



WORST RETIREMENT EVER



PHIL GAIMON

Represented by
INSPIRE ATHLETE MANAGEMENT



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WORST RETIREMENT EVER?



Former pro cyclist Phil Gaimon continues to celebrate his love of bikes, outdoors, and climbing as fast he can. “When I was racing, we’d eat pasta at hotels, get on the bike, and fly right past some of the most beautiful places in the world, barely able to look. Now, I’m going back to do it right.”

Through vlogs from home, educational how-to content, and trips to exotic cycling hotbeds, Phil lives the lifestyle of a pro athlete without the limits of traditional competition, setting hillclimb records at a world-class level for fun and fitness as he demonstrates that a bike is the best way to see the world. Travel content highlights a region from the outdoor/fitness perspective, with local guides, pro cyclists, and celebrity guests, and integrating with the community, where a simple instagram post with a time and place can draw hundreds to join Phil for a ride. Throughout the journey, Phil has a gift of artfully integrating your message and sales points to his humor and love of cycling.





ABOUT

Phil was professional cyclist from 2007-2016, a fan favorite for his climbing prowess, snarky blog and social media content, three published books (over 100k copies sold), hatred of doping, and love of cookies. At age 30, he left the racing world but held onto his fitness and began to blaze his own trail on YouTube and social me, to the joy of a growing fan base.

Now, with the credibility of a WorldTour rider, a sizeable and targeted media empire, a trustworthy reputation from anti-doping advocacy (Phil sports a tattoo that says CLEAN), and a relatable story and attitude, when Phil posts about a product, people listen and interact.

Phil offers the value and reach of a professional cycling at a fraction of cost, and with a purpose more than winning thanks to fundraising for No Kid Hungry and Sierra Club. He's also outspoken about the environment, spearheading and organizing an annual "Cyclist Litter Cleanup" in Los Angeles, and has become a voice for cycling advocacy.





Phil will grow your brand with athletic feats, fitness, lifestyle and travel content, and social integration.





PROVEN RESULTS

YouTube is a powerful platform, and Phil is the only pro cyclist taking full advantage of it. He's seen big growth of his personal channels, and trackable sales through calls to action for Sponsors.

OTTOLOCK:

\$25k in sales in the a few days with PHILSENTME code after one video review Veloguide sponsored three videos in exchange for a 30-second ad at the start. In 24 hours, they had 800 new accounts.

ORUCASE:

\$12.5k in sales 24 hours after review

SEASUCKER:

\$7k in sales first few days after video, \$30k within 3 weeks.

NO KID HUNGRY:

Phil diligently spreads the message about the great work of his charity partners, and has raised over \$800k towards No Kid Hungry and Sierra Club's Los Angeles Chapter.

Phil creates his own content. Partners share their products and messaging, upcoming plans, product launches and any direction they want to see. Phil follows your email and social marketing, and finds creative ways to amplify your message to his audience. Phil regularly comes up with the specific creative, and produces and executes viral content that shares your message.





