

DYLAN JOHNSON

PERFORMANCE MEDIA

Where Elite Competition Meets Trusted Cycling Education



Represented by
INSPIRE ATHLETE MANAGEMENT





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PERFORMANCE MEDIA

Where Elite Competition Meets Trusted Cycling Education

205k+

YouTube Subscribers

300k+

Social Followers

25M+

Lifetime YouTube Views

Millions

of Annual Impressions

Professional Gravel Racer | Coach | Educator | Creator

Professional racing provides the credibility. Media delivers the scale.





THE EVOLUTION OF DYLAN JOHNSON

For more than a decade, Dylan Johnson has built a reputation as one of cycling's most respected endurance athletes, coaches and educators.

Today, Dylan's impact extends far beyond race results.

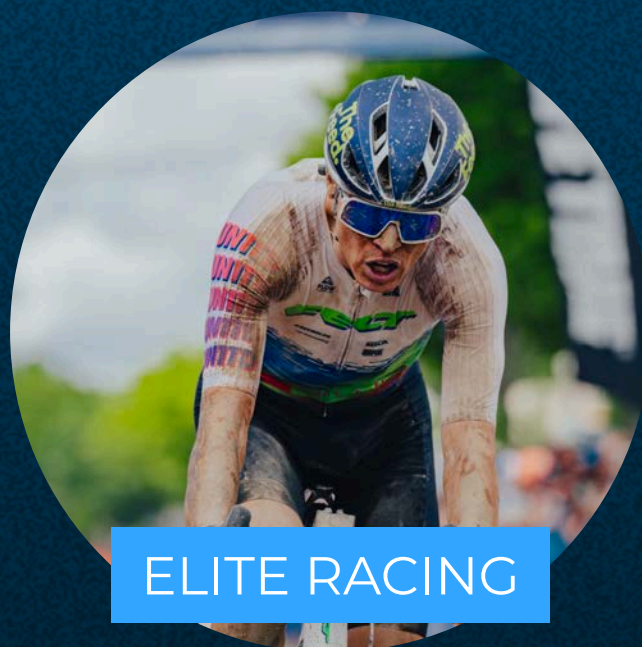
Through YouTube, social media, podcasting and professional racing, Dylan has become one of the most trusted voices in cycling performance.

Brands partner with Dylan not only because of what he accomplishes on race day, but because of his ability to educate, influence and inspire cyclists year-round.





THE PLATFORM



ELITE RACING



YOUTUBE



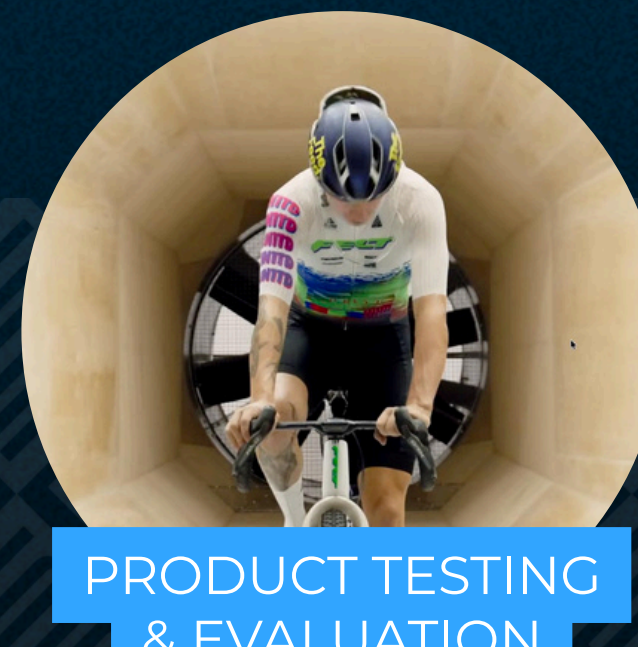
BONK BROS PODCAST



INSTAGRAM



COACHING & EDUCATION



PRODUCT TESTING
& EVALUATION



COMPETING AT THE HIGHEST LEVEL CREATING AT THE HIGHEST LEVEL

In today's cycling landscape, brands are often forced to choose between reach and credibility.

Creators can generate millions of impressions but rarely compete at the front of the sport. Professional athletes deliver performance credibility but often lack the media platform to consistently engage consumers beyond race day.

