



KINGZ ATHLETES MEDIA GUIDE

ATHLETE AFFILIATE PROGRAM
@KINGZKIMONOS | 2026



WHAT WE EXPECT FROM YOU

Results and medals are important, but just as important is how you represent the brand on and off the mats. That's one of the reasons we created the **Affiliate Program**. We want to help you showcase your personality, share your journey, connect with your audience, and create new opportunities through content.

In this guide, we'll share valuable tips for creating content, offer content ideas, and walk you through the process step by step.

As part of the Affiliate Program, we ask that you share **2 pieces of content per month, exclusively focused on Kingz** (feel free to share more, but 2 are mandatory). We'll guide you through the process, starting with this guide. The content should vary. Since we want to show that Kingz is part of your life both on and off the mats, one piece of content should be training or competing, and the other should focus on your life off the mats

Keep this in mind: you can do everything yourself, and we are not requiring you to hire a professional to create your content. However, **content creation is part of an athlete's career today**, and investing in it can lead to new opportunities.



WE DON'T WANT YOU TO BE A SALESPERSON

We want you to show **how proud you are to be part of Kingz** and genuinely represent the brand.

Sales are part of the process, and they will come.

Our goal is for you to create content that feels authentic, reflects your personality, and helps people connect with you.

When that happens, engagement grows naturally, and so do sales.

Focus on sharing your journey, your training, and how Kingz is genuinely part of your everyday life.

People connect with real experiences much more than direct sales pitches.

IMPORTANCE OF CONTENT CREATION FOR ATHLETES

We live in the social media era where everything is content. Research shows that athletes who build a strong personal brand on social media create more sponsorship, partnership, superfight and seminar opportunities, as well as greater career growth.

Social media is no longer just a way to share your journey; it's one of the most valuable tools for building your reputation, growing your audience, and creating opportunities beyond the competition.

**Who are you beyond the mats?
It's just as important as the athlete you are.**

If you would like to learn more, we encourage you to research NIL (Name, Image, Likeness) and the NCAA (National Collegiate Athletic Association). In 2021, the NCAA adopted a policy that allowed college athletes to profit from their personal brands. The NIL era has changed how those athletes build their careers.



WHAT TO POST

You need to be creative here. It can feel difficult in the beginning, but it gets easier with practice. The more content you create, the more ideas will start to come naturally (don't forget to write them down).

One of the best ways to find inspiration is to pay attention to what other athletes are posting, not just in jiu-jitsu but also in sports like football, basketball, surfing, running, and more. See what kind of content performs well, how they tell stories, and how they connect with their audience. **It's not copying; it's using it as a reference.**

You can use their content as inspiration and adapt it to your own style and to jiu-jitsu.

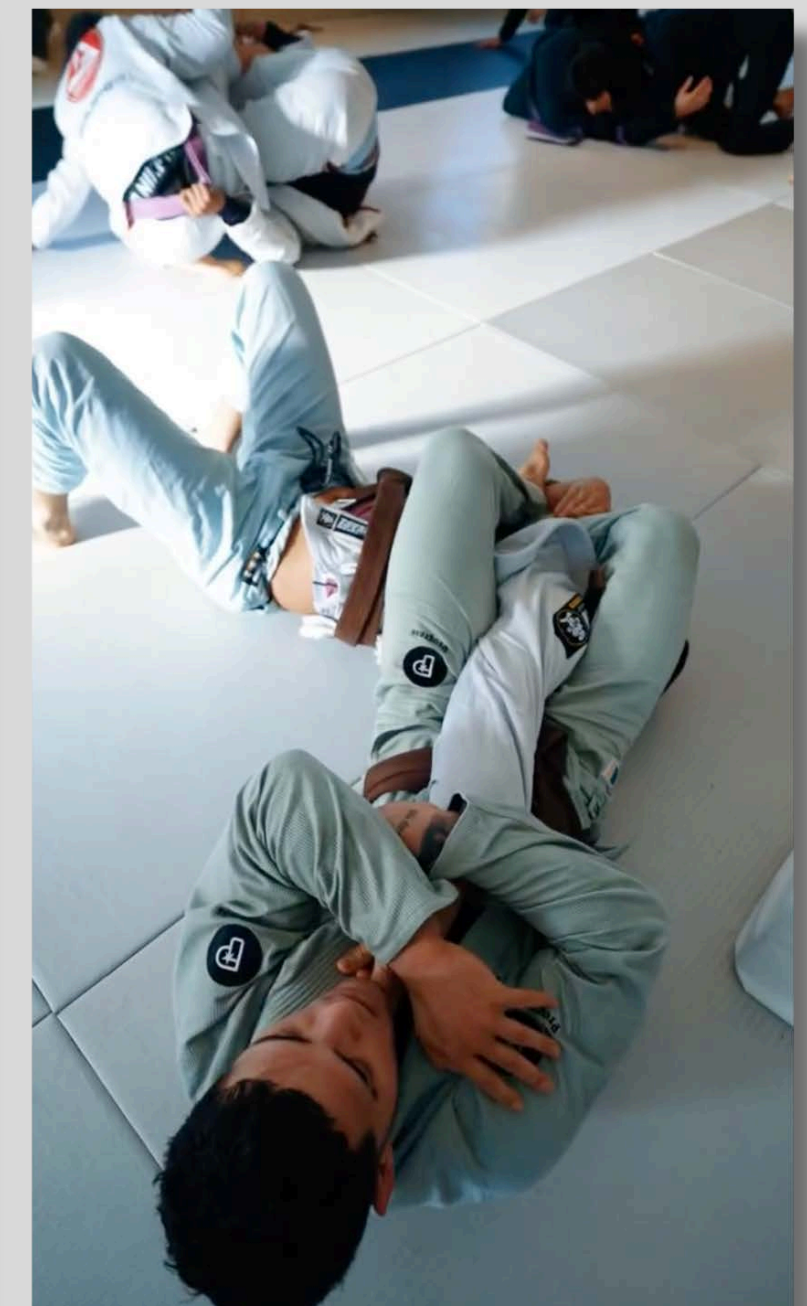
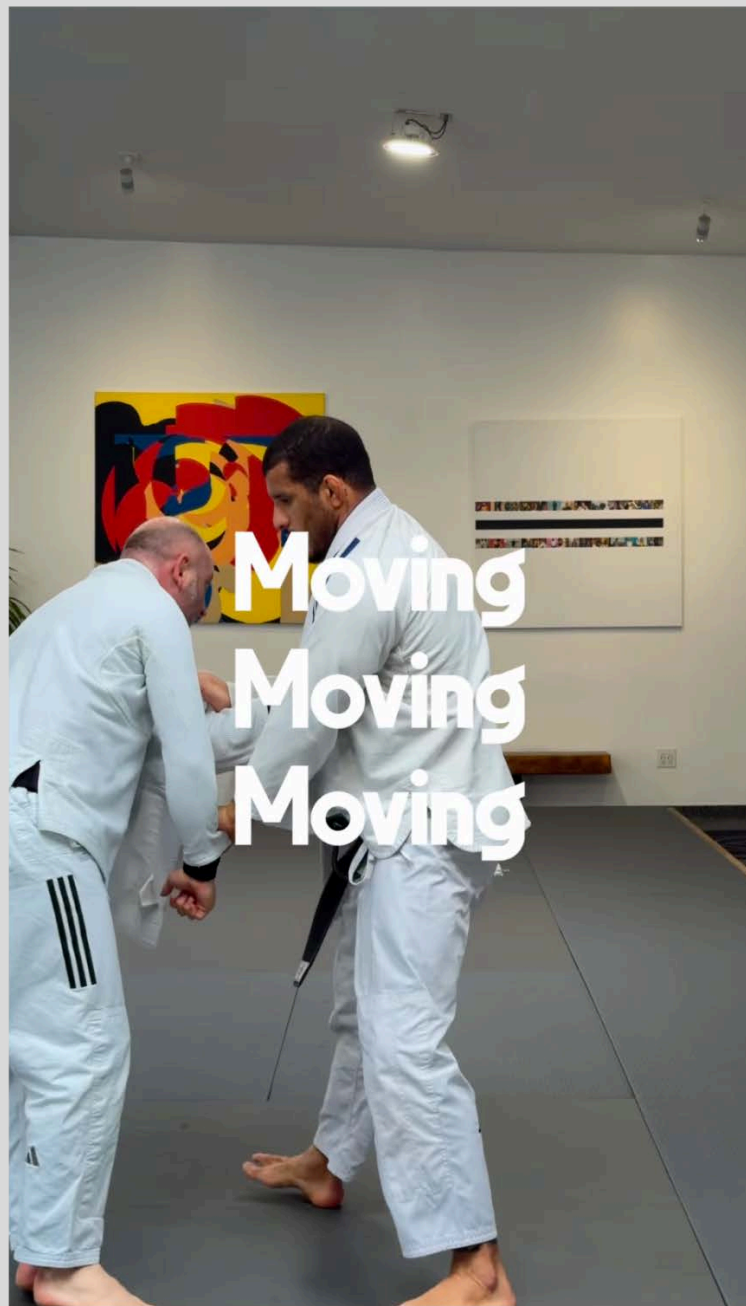
To help you get started, we've put together a few content ideas in the upcoming slides.