INSTAGRAM
@philgaimon
112K Followers



STRAVA
Phil Gaimon
61K Followers



FACEBOOK
/philgaimon
30K Followers

REACH & GROWTH



YOUTUBE
@worstretirementever
146K Followers



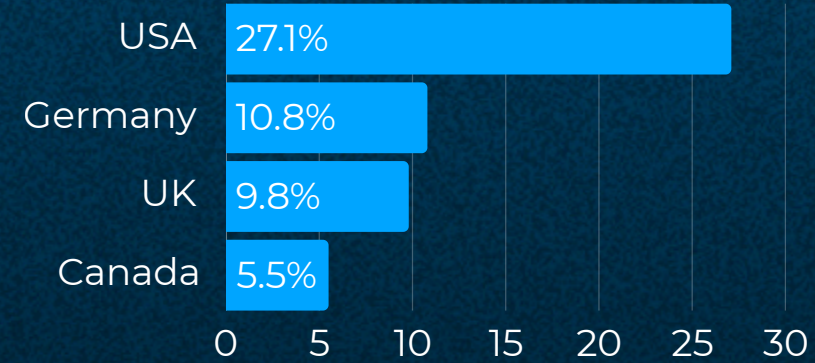
5M views per month



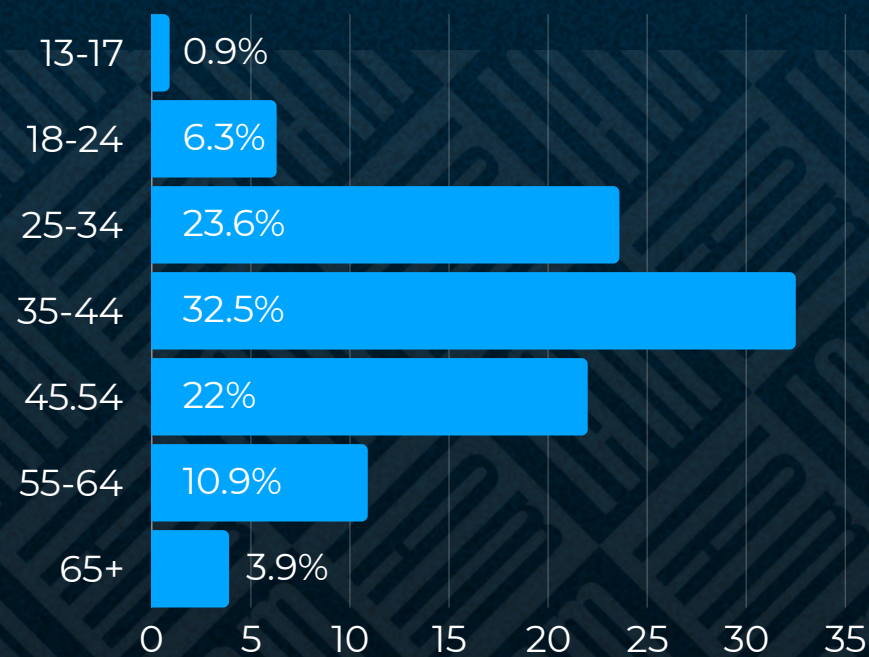
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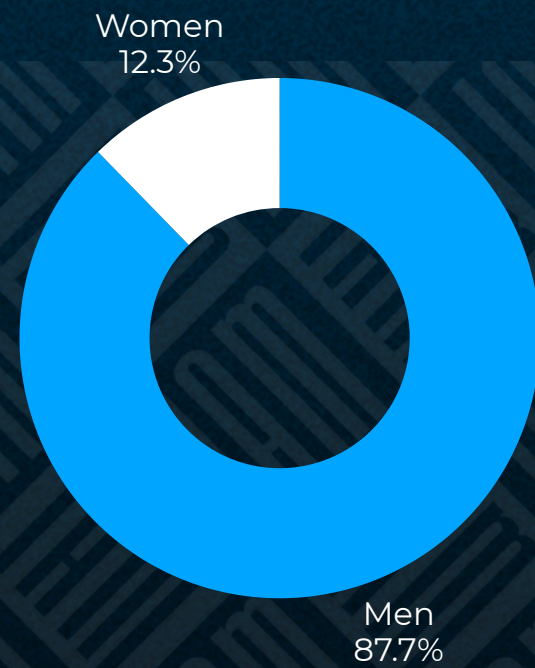
TOP COUNTRIES



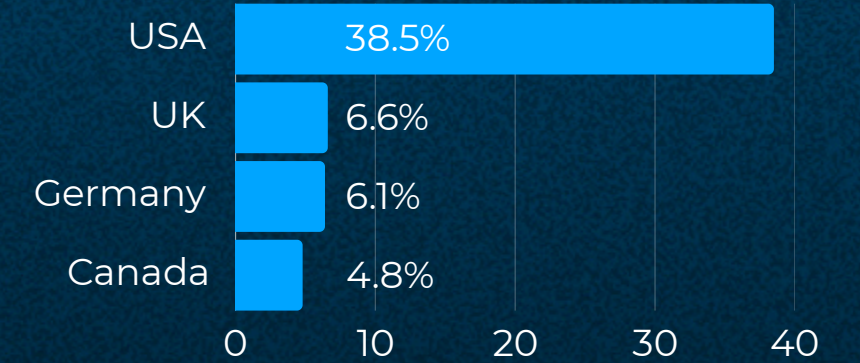
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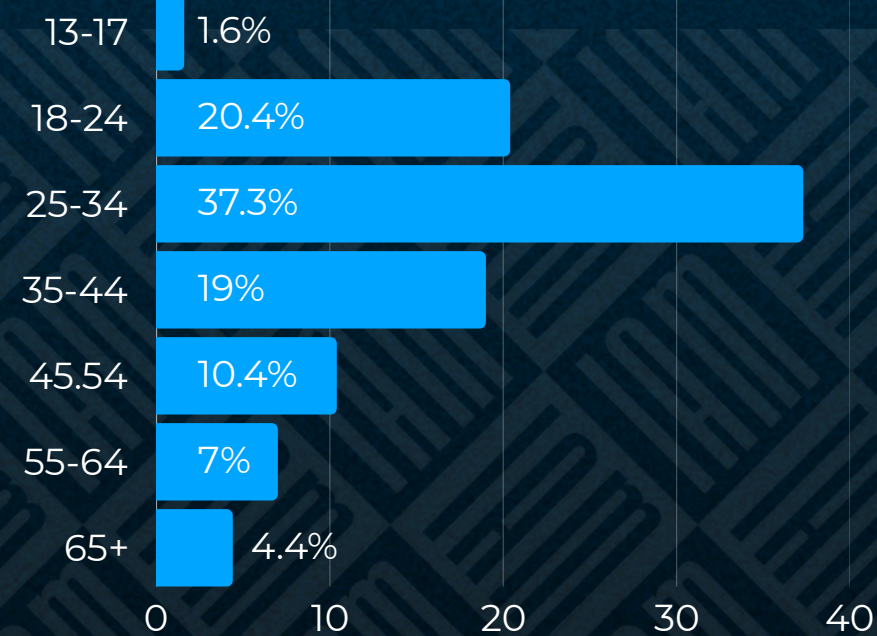
GENDER



