



THE JUDO NOMAD

Julien Brulard · Media kit · October 2026

66 / 197
COUNTRIES

PARTNER WITH THE JUDO NOMAD

197 COUNTRIES. ONE MISSION.

I teach judo for free in every country on earth, from beginners to Olympic athletes. 66 countries done, 131 to go. Season 6 takes the mat across Latin America from January 2027. This is not a gap year. This is a 10-year mission.

WHY CLUBS AND FEDERATIONS TRUST IT

Paris 2024

Olympic coach, Team Vanuatu

Glasgow 2026

Commonwealth Games, Team Vanuatu

IJF Awards 2025

Nominee, Judo for Peace

40+ chapters on IJF.org

The journey, published as a series

20+ national teams

Seminars and training camps

INSEP · Japan

Sport science master's, 3 years in Japan

THE JOURNEY SO FAR

66

Countries reached

170K+

Kilometers traveled

400+

Clubs visited

7 IN 8

Legs by land or sea

AUDIENCE

Figures as of October 2026

YouTube

11.6K

Subscribers

Instagram

10.1K

Followers

TikTok

2.3K

Followers

Facebook

ACTIVE

Page + group

Martial artists and travelers, mostly 15 to 40, English-speaking, worldwide. No bought followers.

THE LAST 90 DAYS

17 Jul – 14 Oct 2026 · YouTube Studio, Instagram Insights

1.27M

Views on Instagram + Facebook

115K

Accounts reached on Instagram

198K

YouTube views, up 75%

27.9K

Instagram interactions

+1,776 new followers (+651 YouTube, +1,125 Instagram) · 3.6K hours watched on YouTube

PUT YOUR BRAND ON THE ROAD

Season 6 starts in Mexico in late January 2027 and heads south, mostly by land and sea. A partner rides along for the whole season: on the mat, on camera, in every country.

THE ROUTE, YEAR 1

MEXICO → GUATEMALA → HONDURAS → NICARAGUA → COLOMBIA → VENEZUELA → TRINIDAD & TOBAGO → GRENADA → BOLIVIA → CHILE

Plus Brazil for 2+ months. Argentina, Uruguay and Paraguay in year 2. Route subject to change.

PARTNER SLOTS FOR SEASON 6

MAIN PARTNER

1 slot

Your brand at the heart of the season: in every episode, on the Season 6 page of thejudonomad.com and in the photos from every seminar.

GEAR PARTNER

Cameras, audio, drones, bags. The kit that films the journey, used and shown on the road in real conditions.

APPAREL PARTNER

Judogis, rashguards, travel wear. Worn on the mat in front of clubs and national teams in every country.

TRAVEL PARTNER

Buses, ferries, flights, stays. Help move the mission 10+ countries south, and be part of every leg of the story.

HOW WE CAN WORK TOGETHER

Visibility

Logo in videos, shoutouts on social, links in video descriptions, a mention on the website.

Content collab · most requested

A dedicated integration in a video, your product in use on the road, branded reels and short-form.

Ambassadorship

Long-term representation across 66+ countries, IJF and national team exposure, social impact alignment.

THEY ALREADY BACK THE MISSION

Kusakura Oceania

Supported the Paris 2024 Olympic campaign with Team Vanuatu. Partner on the 5-year community giveaway, December 2026.

125 supporters in 25 countries

Fans who fund the road every month on Patreon and Tipeee. No perks, no paywall: they back the mission itself.

LET'S BUILD IT AROUND YOUR GOALS

Direct contact with me. No agency, no middleman.

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thejudonomad.com/sponsors