my own and brands never receive editorial control over what I say.

ADVENTURE
CALLED LIFE
REAL ADVENTURES. REAL STORIES. REAL LIFE.

*David Abela*
MELBOURNE, AUSTRALIA
adventurecalledlife.com.au

LET'S CONNECT

ADVENTURE CALLED LIFE

*Real Adventures. Real Stories. Real Life.*

# FROM PRODUCT REVIEW TO LONG-TERM PARTNERSHIP

If you want to take your collaboration beyond just a product review on YouTube and take it to another level, you may be interested in taking it to the next level with Adventure Called Life Website integration.



Many collaborations begin with a single YouTube review.

For brands looking to build a deeper relationship, **Adventure Called Life** offers additional opportunities through website integration, ongoing content exposure, real-world product testing, affiliate partnerships and long-term brand visibility.

The Adventure Called Life website acts as a **central hub** that connects YouTube content, social media, product recommendations and partner brands into one ecosystem designed to deliver ongoing value long after a video is published.

## THE JOURNEY: FROM REVIEW TO LONG-TERM EXPOSURE

### YOUTUBE REVIEW
Your product is featured in an authentic, in-depth YouTube review.

### REAL-WORLD TESTING
Products are used and tested in real conditions on trips, adventures and everyday use.

### SOCIAL MEDIA EXPOSURE
Ongoing exposure across Instagram, Facebook, Shorts and other platforms.

### WEBSITE INTEGRATION
Your brand is featured on the Adventure Called Life website ecosystem.

### LONG-TERM BRAND EXPOSURE
Sustained visibility, traffic, recommendations and brand growth over the long term.

## PARTNERSHIP LEVELS

### FOUNDING PARTNER
Premium long-term partnerships with maximum visibility, category ownership opportunities and priority collaboration.

### STRATEGIC PARTNER
Established working relationships with strong website presence and ongoing content integration opportunities.

### REVIEW PARTNER
Brands providing products for testing and evaluation through dedicated reviews and real-world use.

### AFFILIATE PARTNER
Affiliate relationships and referral partnerships promoting products through links, discount codes and recommendations.

### TESTED & TRUSTED
Products personally used and recommended based on experience. No formal commercial relationship is required.

## PARTNERSHIP BENEFITS COMPARISON

| | FOUNDING PARTNER | STRATEGIC PARTNER | REVIEW PARTNER | AFFILIATE PARTNER | TESTED & TRUSTED |
|---|---|---|---|---|---|
| **WEBSITE EXPOSURE** | | | | | |
| Dedicated Brand Page | ✓ | ✓ | ✓ | — | — |
| Featured Brand Partner Page | ✓ | ✓ | ✓ | — | — |
| Homepage Visibility | ✓ | ✓ | — | — | — |
| **CONTENT & PRODUCT EXPOSURE** | | | | | |
| Dedicated Video Content | ✓ | ✓ | ✓ | — | — |
| Real-World Testing & Validation | Extensive | ✓ | Limited | — | — |
| Ongoing Content Integration | ✓ | ✓ | Optional | — | — |
| **SALES & TRAFFIC** | | | | | |
| Affiliate Links | ✓ | ✓ | Optional | ✓ | — |
| Discount Code Promotion | ✓ | ✓ | Optional | Optional | — |
| Product & Shop Links | ✓ | ✓ | Optional | ✓ | — |
| **PARTNERSHIP RECOGNITION** | | | | | |
| Partnership Tier Badge | ✓ | ✓ | ✓ | ✓ | ✓ |
| Long-Term Partner Recognition | ✓ | ✓ | — | — | — |
| **PREMIUM BENEFITS** | | | | | |
| Exclusive Category Ownership | ✓ | — | — | — | — |
| Founding Partner Spotlight | ✓ | — | — | — | — |
| Priority Collaboration Opportunities | ✓ | ✓ | — | — | — |

## CURRENT PARTNER EXAMPLES

### FOUNDING PARTNER
OPENROAD 4WD GEAR
DISHY MOUNTS
STARGEAR
AP | ALLPOWERS

Premium long-term partners with deep integration across content, website and future collaboration opportunities.

### STRATEGIC PARTNER
BGT 4x4
peakdo
EDIHIA
ORBYNEXA

Established partners with strong relationships and ongoing content and website exposure.

### REVIEW PARTNER
LETWESAF
iCarsoft Australia

Brands providing products for review, testing and evaluation through dedicated content.