Dylan Johnson bridges that gap.

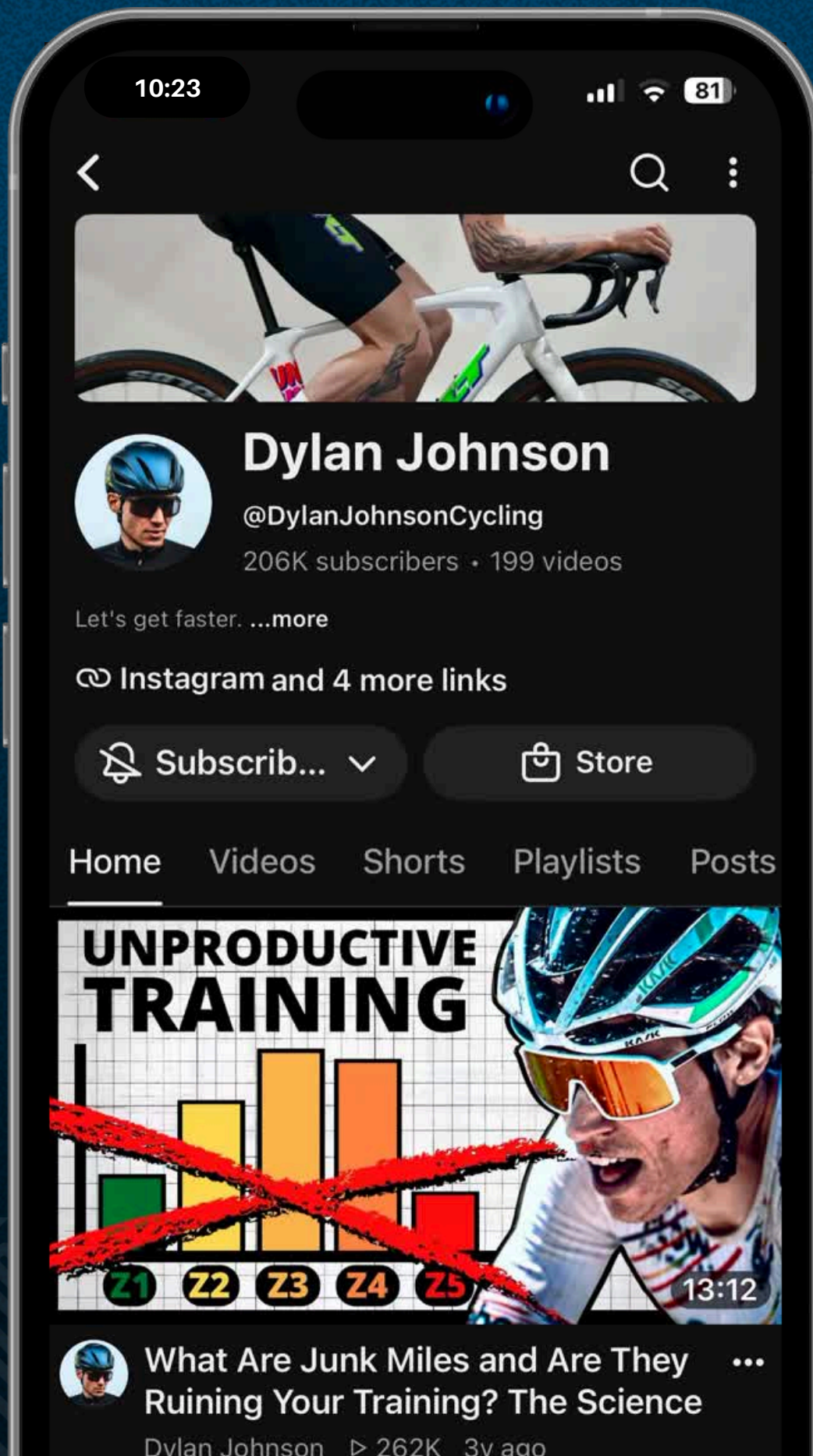
As one of North America's leading gravel racers, Dylan continues to compete in the world's most prestigious events, including Unbound, Leadville, Sea Otter, The Traka and the Lifetime Grand Prix. At the same time, he has built one of cycling's most respected media platforms, reaching hundreds of thousands of athletes through YouTube, social media and the Bonk Bros Podcast.