Keep in mind that you don't need to constantly talk about Kingz. If you're wearing Kingz gear, people will already see the brand as part of your daily routine. Sometimes, simply showing the product naturally is more effective than explicitly talking about it.

TRAINING CLIPS

*Click on the pictures
to access the content.*

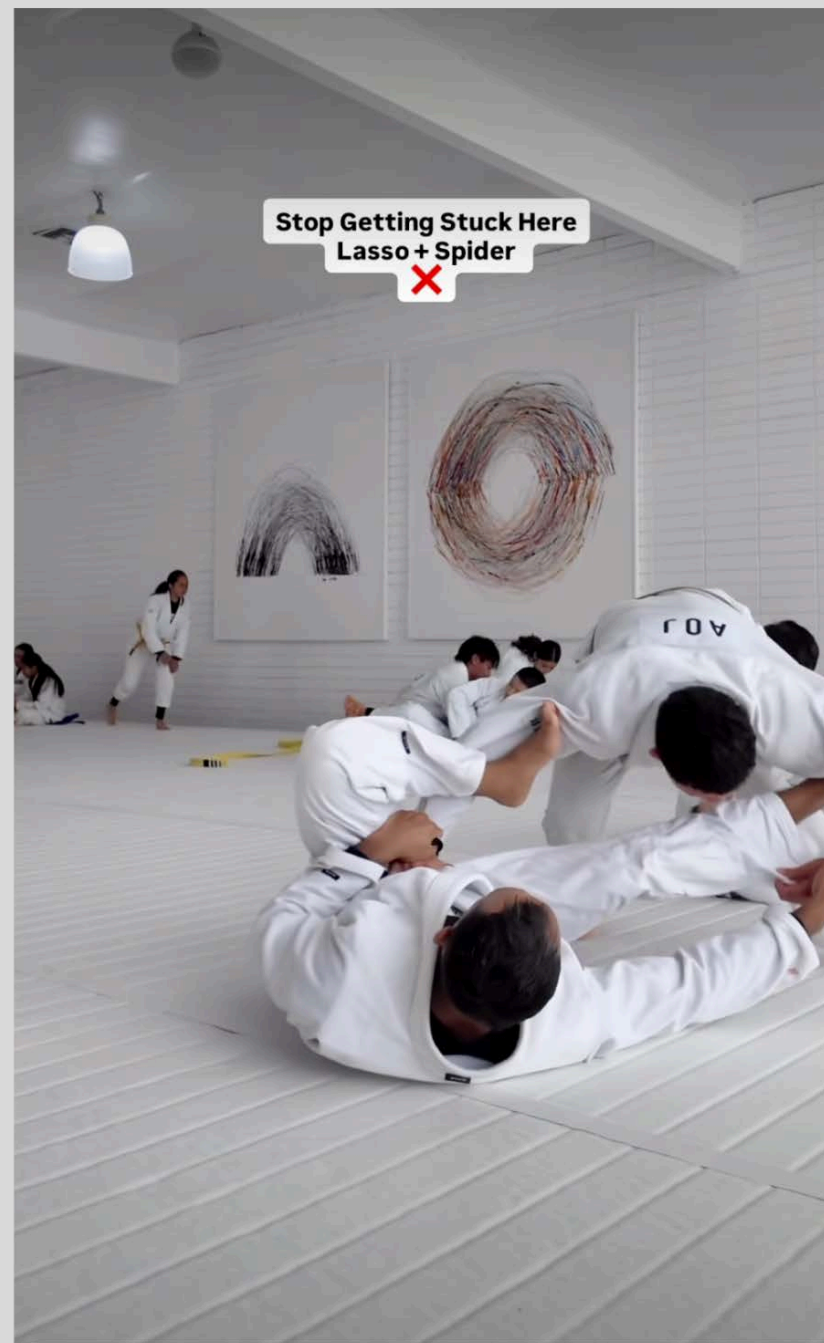
These are some of the easiest content you can create. Training clips don't need to be long or extremely edited. Sometimes, a great sweep, submission, or drill is enough to generate a lot of views, shares, and engagement, even if it's only 10 seconds. Keep it simple. Capture those moments and post them consistently.