### AFFILIATE PARTNER
amazon
eManual Online

Affiliate relationships that help drive traffic, sales and provide value to the audience.

### TESTED & TRUSTED
UGREEN
AND OTHER PRODUCTS PERSONALLY USED AND RECOMMENDED

Products personally used and recommended based on experience and trust.

ADVENTURE CALLED LIFE

Every partnership is built on authenticity, transparency and a shared passion for adventure.

*Thank you for being part of the journey!*

LET'S CONNECT

ADVENTURE CALLED LIFE

*Real Adventures. Real stories. Real Life.*

# PARTNERSHIP DEFINITIONS

Understanding the partnership levels, benefits and terminology used on the previous page.



## PARTNERSHIP LEVELS

### FOUNDING PARTNER

Founding Partners represent the closest and most integrated relationships within the Adventure Called Life ecosystem. They receive the highest level of content, website and brand exposure opportunities.

- Maximum visibility
- Category ownership opportunities
- Priority collaboration opportunities

### STRATEGIC PARTNER

Established working relationships built on ongoing collaboration. Strategic Partners receive strong website integration, ongoing content opportunities and prominent brand exposure.

- Strong website presence
- Ongoing content opportunities
- Integrated across multiple platforms

### REVIEW PARTNER

Brands providing products for testing, review or evaluation. Relationships may be short or long term depending on future collaboration opportunities.

- Dedicated reviews
- Real-world testing
- Video & website exposure

### AFFILIATE PARTNER

Affiliate relationships and referral partnerships. Brands are promoted through affiliate links, product recommendations and discount codes.

- Affiliate links
- Discount codes
- Product recommendations

### TESTED & TRUSTED

Products personally used and recommended based on experience. No formal commercial relationship is required.

- Genuine endorsement
- Personal experience
- No paid relationship

## BENEFIT DEFINITIONS

### DEDICATED BRAND PAGE
A dedicated page on the Adventure Called Life website showcasing your brand, products, story, reviews, videos and partnership information.

### FEATURED ON BRAND PARTNER PAGE
Your brand is featured on the main Brand Partners page of the website. Premium placement provides greater visibility and exposure.

### HOMEPAGE VISIBILITY
Your brand is showcased in selected sections of the homepage, providing prime visibility to all visitors.

### DEDICATED VIDEO CONTENT
Your products or brand are featured in dedicated YouTube content including reviews, installation guides, tutorials, comparisons, how-to and long-term updates.

### REAL-WORLD TESTING & VALIDATION
Products are used and tested in genuine real-world conditions on trips, adventures, tours and everyday use – not just in the driveway or a studio.

### ONGOING CONTENT INTEGRATION
Products may continue to appear in future videos, trip reports, setups and social media content long after the initial review.

### AFFILIATE LINKS
Your brand or products are promoted using affiliate links on the website, in video descriptions and other relevant content.

### DISCOUNT CODE PROMOTION
Your unique discount code is promoted across YouTube, the website, social media and newsletters where appropriate.

### PRODUCT & SHOP LINKS
Direct links to your products or online store are included in videos, website content, gear guides and other relevant pages.

### PARTNERSHIP TIER BADGE
Your partnership tier badge is displayed on your brand page and on the Brand Partners page.

### LONG-TERM PARTNER RECOGNITION
Long-term partners are recognised across the website, in videos and other content as part of the Adventure Called Life journey.

### EXCLUSIVE CATEGORY OWNERSHIP
Founding Partners can become the preferred brand in a specific product category across the Adventure Called Life ecosystem (e.g. Portable Power, Roof Top Tents).

### FOUNDING PARTNER SPOTLIGHT
A dedicated spotlight section that tells your brand story, highlights your partnership journey and showcases your products and achievements.

### PRIORITY COLLABORATION OPPORTUNITIES
Early access to upcoming projects, product launches, special series, events and major content collaborations.

## THE ADVENTURE CALLED LIFE DIFFERENCE



### REAL-WORLD TESTING
Products are used in genuine outdoor environments including camping, 4WD touring, hiking and everyday use.



### LONG-TERM OWNERSHIP
Where possible, products continue appearing in content long after the initial review. They become part of the journey.



### HONEST REVIEWS
Brands never receive editorial control over conclusions or opinions. Honesty and authenticity come first.



### AUDIENCE FIRST
Recommendations are based on products I genuinely use and believe provide real value to the audience.

ADVENTURE CALLED LIFE

Every partnership is built on authenticity, transparency and a shared passion for adventure.

*Thank you for being part of the journey!*

LET'S CONNECT