

DUDE RV

Media Kit 2.0 — Partnership Document

Authoritative public partnership overview. No invented audience metrics. No internal systems exposed.

1. Executive Summary

Dude RV is a Texas-rooted media brand helping RV owners and homestead-minded neighbors make better outdoor-living decisions through authentic field demonstrations, practical education, and long-term storytelling.

2. About The Dude RV

Grew from boots-on-the-ground campground walkthroughs into a professional media operation covering RV lifestyle, outdoor living, tools, and homestead property care.

3. Founder and Conductor

Dude is the public face and Conductor — filming, creative direction, partnership decisions, and final creative approval. Creator approval remains final. Sponsorship never purchases praise.

4. Audience Overview

- Primary: RV owners and travelers researching gear, campsites, and outdoor living
- Adjacent: homestead / outdoor automation-curious property owners
- Verified public signal: **2,500+** campground video walkthroughs

Monthly website visitors — Unverified — Coming Soon	YouTube subscribers — Unverified — Coming Soon
Video views — Unverified — Coming Soon	Newsletter / social / AWT — Unverified — Coming Soon

Missing metrics are marked intentionally.

5–6. Channels & Categories

Channels: YouTube (@DudeRV), DudeRV.com, Amazon Influencer / storefront, social promotion with disclosure.

Categories: Presentations & demonstrations · Friday's Finds · RV builds · shop projects · educational how-tos · long-term testing · campground atlas · outdoor automation · community.

7–9. Production, Equipment, Distribution

- Landscape-first production; platform-specific deliverables; professional filming/editing
- Field kit for outdoor / RV / homestead capture — model inventory on request (not published unverified)
- Distribution: YouTube, DudeRV.com, Amazon Influencer, social

10–11. Philosophy & Standards

- Honest demonstrations · no guaranteed positive coverage
- No published video when a product fails demonstrated claims
- Creator approval final · long-term relationship preference
- Clear disclosure of gift / loan / affiliate / paid relationships

12. Campaign Options

- Product Presentation
- Friday's Finds Feature
- Long-Term Product Testing
- Outdoor Automation Campaign
- Founding Automation Partner
- Affiliate Partnership
- Event Partnership
- Custom Campaign

Pricing is shared privately when approved — not published here.

13–15. Long-Term Testing · Outdoor Automation · Homestead

Products remain in service after filming when practical. The Outdoor Automation Initiative evaluates outdoor living systems on the RV Homestead Texas proving ground across seasons.

More: <https://duderv.com/automation-partnership.html>

16–18. Process · Deliverables · Contact

1. Inquiry → fit review → scope → production & approval → publish & follow-up

Deliverables (as scoped): field photography · long-form video · short-form cuts · website / Friday's Finds placement · disclosure copy · seasonal updates

Contact: business@duderv.com · <https://duderv.com/> · Partner inquiry:
<https://duderv.com/sponsorship.html#contact>

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Web version: <https://duderv.com/media-kit.html>