TECHNIQUES

*Click on the pictures
to access the content.*

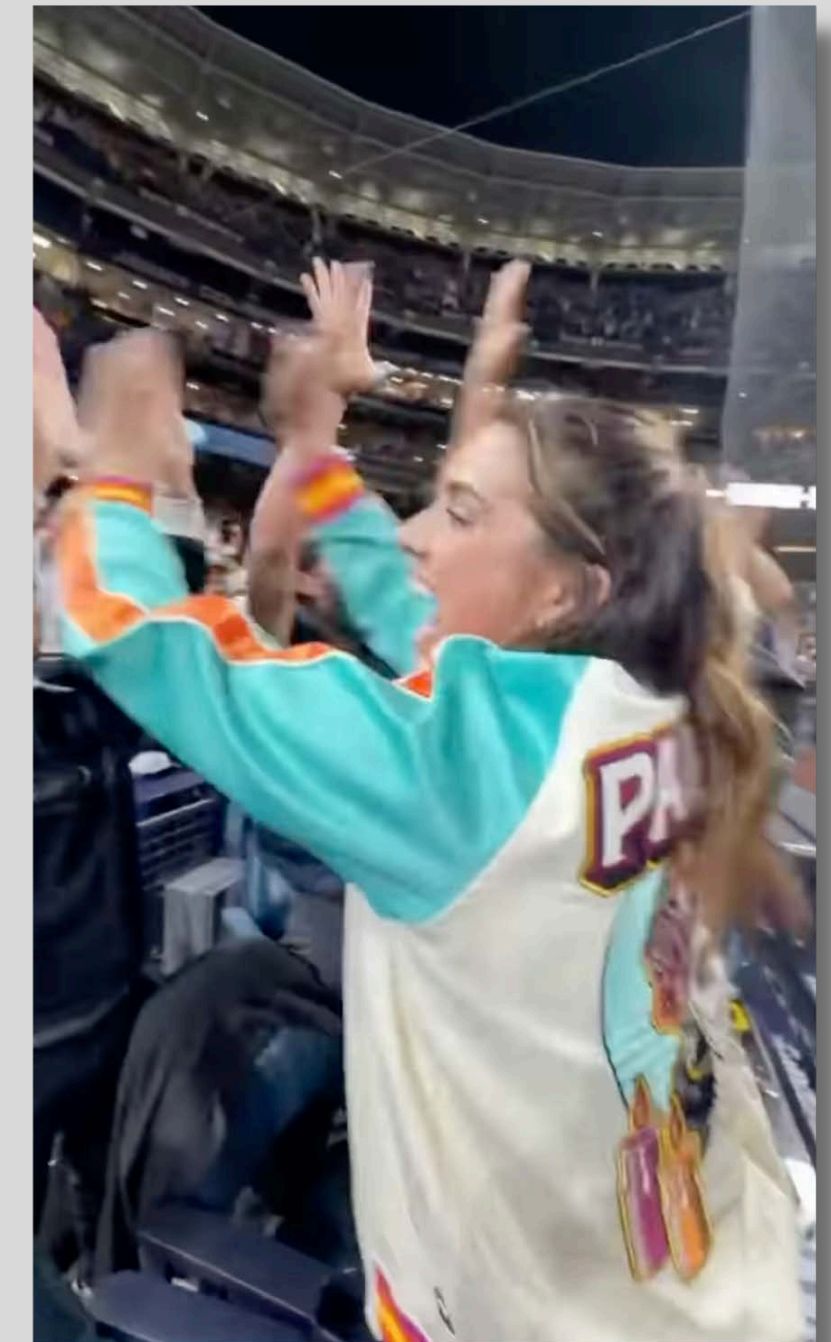
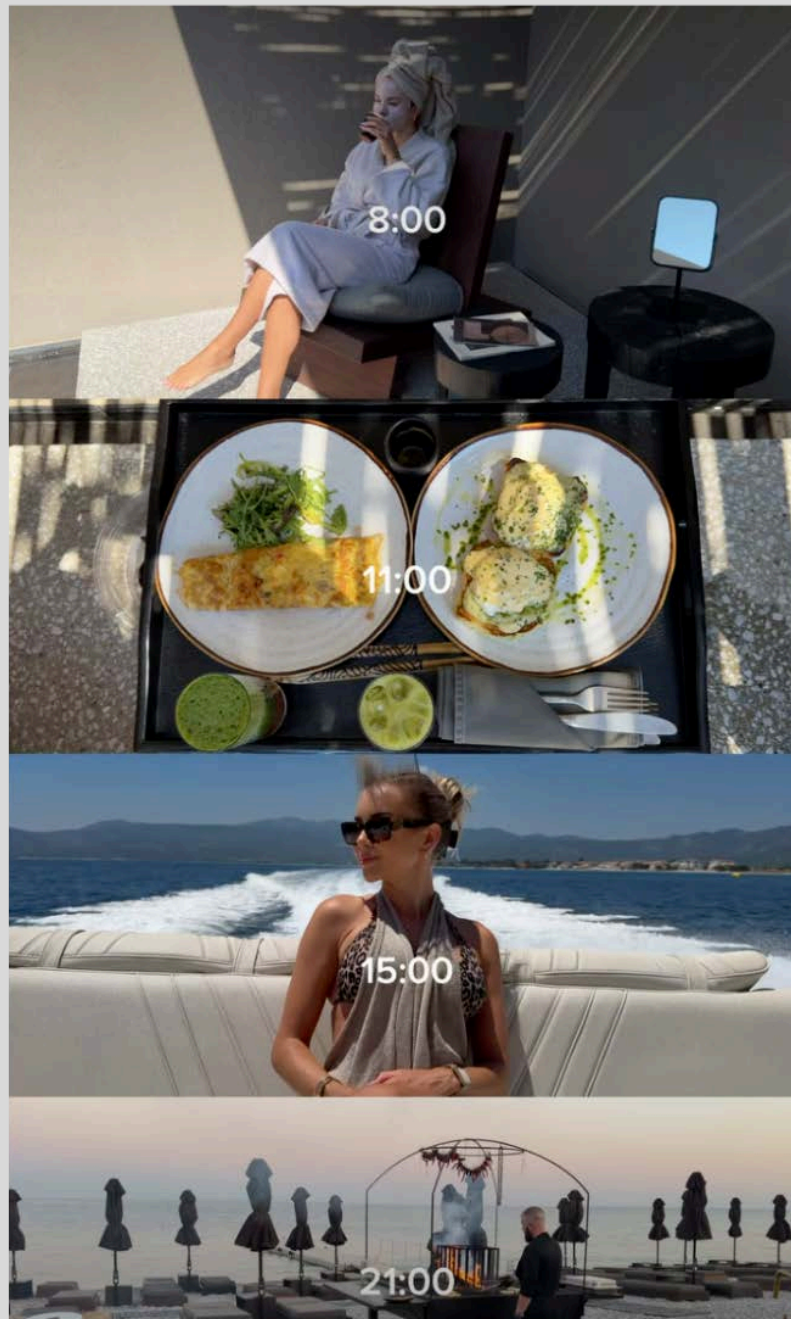
Time goes by, but techniques never get old. Of course, we don't recommend making this your only type of content, but sharing and teaching techniques usually generate a lot of engagement because people tend to save and share. Educational content has a longer lifespan and can continue reaching new people over time.



