MEDIA KIT

DANIEL SANZ

CYCLING CREATOR & BRAND
MARKETING PARTNER

Content. Community. Brand experience.
More than just an ambassador.

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A local partner for your brand in Spain

I help cycling brands connect with riders through engaging content, local marketing initiatives and community activations across the markets I cover, with a particular focus on Spain.

With a background that combines competitive cycling, content creation and brand partnerships, I bring a unique perspective to developing meaningful collaborations that resonate with the cycling community.

01 CONTENT CREATION

Authentic storytelling, product integration and campaign content.

02 BRAND MARKETING

Campaign concepts, positioning and long-term collaboration planning.

03 COMMUNITY

Connecting brands with riders, clubs and local cycling communities.

04 EVENTS & EXPERIENCES

Social rides, product experiences, dealer coordination and event delivery.

Trusted by brands across cycling

Selected brands and companies I have worked with or represented.

- BASSO BIKES
- DMT CYCLING
- SIROKO
- LIGHTWEIGHT
- TOYOTA
- CERAMICSPEED
- MY WHOOSH
- GALFER
- BIKE OCASION
- BURGOS BH

Brand relationships vary by project, campaign and contract.

A community built around cycling

Current audience figures provided for the 2027 media kit.

137,000
INSTAGRAM FOLLOWERS

24,600
YOUTUBE SUBSCRIBERS

90 DAYS
PRIMARY REPORTING WINDOW

5M
VIEWS & REACH

Evidence over vanity metrics

TOP REELS


Boosted · **bikeocasion**
No es solo vender bicis... · 26/5
♡ 4,8K 103 51 641
3,5 M Views


Collab · **bassanoclubhouse**
Life is simple at... · 28/5/25
♡ 36,4K 189 78 319
1,9 M Views


Collab · **bassobikes**
ASMR Pre-Ride Ritual |... · 1/8/25
♡ 15,1K 186 93 940
1,6 M Views


Indoor training, winter... · 21/11/25
♡ 19,8K 206 246 11,1K
1,3 M Views


Small details make the... · 22/2
♡ 13,6K 55 125 4,4K
961K Views


Collab · **hotelmelodiadelbosco**
The sounds of Dolomites... · 4/6/25
♡ 17,6K 210 44 566
867K Views


Collab · **ceramicspeed**
Fresh chain waxing by... · 3/5
♡ 17,2K 79 148 1,7K
857K Views


Boosted · **bikeocasion**
Tu próximo bici está más... · 28/7
710K Views

BRANDED CONTENT





4,8K 103 51 641 689

Summary

Views	Viewers
3.538.355	607.349
Higher	Higher

Follows
240
Higher

What affects your views

YOUTUBE VIDEOS

Sept Aug 2026 2025 **Lifetime**

7 Apr 2023 – 18 Oct 2026 Views


🚀 Dream Bike Build | Basso SV | U... **41.3k**


🙌 Goodbye Specialized Aethos **13.3k**


🇮🇹 Así es un entrenamiento de +5.... **8.8k**


⛰️ Camino a los Dolomitas | Bassan... **8.1k**



🏁 MARATONA DOLOMITAS 2025 **7.7k**


🌈 How Tadej Pogačar prepare to... **6.6k**


🇮🇹 Cycling paradise Gran Canaria **6.0k**


🇮🇹 Inside Basso Bikes **5.3k**


🚗 🚴 2000 KM in 2 days **5.2k**



🇰🇿 Vinokurov me ataca | Vuelta a E... **4.3k**

05 / SELECTED CASE STUDY · 2026

BASSO BIKES

Ride, Perfected Tour

Brand activation · Community marketing · Event management · Spain

THE OBJECTIVE

Develop Basso’s presence in Spain through premium cycling experiences connecting the brand, retail partners and local communities.

MY ROLE

Event planning, dealer coordination, community scouting, Strava events, registration communication, welcome packs, logistics and on-site brand experience.

THE VALUE

A direct connection between brand, retail network and riders, beyond conventional social media exposure.



Built around your objective

Flexible collaborations, from a single content deliverable to broader brand activation.

01 **CONTENT & STORYTELLING**
Reels, short-form video, photography, product integration and event coverage.

02 **AMBASSADORSHIPS**
Long-term brand representation built around real use, credibility and consistency.

03 **SPAIN MARKETING & ACTIVATION**
Campaign planning, local market development and coordination with retail partners.

04 **EVENTS & COMMUNITY**
Social rides, product experiences, community outreach and on-site delivery.

Deliverables, timing, exclusivity and fees are tailored to each proposal.

A year of opportunities

The calendar will be updated as races, campaigns and brand commitments are confirmed.

JAN
EPIC GRAN CANARIA

FEB
SANTA VALL

MAR
STRADE BIANCHE

APR
MALLORCA 312

MAY
THE TRAKA

JUN
QUEBRANTAHUESOS

JUL
MARATONA DOLOMITES

AUG

SEP

OCT

NOV

DEC

Let’s make cycling work for your brand

01 SHARE YOUR OBJECTIVE

Product, audience, market and timing.

02 BUILD THE PROPOSAL

Format, deliverables, calendar and measurement.

03 CREATE & ACTIVATE

Content, community and brand experience.



Daniel Sanz

Cycling Creator & Brand Marketing Partner

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