Every training block, product decision, equipment choice and race experience becomes an opportunity to create authentic, high-value content.

His audience follows him because they know the insights come directly from real-world competition, not from a studio, a script or the sidelines.

The Athlete Drives the Media. The Media Amplifies the Athlete.





PLATFORM REACH



@DylanJohnsonCycling
206k+ Subscribers
25M+ Lifetime Views
190+ Published Videos



@dylanjawnson
76k+ Followers
• Highly engaged endurance audience
• Daily training and racing touchpoints



Bonk Bros Podcast
91k+ Monthly Downloads
2M+ Total Downloads
210+ Episodes



AUDIENCE

- Gravel Cyclists
- Road Cyclists
- Mountain Bikers
- Endurance Athletes
- Competitive Amateurs
- High-Value Cycling Consumers



WHY BRANDS WORK WITH DYLAN



ATHLETE

- Elite Gravel Racer
- Lifetime Grand Prix Competitor
- Unbound Top 10 Finisher
- Proven endurance performer



EDUCATOR

- Science-Based Approach
- Evidence-Driven Content
- Trusted Training Authority



CREATOR

- 25M+ YouTube Views
- One of cycling's most respected channels
- Deep audience engagement



COACH

- Practical experience
- Real-world testing
- Performance-first perspective

The result is an audience that actively seeks and trusts Dylan's recommendations.

Most creators have audience but not performance credibility.

Most athletes have credibility but not audience scale.

Dylan sits at the intersection of both.



Dylan's YouTube channel has become one of the most influential educational platforms in cycling.

- Training Science
- Product Reviews
- Equipment Testing
- Race Analysis
- Event Storytelling
- Performance Education

Dylan's content doesn't chase trends.
It answers the questions cyclists are already asking.
Videos continue generating views, engagement and
purchasing influence months and years after publication.

Long-Form Content. Long-Term Value.





BONK BROS PODCAST

Authentic Conversations From The Front Of Gravel Racing

Co-hosted by Dylan Johnson and Adam Saban, the Bonk Bros Podcast provides brands with a unique opportunity to connect with highly engaged cyclists through long-form conversations.

Content includes:

- Race Recaps
- Industry News
- Product Discussion
- Athlete Interviews
- Gravel Culture
- Training & Performance

Trusted Voices. Authentic Conversations.





THE AUDIENCE

Highly Engaged. Performance Focused.

Dylan's audience isn't passive.
They are active participants in cycling culture and performance.

Audience Characteristics

- Competitive cyclists
- Event participants
- Gear purchasers
- Early adopters
- Performance-oriented consumers
- Data-driven athletes

What Makes This Audience Valuable?

They don't simply consume content.
They make purchasing decisions based on trusted recommendations.





THE MODERN PARTNERSHIP MODEL



YOUTUBE

- Dedicated Integrations
- Product Features
- Educational Content
- Event Storytelling



PODCAST

- Host-Read Advertising
- Sponsored Segments
- Brand Integration



SOCIAL MEDIA

- Posts
- Reels
- Stories
- Event Coverage



EVENTS

- Unbound
- Leadville
- Sea Otter
- The Traka
- Lifetime Grand Prix

Real Racing. Real Testing. Real Storytelling.



PARTNERSHIP CATEGORIES



Presenting Partner

Integrated platform-wide visibility across all media properties.



YouTube Partner

Long-form storytelling and educational content integration.



Podcast Partner

Bonk Bros Podcast sponsorship and host-read integrations.



Technology Partner

Performance products, training tools and innovation.



Performance Partner

Nutrition, recovery, equipment and race support.



Event Partner

Activation across major racing and industry events.





DYLAN JOHNSON PERFORMANCE MEDIA

Where Elite Competition Meets Trusted Cycling Education

Professional racing remains at the heart of Dylan Johnson Performance Media. Not because racing is the only story. Because racing creates the stories that matter. Every race, training block and equipment decision becomes an opportunity to educate, inspire and influence cyclists around the world.

**Racing Creates The Story.
Media Amplifies The Impact.
Let's build something meaningful together.**





FOR MORE INFORMATION



SIMON WILLIAMS
simon@inspireathlete.com
416 • 566 • 0990



PETER COSENTINO
peter@inspireathlete.com
416 • 937 • 8656



INSPIRE
ATHLETE
MANAGEMENT



inspireathlete.com

