



CLEAR PATH CHRONICLES

PARTNERSHIP MEDIA KIT

An outdoor + DIY lifestyle brand from Michigan

BRAND SNAPSHOT

Clear Path Chronicles is one interconnected outdoor lifestyle, told from a 10-acre Michigan property by Todd Francisco — with his wife Dana as a regular on-screen presence. Todd hauls the 32-foot travel trailer with the truck; Dana follows with the Jeep towing the 22-foot tritoon to the next Michigan lake. The dogs and cat come along. DIY projects fill the time in between. Every pillar connects to the next — which is what makes the content compound rather than fragment.

WHAT MAKES CPC DIFFERENT

Most outdoor creators go deep on one niche. CPC covers a full four-season lifestyle from a real 10-acre Michigan home base, with three distinctive pets, regular family presence on screen, and Celtic heritage shaping the visual identity. Honest product use — on trails, lakes, jobsites, and in the workshop — shapes the content. Authenticity isn't a pitch. It's already the footage.

CONTENT PILLARS

- **Jeep & Overland** — trail runs, DIY mods, maintenance, honest accessory reviews
- **Travel Trailer & Camping** — campground reviews, mods, life on the road with three pets
- **Pontoon & Lake Life** — Michigan lake-hopping, wakeboarding, tritoon maintenance, marine gear
- **Home DIY & Workshop** — custom builds, landscaping, smart-home tech, tool reviews
- **Pets with Personality** — Aengus the English Springer Spaniel, Maeve the Malinois mix, Dominic the tuxedo cat
- **Winter & Snowboarding** — on-hill content, gear maintenance, mountain trip vlogs

TARGET AUDIENCE

Homeowners aged 30–55 who own outdoor toys (Jeeps, boats, RVs), tackle their own DIY projects, and make real purchasing decisions on premium gear. Couples, families, and pet households. High lifetime value, trust-driven buyers who respond to honest demonstration over polished advertising.

WHY PARTNER WITH CPC

- **Authentic product integration** — gear gets used in the content — not staged for it
- **Cross-pillar exposure** — one partnership can appear across Jeep, camping, lake, and DIY content
- **Family-presence storytelling** — regular partner and pet appearances boost engagement vs solo creators
- **Year-round content calendar** — seasonal rotation keeps products relevant across platforms
- **Multi-platform distribution** — YouTube long-form, Reels/Shorts, Pinterest evergreen, and blog SEO

MEET THE CAST

Todd Francisco

Creator and lead voice. Builder, trail driver, RV setup/shutdown, snowboarder / wakeboarder, ServiceNow consultant. Behind and in front of the camera.

Dana

Recurring on-screen presence — pontoon captain (including launching and loading), RV setup / shutdown, fireside chat partner.

Aengus

English Springer Spaniel — energy, joy, zoomies.

Maeve

Belgian Malinois mix — intensity and intelligence.

Dominic

Tuxedo cat — camping companion.

PARTNERSHIP FORMATS

- Affiliate & creator codes
- Gifted product reviews
- Sponsored content (posts/reels)
- Long-term brand ambassador
- Campground & destination stays
- Event coverage & expo content

BEST-FIT BRAND CATEGORIES

- Jeep & off-road aftermarket
- RV, camping, campgrounds
- Marine & watersports
- Pet gear (outdoor/travel)
- Power tools & DIY
- Smart home & security tech
- Outdoor apparel & gear

PLATFORM PRESENCE

YouTube • Instagram • TikTok • Facebook • Pinterest

Founding-stage creator. Metrics updated quarterly — contact for current stats and recent content samples.

CONTACT Todd Francisco, Founder

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