DAILY LIFE

*Click on the pictures
to access the content.*

Who are you off the mats? You might think it doesn't matter, but people are as interested in your life outside of jiu-jitsu as they are in your performance on the mats. Share your hobbies, routines, trips, favorite foods, recovery habits, and other parts of your daily life. These personal moments help people connect with you on a deeper level and make your content more relatable.



PRODUCTS

*Click on the pictures
to access the content.*

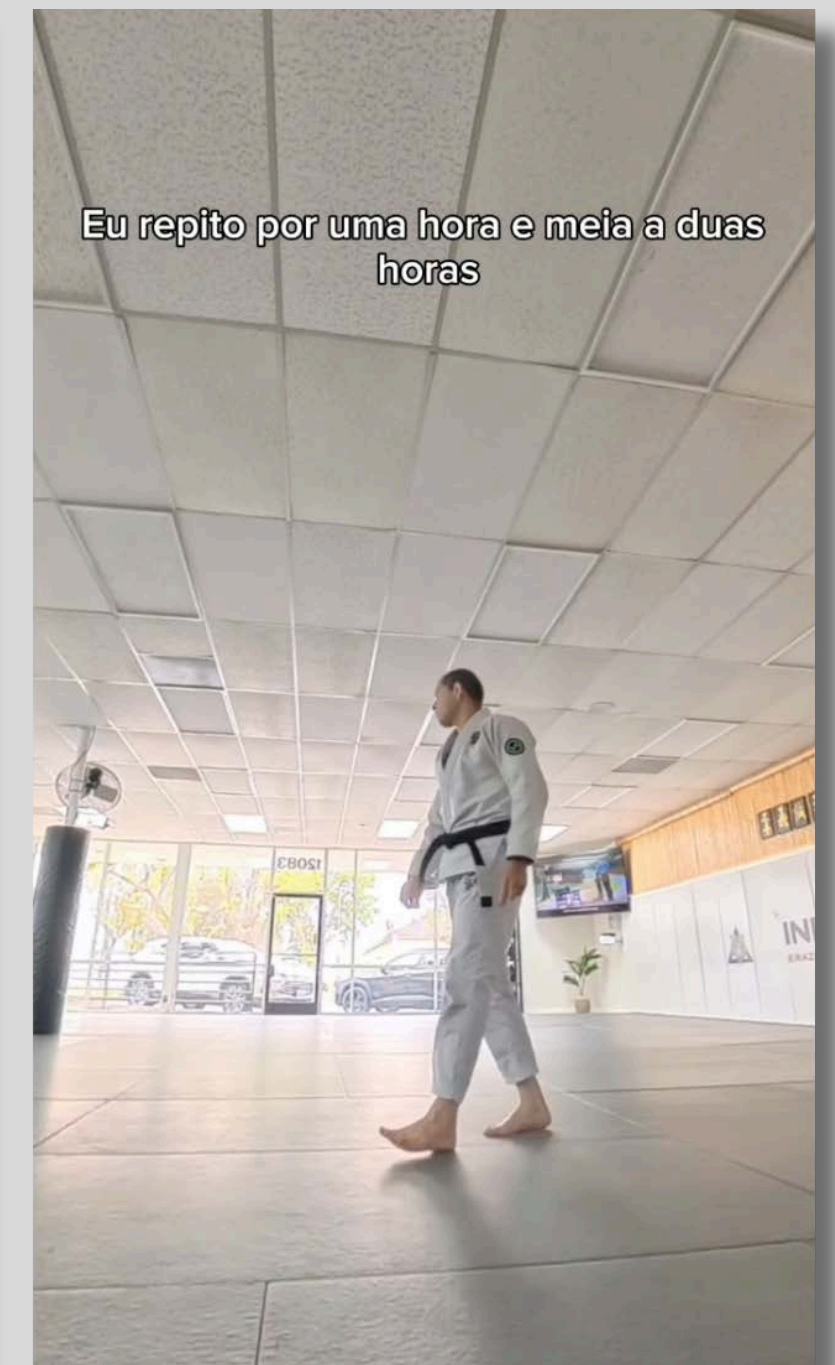
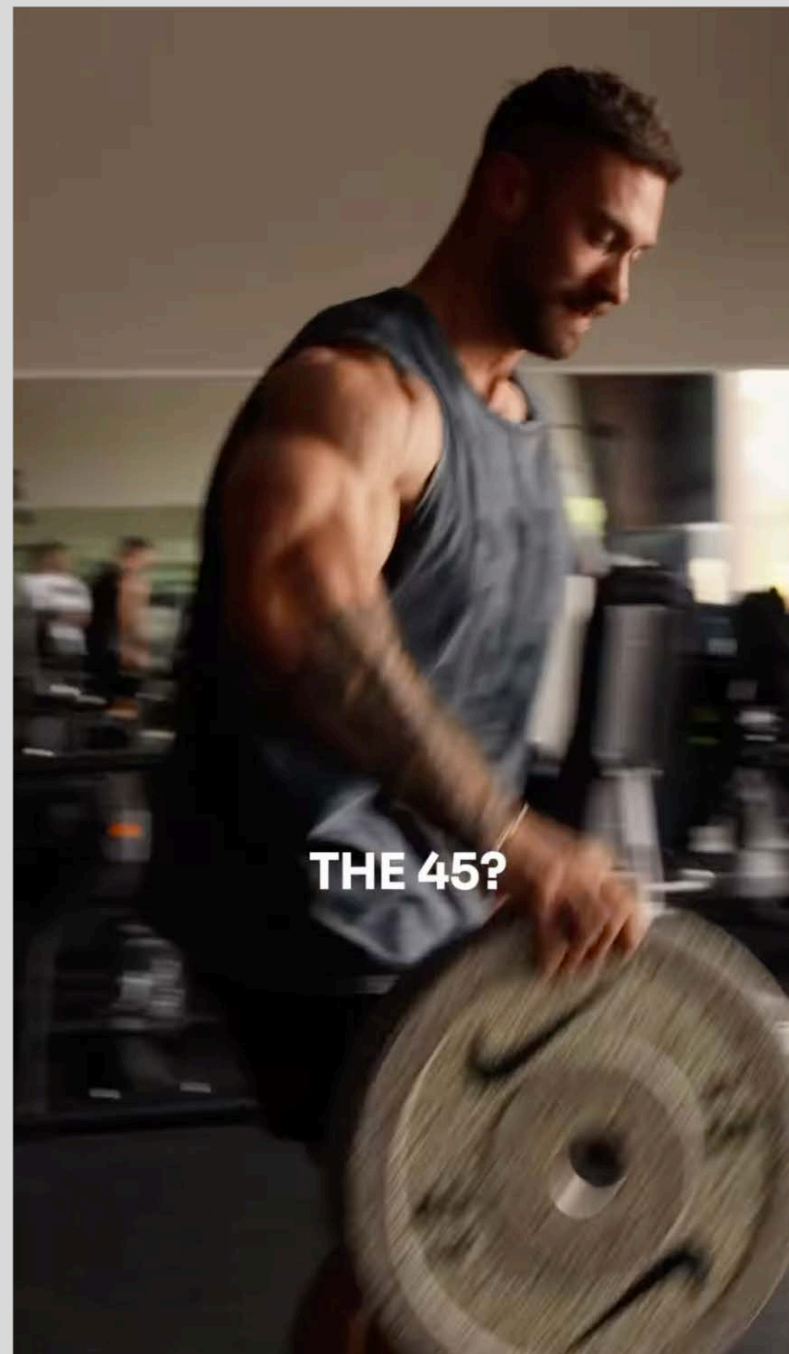
You can showcase Kingz products in many ways, on and off the mats. You can explain why a product works for you, how it fits into your daily routine, or even make the famous “GRWM” (**G**et **R**eady **W**ith **M**e). And remember: you don't always need to talk about the product. Sometimes, simply including it in your content is enough to raise awareness and show that it's part of your lifestyle.