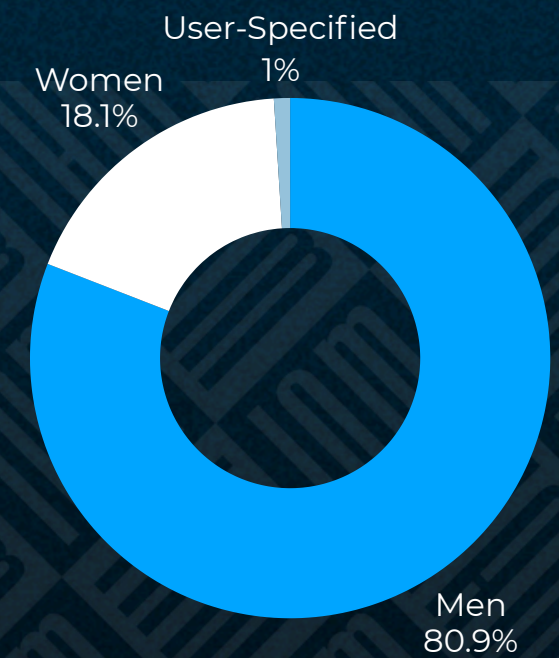
TOP COUNTRIES



AGE



GENDER





In “Worst Retirement Ever,” Phil isn’t a pro anymore, but he’s suffering harder than ever — with no excuse other than he loves it.

Going the extra mile

His sponsor posts and videos are funny and informative so fans don’t mind seeing an ad, and his engagement numbers are through the roof for an athlete with his following. Phil responds to fans with links for products they ask about, answering support questions, and getting your message across to generate sales. Phil regularly updates a database of images that partners can use on their channels, and if you need specific photos of video content of your product (with or without Phil), his team can provide that at a low price.





SEE THE WORLD WITH PHIL

The Worst Retirement Ever may not that bad at all. After all, Phil plans on visiting the most sought-after cycling destinations in search of the most difficult climbs, the best local cuisine to fuel the rides, and the most unique accommodations to make his home away from home.

Travel content speaks to the active lifestyle crowd - people looking for their next adventure with a touch of luxury. Food, wine, hotels, and experiences are the topic of conversation, and open up a world of possibilities and exposure for active lifestyle brands.





BUCKET LIST CLIMBS

KOM ATTEMPTS:

Asia

- Mt. Fuji
- Umling La

Africa

- Kilimanjaro

US

- Horseshoe Meadows
- Onion Valley
- Harlem Hill in Central Park

South America

- Bolivia: Uturuncu volcano
- Bolivia: Death road
- Ecuador: La Muerte
- Ecuador: Apagua
- Colombia: El Sifon
- Colombia: El Crucero

OTHER DREAM CLIMBS:

Phil wins the Vuelta:

- Angliru
- Sierra Nevada
- Covadunga
- Pandera





GOALS FOR 2026

Phil wins the Giro d'Italia: After the success of his 2025 Tour de France series, Phil sets his sights on Italy, spending three weeks to explore and go after the most famous climbs from the race. Whether he gets the records or not, Phil wins, because he's enjoying the area, eating the food, taking in the view, sharing the history, and living his "Worst Retirement Ever."

Phil went to Hawaii for **Mauna Kea** in 2024 to retake the KOM on the toughest climb in the world, but his support car was stopped, so he was unable to switch to his gravel bike for the 2nd half (there was a lot of walking), he had no water or food, and most importantly, there was no footage from the most epic part of the climb. We need to go back, go faster, and get the whole experience on camera. Phil has done some of the craziest climbs on the planet, nothing comes close to Mauna Kea, and it deserves a good video.





MEDIA & PRESS



- Newest book Draft Animals opened 8th on the Nielsen ratings
- Appearance on Jimmy Kimmel Live (pictured here with Guillermo)
- Guest on Rich Roll Podcast
- Appeared in an ad on Motor Trend for Land Rover
- Subject of Audible.com sports podcast by Keith Olbermann
- Half-page feature in the Wall St. Journal about his charity race with Fabian Cancellara
- Phil's "Cookie Corner" at the Tour of Cali was featured on ESPN Sportscenter
- Appearance on Good Morning LA for No Kid Hungry





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