Gautier BOUDAT

PROJECT PRESENTATION · SPRING 2027

Bike and kayak, Discover differently!

A soft-mobility trip, told in images by Gautier Boudat.

PARTNERS ALREADY CONFIRMED

MOUSTACHE BIKES | Nikon | FIDLOCK®

MAIN PARTNER



The project at a glance

An itinerant bike and kayak trip in the mountains, to show that you can discover differently while respecting the environment.

PERIOD
Spring 2027

AREA
Jura or Alps

TEAM
5 people

FORMAT
Photo and video



Concept and values

01

An adventure playground

Soft mobility, by bike and kayak, becomes the adventure itself.

02

Sharing

All together to discover differently.

03

Practitioners brought together

Competition, club life and long-haul travel within one team.

04

Carefully chosen gear

For its durability, quality and each brand’s approach.



Gautier BOUDAT

The project leader

A photographer, he works with image, video and storytelling. His specialty: whitewater sports, right at the heart of the action.

Photo | Video | Image consulting | Marketing support | Press writing

Expedition stories published in Total SUP and Paddler eZine, among others.





Background and references



The team

1

Photographer, project initiator

Gautier Boudat

Shooting, video and storytelling.

2

Top-level kayaker

To be confirmed

The competition side: performance and technical demands.

3

Kayaker, club president

Pierre Toulouse

Local roots and kayaking for all.

4

Kayaker, former top-level athlete

Léa Martin

Globetrotter: the experience of travel and adventure.

5

Fifth member

To be confirmed

Completes the shots, in front of the lens.

The same gear for all five ensures a consistent look and high-quality images.

Itinerary

An itinerant trip, alternating bike stages and kayak descents.
Two areas are under consideration, Jura or the Alps, with the route to be confirmed during scouting in February 2027.

OPTION A

Jura

Mid-mountain

Bike: forests, plateaus and ridges

Kayak: rivers and lakes

OPTION B

Alps

Alpine mountains

Bike: valleys, passes and high-altitude trails

Kayak: mountain torrents and rivers

FOUR STAGES, WHICHEVER THE AREA

Start
night in a bivouac

→ **Stage 2**
night in a mountain hut

→ **Stage 3**
night in a bivouac

→ **Finish**
kayaking at a fixed spot

Calendar

November 2026

Dossier sent to the targeted brands.

December – January

Follow-ups, discussions and choice of gear allocations.

February 2027

Partnerships and route confirmed, scouting.

March 2027

Gear received, testing, size adjustments.

Spring 2027

Trip takes place, dates to be set.

After the trip

Sorting, retouching, editing, publication and a debrief for partners over the summer.



CONFIRMED PARTNERS

Nikon and Fidlock

Nikon

PACKAGE 1

WHAT IS PROVIDED

Gear loan

IN RETURN

Images of its products in real use, acknowledgements, a mention on the website and social media, plus usage feedback.

FIDLOCK®

PACKAGE 2

WHAT IS PROVIDED

Gear donation

IN RETURN

Everything the loan offers, plus a dedicated gallery, image usage rights and usage feedback.

Gear needed 10 days before the trip (D-10) and returned 10 days after (D+10), depending on the partnership

MAIN PARTNER

MOUSTACHE BIKES

Electric-assist bikes, a French brand.

MODEL	Moustache Game 2027
PROVISION	Loan
COLORS	Lilac or Blue
IN RETURN	Photo report with 5 dedicated posts, appearances in press articles, royalty-free image library.





EQUIPMENT NEEDS · 1/2

On the bike and at the bivouac

Moustache Game 2027 e-bikes	× 5	Validated
Bike trailers	× 5	To approach
Bike helmets	× 5	To approach
Cycling outfit	× 5	To approach
Bike and water shoes	× 5	To approach
Luggage and waterproof bags	× 5	To approach
Tents, sleeping gear, stove	To be confirmed	To approach
Fidlock fastenings	Donation	Validated



EQUIPMENT NEEDS · 2/2

On the water and for the image

Kayaks	× 5	To approach
Paddles	× 5	To approach
Kayak life jackets and helmets	× 5	To approach
Paddling outfit	× 5	To approach
Kayak racks and fixings	To be confirmed	To approach
Athlete nutrition	To be confirmed	To approach
Dry bag and camera housing	× 1	To approach
Nikon photo gear	Loan	Validated

Benefits and visibility

Images

Photos and videos of its products in real use, delivered in high definition. Usage rights set by agreement.

Web and social

Dedicated gallery on gautierboudat.com, posts on Instagram and Facebook crediting the brand.

Press

A text-and-photo story offered to specialist magazines, in the continuity of articles already published.

Usage feedback

A concrete review of the gear, tested over several days by the team.

Brand presence

Logo on the project materials: partnership pack, project page, video credits and acknowledgements.

Category exclusivity

Only one brand per product type, to keep a clear image.

Partnership packages

PACKAGE 1

Gear loan

COMMITMENT

Loan of gear for 5 people during the project.

WHAT THE BRAND RECEIVES

Images of its products, acknowledgements, a mention on the website and social media.

PACKAGE 2

Gear donation

COMMITMENT

Donation of the gear, which stays with the team.

WHAT THE BRAND RECEIVES

Everything the loan offers, plus a dedicated gallery, image usage rights and usage feedback.

PACKAGE 3

Main partner

COMMITMENT

Gear donation and financial support [amount to be defined].

WHAT THE BRAND RECEIVES

Everything the donation offers, plus a dedicated press story, the logo in the foreground, tailor-made content with free use of the media.

Gear needed 10 days before the trip (D-10) and returned 10 days after (D+10), depending on the partnership

Distribution and follow-up

Before	Announcement of the project and the team, presentation of the partners.
During	Regular posts on Instagram and Facebook.
After	Gallery on the website, video, text-and-photo story offered to the specialist press.

A report is handed to each partner after the project, with the posts published and audience figures.



Gautier
BOUDAT

Let’s talk about your brand’s place in this project



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