

THE ETERNAL ROADTRIP

Sophia & Lucas · Creator Media Kit · 2026

Full-time RV life · Outdoor adventure · Honest storytelling

WHO WE ARE

We're Sophia and Lucas — a couple living full-time in our 42 ft 5th wheel with our two cats, chasing mountains, ski slopes, and the kind of places that make you want to stay a little longer. Full-time RV life since November 2025.

Sophia is a mental health therapist and outdoor enthusiast. Lucas is a physician assistant and our resident RV handyman. At 19, one camping trip together changed everything. After two years chasing trails, ski slopes, and mountain towns across the Pacific Northwest, we sold most of what we owned and went all in on full-time RV life.

We document the real stuff — the hard days on the slopes, the unexpected detours, the gear that actually holds up. Our content lives at the intersection of outdoor adventure, RV lifestyle, and honest storytelling.

AUDIENCE & REACH

4,177+ Total Followers TikTok · Instagram · Facebook	5 Brand Partnerships Good Day Optics · Geartrade · Dynamic Wax · Title Nine · Stay Wyld	1.8M Top Post Views Instagram viral reel
2.7% Engagement Rate TikTok · above industry avg.	75% Non-follower Views TikTok audience reach	25–45 Core Age Range Outdoor enthusiasts & aspiring nomads

WHO'S WATCHING

Outdoor enthusiasts, aspiring nomads, and adventure seekers — mostly ages 25–45. People who are actively planning their next trip, researching gear, and looking for real perspectives on the outdoor and RV lifestyle. An engaged audience that shows up for honest content, not the highlight reel.

BRAND PARTNERSHIPS

BRAND	TYPE	PLATFORM / FORMAT	DESCRIPTION
Good Day Optics	Ambassador	Direct Deal · Instagram Reel	Performance sunglasses featured during an outdoor run. Ambassador partnership.
Geartrade	Paid Partnership	Popfly · Brand use only	Ski gear accessibility — documenting a first season on the slopes in Colorado. Delivered directly to the brand.

Dynamic Wax	B-Roll / Brand Content	Popfly	Ski wax b-roll footage created for the brand. Not posted to our channels.
Title Nine	UGC	Popfly · TikTok & Instagram	Limitless Midi Dress — women-owned brand making gear for women who actually move.
Stay Wyld Organics	UGC	Popfly · Brand use only	Electrolyte drink mix — running in the FL heat, talking about rehydration. Delivered for brand channels.

PLATFORMS

PLATFORM	HANDLE	CONTENT
TikTok	@theeternalroadtrip	Primary platform — short-form video, series, destination features, brand integrations
Instagram	@theeternalroadtrip	Reels, Stories, lifestyle and product content — same content as TikTok
Facebook	The Eternal Roadtrip	Cross-posted content for extended reach
Blog	theeternalroadtrip.com	Long-form travel writing, destination reviews, gear guides — evergreen content

WHAT WE CREATE

SERVICE	DESCRIPTION
Brand Integration	Your product or service featured naturally within our own content — destination features, day-in-the-life videos, and multi-part series posted to our channels. The integration feels real because we only feature things that fit our actual life on the road.
UGC Video	Short-form vertical video created for your channels. On-location, authentic, edited and ready to post. Full usage rights included — repurpose across your ads, website, and social media.
Gear & Product Review	In-depth video review in real conditions — on the road, on the trail, in the mountains. Honest assessment, real-world use. Our audience trusts us because we don't recommend things we wouldn't use ourselves.
Ambassador	Ongoing representation — recurring features across TikTok and Instagram over time. We only take on brands we actually use.
Photo Content	Lifestyle and adventure photography shot on location. Products show up in our content the same way they show up in our life. Full usage rights, delivered in high resolution.
Multi-Part Series	Long-form narrative arcs like Finding My Edges — a raw, unfiltered look at learning to ski at 25. The kind of content that makes people invested to know what comes next.
Destination Feature	A dedicated post or video spotlighting your location, campground, resort, or attraction — built around a real visit.

Blog & Newsletter Mention	A dedicated mention or feature in a blog post on theeternalroadtrip.com or our email newsletter. Evergreen content that drives traffic over time.
Content Usage Rights	License existing photos or videos for use in paid ads, your website, or social channels.
Bundle Packages	Combine services into a package that works for your campaign – UGC video plus photo pack, brand integration plus blog post, or a multi-month ambassador arrangement.

GET IN TOUCH

theeternalroadtrip@gmail.com

@theeternalroadtrip on TikTok, Instagram & Facebook

Blog: theeternalroadtrip.com

Portfolio: eternalroadtripportfolio.co