BTS MOMENTS

*Click on the pictures
to access the content.*

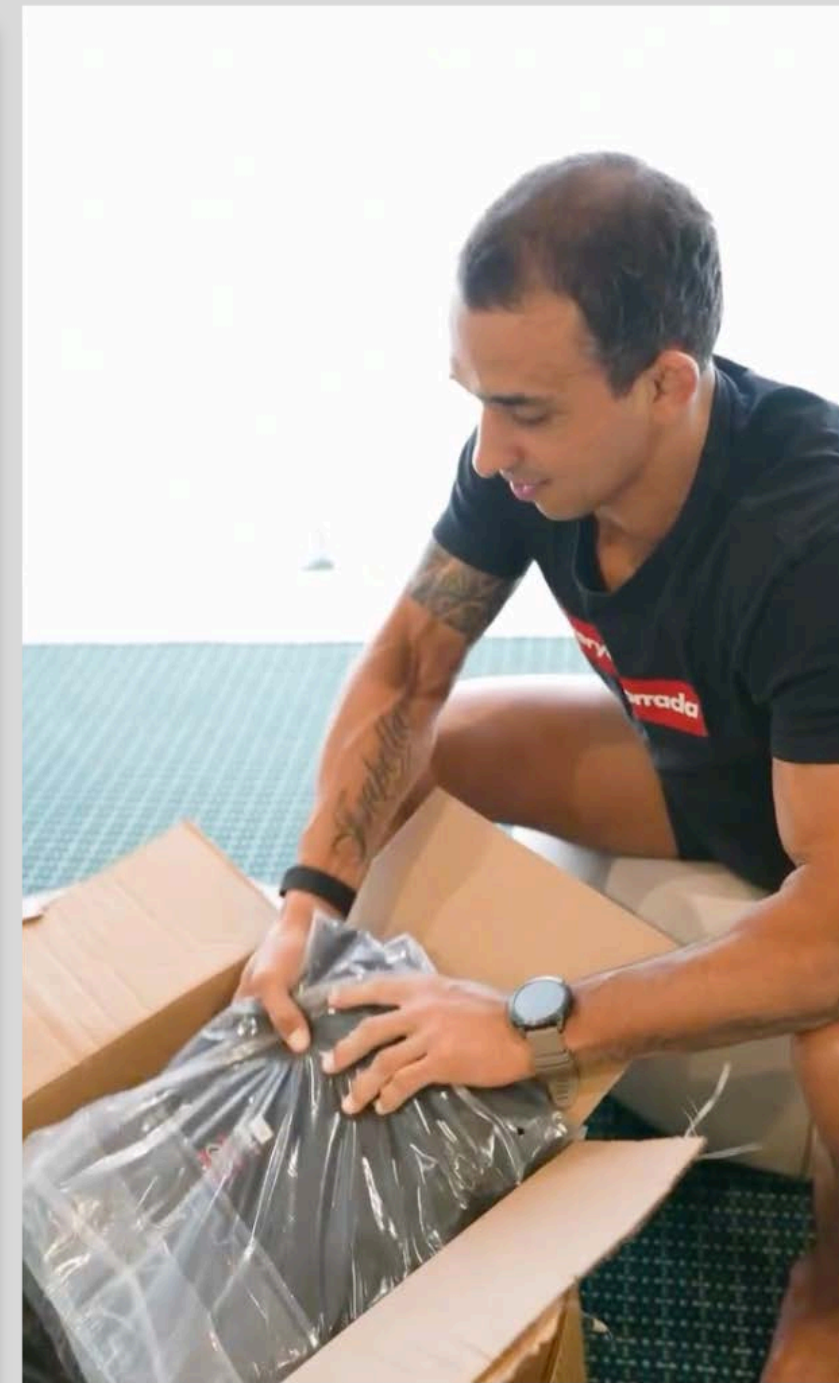
BTS stands for **B**ehind **T**he **S**cen~~e~~s. Show your audience what they don't usually get to see: your preparation, funny moments, conversations, a day in the life, and everything that happens outside the spotlight. Sometimes you might think this type of content isn't interesting, but it is.



UNBOXING

*Click on the pictures
to access the content.*

Unboxing is very valuable because it showcases the product, highlights important details, and allows your audience to experience that first impression with you. It also creates curiosity and excitement around the product. *Tip: a tripod is a must-have for this type of video.*

