THE JUDO NOMAD

Julien Brulard · Media kit · November 2026

68 /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. 68 countries done, 129 to go. Season 6 takes the mat across Latin America from February 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

68	170K+	400+	7 IN 8
Countries reached	Kilometers traveled	Clubs visited	Legs by land or sea

AUDIENCE

Figures as of November 2026

YouTube	Instagram	TikTok	Facebook
11.8K	11.1K	2.4K	8.1K
Subscribers	Followers	Followers	Page followers

Martial artists, coaches and travelers. On Instagram, **60% are 25–44** and 23% are 45+, **77% are men**, and the top countries are **France, the USA, Indonesia, Australia and the UK**. No bought followers.

THE LAST 90 DAYS

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

1.27M	115K	198K	27.9K
Views on Instagram + Facebook	Accounts reached on Instagram	YouTube views, up 75%	Instagram interactions

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

SEASON 6 · LATIN AMERICA · 2027

PUT YOUR BRAND ON THE ROAD

Season 6 starts in Mexico in February 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 → BELIZE → GUATEMALA → HONDURAS → EL SALVADOR → 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 68+ countries, IJF and national team exposure, social impact alignment.

THEY ALREADY BACK THE MISSION

Case study **MoveSensei**

My first sponsor (2022), a judo learning app. One thank-you reel in May 2026 became my No. 1 reel of the year.

60,280	2,107	1,269	508
Views	Likes	Shares	Saves

Instagram Insights, 9 Nov 2026 · 1 share every 48 views

Kusakura Oceania

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

127 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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