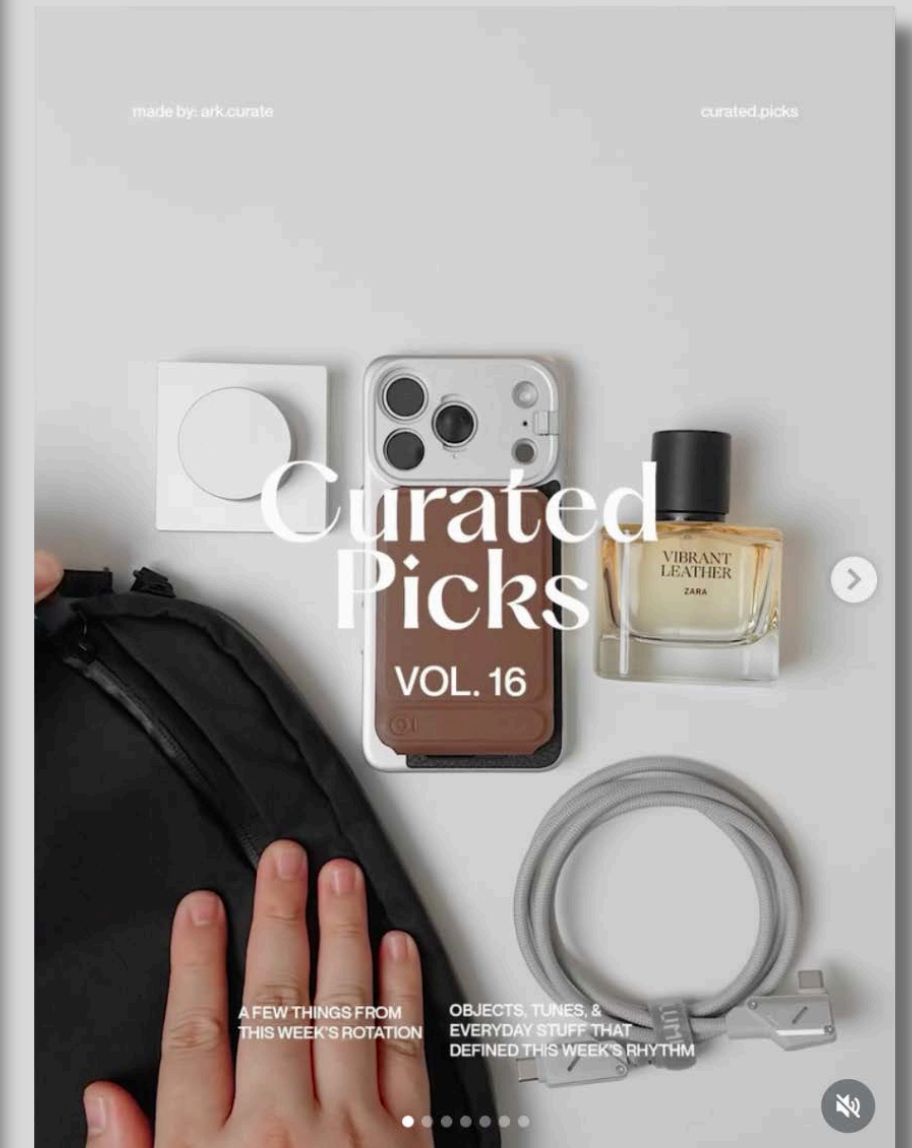
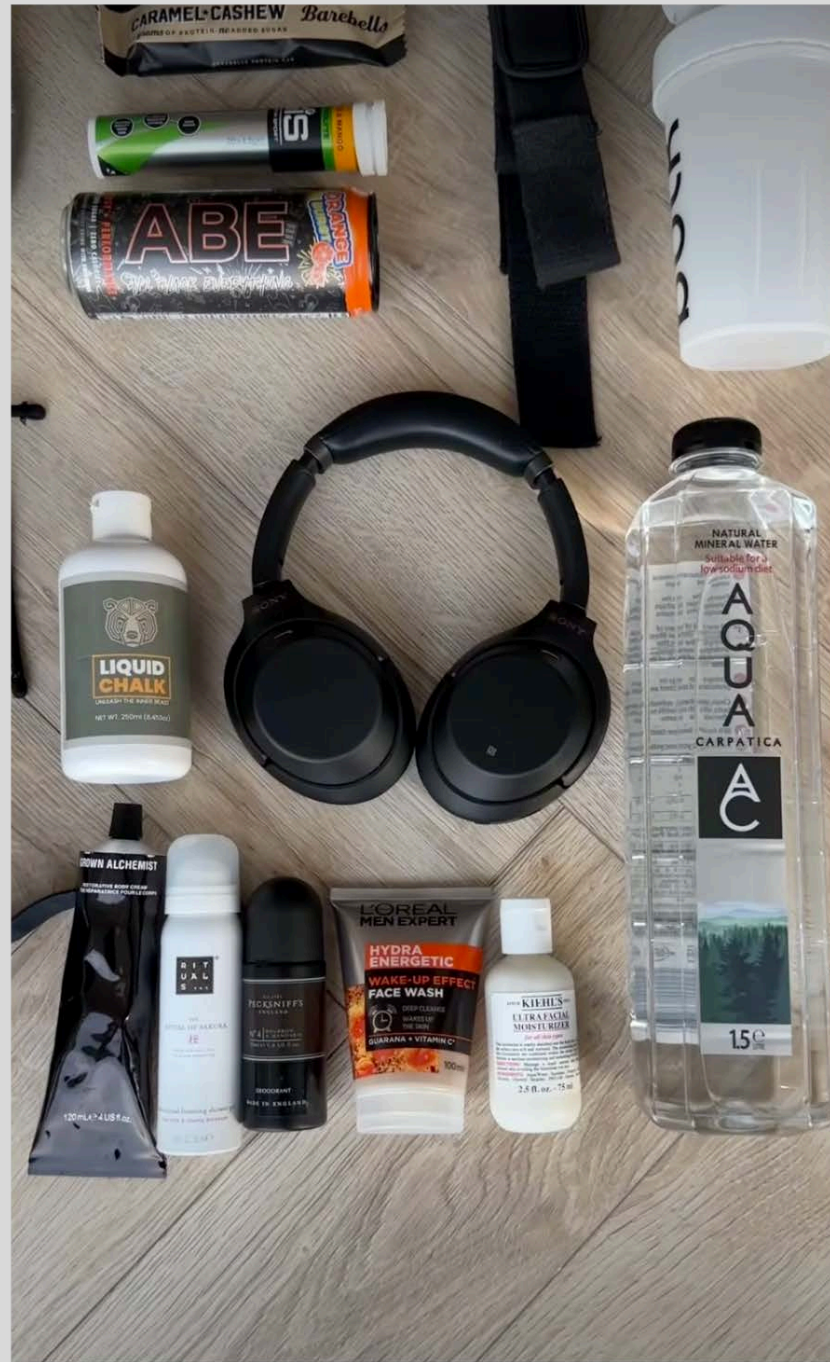


WHAT'S IN MY BAG This type of content is super trending and gives your audience a glimpse into your routine. It's a great opportunity to showcase the products you use while also sharing a bit of your personality. Show what you carry to training, competitions, the gym, or while traveling - and not only our products but things like a laptop, Kindle, etc.

Click on the pictures to access the content.

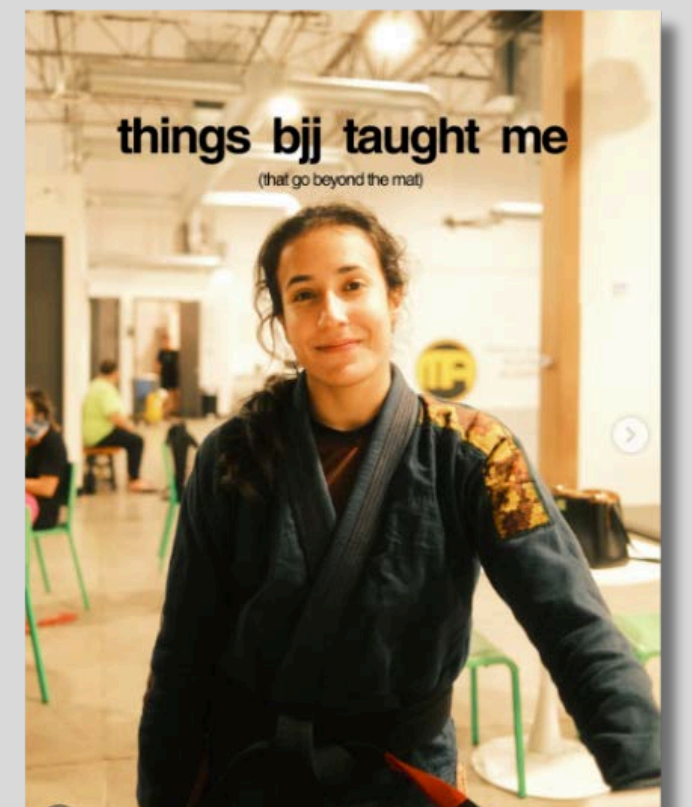
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**Click on the pictures
to access the content.**

Not every piece of content needs to be a video. Photos can be a great way to showcase products, share moments from your routine, highlight achievements, or tell a story. It's a great way to keep consistency.



STORIES

You don't need to post on your feed every day, but Instagram Stories are one of the best ways to keep your audience engaged. Stories are more casual and interactive, allowing you to share quick updates, polls, questions, games, and behind-the-scenes moments. Here are a few examples that you can adapt to jiu-jitsu.



SHOW PRODUCTS IN YOUR DAILY LIFE

You don't need to create a special setup every time. Show how Kingz naturally fits into your routine: training, traveling, recovering, or simply going about your day.

TELL INTERESTING STORIES

Instead of focusing on the product itself, talk about your experience. Stories help people understand the benefits and real-life use of a product. For example: "I love this backpack because it fits all my needs".

INCLUDE A CTA (*CALL TO ACTION*) TO YOUR CAPTION

Do you know that Instagram caption that made you click a link or leave a comment? That's called a CTA; it tells your audience what to do next. It can be as simple as "Check the link in my bio." // "Let me know what you think." // "Have you tried this before?" // "What's your favorite?" // A good CTA encourages engagement and helps guide your audience to the next step.

AVOID HARD SELLING

Instead of saying "Use my code" or things like this, try "I've been using this gi because of its fit and durability. If you're looking for something similar, the link is in my bio." People will trust you and when trust comes first, sales happen naturally.



SHOW, DON'T SELL

EXAMPLE: SHOW PRODUCTS IN YOUR DAILY LIFE

He doesn't mention the brand at all, but he's wearing a Kingz shirt, a hat, a backpack, and a crossbody bag.

This is a great example of how you can showcase a sponsor naturally without turning the content into an advertisement.

The products are part of the story, not its focus.



EXAMPLE: TELL INTERESTING STORIES

This is a good example of storytelling. He's been competing in Kingz gear since he was a kid, and the content shows that journey and progression over the years.

The brand is present, but the story comes first. That's what makes it good.

It also serves as strong social proof, demonstrating a genuine, long-term connection between the athlete and the brand.



EXAMPLES WITH CTA AND AVOIDING HARD SELLING



thewoodhalls 🌟 These are the moments
We could never imagine where this journey would take us.
Experiencing the world together, all from chasing our dream.
Thank you @f1 for the memories, can't wait for the next
adventure! #F1 #USGP

Just posted a full vlog on YT, go check it out ❤️

Edited: 22m See translation

- The story comes first
- They're talking about their journey, experiences, and memories, and the audience connects with the emotion, not a product.
- The sponsor is integrated naturally: they thank F1 as part of the story.
- It doesn't feel forced or like an ad.
- Simple CTA: "Just posted a full vlog on YT, go check it out" – A clear next step without sounding salesy.

The sponsor is part of the journey, not the entire post.



jessejameswest 🌟 Safe to say I've built some muscle over the past few years.

It's actually insane how much I've learned from training with the greatest bodybuilders and science based lifters in the industry. Not to mention, the years of trial and error for my personal experience in the gym has taught me everything I need to know personally about my body.

It may have taken me years to figure out everything that I now know, but that's exactly why I started Team Relentless. Inside Team Relentless, I share every drop of knowledge I have on fitness, nutrition and training directly to all members.

I will directly coach you to achieve your goals. If you want to be Coach face-to-face make sure you sign up for VIP so you don't miss our next face-to-face live Zoom call with all VIP members!

7 day free trial 🔗 in bio!

1w See translation

- He shows value first by sharing his fitness experience and what he's learned over the years.
- The audience gains something from reading the caption.
- Before mentioning his product, he explains why people should trust him.
- Only after providing value does he invite people to join his program: "7 day free trial 🔗 in bio!"
- He talks about a challenge (years of learning fitness) and then presents his program as a solution.

Give value first and then ask for something.

EXAMPLES WITH CTA AND AVOIDING HARD SELLING



taarra You might fall short. But what if you don't? Just Do It.
[@nike](#)

41w [See translation](#)

It's short, but:

- The focus is on motivation and mindset.
- People engage with the idea, not the product.
- Nike is mentioned, but it doesn't feel forced.
- The caption reflects the brand's philosophy ("Just Do It").
- Short and memorable: one sentence, easy to read and/or share.
- It speaks to a fear many people have: failing, and then it flips that fear into action.

Sometimes, the sponsored content doesn't even mention the product itself, but reinforces the brand's values and message in an authentic, simple way.



willtenny Can't believe I'm enjoying cardio more than lifting lately...Been riding 25–30km a day. Love it and also hate it 🤔

Still tracking everything with [@macrofactorapp](#) — because the more I burn, the more I get to eat. The app does the math so I don't have to. If you wanna try it out use code "WILL" for 14 days free 🙌

19w [See translation](#)

- He starts with a personal story (recent experience with cardio).
- It feels like an update, not an ad.
- The sponsor solves a problem - he explains why he uses the app ("The more I burn, the more I get to eat." – then – "The app does the math so I don't have to.")
- He is mentioning a brand but also showing a benefit.
- The app is relevant to what he's discussing.
- CTA: direct, but only after providing context and value.
- The recommendation feels natural because it's connected to his real life.

The best sponsored content starts with your experience; the product is inserted because it's part of the story.

WHAT TO AVOID

We don't want to create rules for your content. You'll find your own style, but there are a few common mistakes that are worth avoiding. Here are some examples:

- Posting Kingz products alongside direct competitor brands (we likely won't be able to repost this content).
- Busy or distracting backgrounds.
- Poor lighting or audio makes the content difficult to watch.
- Posting only sponsored content and never showing your personality.
- Using sales language all the time ("Buy now!", "Use my code!", etc.).
- Using too many fonts, colors, or editing styles makes your content look inconsistent. Remember about identity.
- Ignoring comments and messages from your audience. It's always welcome to reply to your followers. You don't need to be online 24/7, but take a moment to look at the comments. *If it's about a product and you don't know how to reply, you can always talk to us.*
- Copying another creator's content without adapting it to your own style – it's plagiarism. Use as an inspiration.
- Your personal style is important, but avoid elements that may compete for attention. Examples: heavy makeup, large accessories, distracting backgrounds, and excessive filters.
- Posting content that doesn't align with the values of the brand. You don't need to give your opinion about everything, especially if it's about controversial topics. As a sponsored athlete, remember that your content reflects not only on you, but also on us. When in doubt, focus on topics that add value to your audience and support your personal brand.





EQUIPMENT OVERVIEW

You already have the most powerful tool for creating content: **your cellphone.**

You don't need expensive equipment to do it.

However, there are a few basic tools that can help improve the quality of your videos.

TRIPOD

A tripod is always welcome. There are plenty of great, affordable options out there, making it easier to film yourself.

Recommended tripod: [Phone Tripod](#)

MICROPHONE

Clean audio makes a huge difference in the quality of your content. Investing in a microphone can make your videos feel more professional and easier to watch.

Recommended microphones:

[Hollyland](#) [budget-friendly]

[Rode](#) [mid-range option]

[DJI Mic Mini](#) [pro level]

**All of these are professional-quality microphones.
The best choice depends on your budget and content needs.*

WHEN DO YOU NEED TO UPGRADE?

Those are the basics to get started. As you create more content and become more comfortable on camera, you can always upgrade your equipment or work with a professional to take your content to the next level.

Remember: great content comes from consistency and authenticity, not expensive gear. The equipment should support your content, not define it.

FILMING BASICS

VERTICAL VS HORIZONTAL

**Before you start filming, ask yourself:
Where will this content be posted?**

If it's for Instagram, TikTok, Reels, Stories, or Shorts, film vertically.

If it's for YouTube long-form content, film horizontally.

Most of the time, you'll be creating content for Instagram and TikTok, so the vertical format is usually the safest option.

However, if you're collaborating with Kingz on a specific project, please check with us before filming. We may want to use the content on other platforms in the future, which could affect how it should be recorded.

HOW TO GET CLEAN AUDIO

Audio can be tricky, but it's easy to improve with a few simple adjustments.

If you're recording content that includes speaking, use a microphone whenever possible and choose a location with minimal background noise and echo.

Before you start recording, pay attention to your surroundings. Music, conversations, traffic, fans, or even AC can make it difficult for people to hear and understand you.

For example, if you're filming in the gym and need your voice to be clear, make sure the music is turned off or kept at a very low volume while recording. Clear audio helps your audience stay engaged and focused on your message.

BACKGROUND SET UP

Your background plays an important role in the overall quality of your content. Make sure the space behind you is clean, organized, and free of unnecessary elements.

A simple background looks more professional and helps viewers focus on what you're saying rather than what's happening around you.

Avoid distractions so your audience stays focused on you and your message.

We will talk more about this later.

DO NOT WAIT FOR THE PERFECT MOMENT TO START

The perfect equipment, number of followers... this is not the most important. Start now.

BE CONSISTENT

Consistency beats everything. The more consistent you are, the more people will engage with your content.

IF YOU LIKE TO TALK, TALK!

Some people are shy and don't like speaking on camera. If you feel comfortable, don't miss this - it's a powerful skill!

SHOW YOUR PERSONALITY

People don't follow athletes only because they win. They follow athletes they can relate to.

CREATE A PLAN FOR YOURSELF

Don't wait until it's time to post to decide what to create. Having a simple content plan makes it easier.

TAKE NOTES

Had an idea? Take notes on your phone or a notebook. You never know when you'll need them.



PRO TIPS

EDITING CONTENT

You don't need a powerful computer to edit videos. There are many free and easy-to-use editing apps available for your phone.

EDITS

Level: easy

One of the easiest editing tools you can use is Instagram Edits. It's free, easy to use, and allows you to edit and upload content directly to your profile. You can add music, filters, text, stickers, and other effects without needing any other app.



CAPCUT

Level: intermediate

It's a great option that works on both your phone and your computer. It offers many of the same basic features as Edits, but gives you more freedom and control over your content. You'll find additional options for transitions, effects, captions, and overall video customization. It offers a free version and a paid version that unlock more advanced editing tools.



ADOBE PREMIERE OR FINAL CUT

Level: advanced

Adobe Premiere Pro and Final Cut Pro are professional editing software for desktop computers. They offer advanced features but are paid, and you'll need to invest in training. Premiere Pro works on Windows and Mac, while Final Cut Pro is available only for Mac.



VISUAL IDENTITY (BRANDING)

Think about a brand that you can recognize instantly, even without seeing the name. That's called **Branding**, and it's powerful. A consistent visual identity, tone, and style help people recognize and remember you before they even see your name.

One way to develop your own identity is to establish a pattern in your posts.

TIPS TO CREATE YOUR IDENTITY

- Use the same filter on your photos and videos
- Keep a consistent editing style across your content
- You can also use a specific background, setting, or recurring element in your videos so people immediately recognize your content
- When adding text to your content, use the same font consistently.

Kingz Recommended Fonts:

BEBAS NEUE DIN Next Helvetica Oswald

It's not mandatory, but keep those in mind.



CREATE A CONTENT BANK

In the beginning, record more than you think you'll need. Over time, you'll build a library of photos and videos that can be used later. A single tournament weekend, for example, can provide content for weeks or even months. Save everything you have and organize in different folders to easy access.

CREATE A CALENDAR PLAN

It's very stressful to wake up every day asking, "What should I post today?". That's why it's important to create a content calendar. Having a plan helps you stay organized, saves time, and removes the pressure of constantly coming up with new ideas. When you know what content you'll create and post, it becomes easier (and more fun) to stay consistent. Over time, you'll notice that you're creating more content with less effort – and without having to think about it every day.



FINAL TIPS

LET'S GROW TOGETHER



FEEL FREE TO REACH OUT TO US IF YOU HAVE ANY QUESTIONS

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MAYARA MUNHOS

@KINGZKIMONOS

