

MEDIA KIT / 2026 — 27

Rui Running in Darkness



“NOTHING IS IMPOSSIBLE UNTIL YOU TRY.”



01 — THE STORY

Agency, curiosity, everyday life.

Rui is an endurance runner and storyteller based in Portugal. He lost his sight near age 30 and rebuilt his relationship with sport through running.

Rui Running in Darkness is not a pity story — it is about agency, curiosity and the everyday.

> **“Get off the sofa and go experience life outside.”**

02 — THE ATHLETE

Two majors in, four to go.

01

London Marathon

2026

COMPLETED

02

Berlin Marathon

2026

COMPLETED

03

World Marathon Majors

2 / 6

IN PROGRESS

Long-term goal — complete all six World Marathon Majors, one race at a time. Preparation, resilience, learning and progress.

03 — THE PLATFORM

Athlete.
Storyteller.
Real-world tester.

Endurance Athlete

Trains and races on Portuguese roads and international marathons.

Content Creator

Preparation, race day and the learning in between — told in Rui's voice.

Accessibility Perspective

First-person view of products in real use, not staged ads.

FORMATS — SHORT-FORM VIDEO YOUTUBE WRITTEN STORIES

04 — COMMUNITY & THEMES

The territory we run through.

01

Running

02

Endurance

03

Accessibility

04

Technology

05

Travel

06

Lifestyle

Authentic community, honest voice — no invented audience numbers.

05 — CONTENT TERRITORIES

Where the stories live.

01	**Training & Equipment**	Gear tested across marathon preparation and the everyday runs that fill the weeks in between.
02	**Fuelling & Hydration**	Honest nutrition and hydration stories in real conditions — long runs, hot days, race mornings.
03	**Technology & Accessibility**	First-person experiences with tech, wearables and assistive tools that actually earn their place.
04	**Guide Running**	The relationship and communication with guides — the trust that makes the running possible.
05	**Race Travel & Race Day**	Travel, logistics, preparation and the realities of race day in unfamiliar cities.

06 — WHY PARTNER WITH RUI

Credible. Honest. First person.

- First-person product integration
- Honest feedback
- Guide-running context
- Performance and everyday-life perspective
- Credible long-term use
- Accessibility and usability perspective
- Race-day and travel storytelling
- Clear disclosure of sponsored content

07 — PARTNERSHIP MODELS

Four ways to work together.

01

6–8 Week Pilot

Focused real-world product use and storytelling across a defined window.

02

Campaign / Launch

Content built around a product, service launch or campaign moment.

03

Race Partnership

Brand integration around training block, travel and race day.

04

Ambassador

Ongoing, authentic product use and storytelling over a longer season.

Wording is flexible. No promises on specific content volume — each partnership shapes its own cadence.

08 — WHAT IT LOOKS LIKE

Examples, not guarantees.

- Short-form video & Reels
- YouTube episodes
- Stories
- Website articles & long-form
- Product use during training
- Fuelling & equipment testing
- Race & travel coverage
- Accessibility & usability perspective
- Photography & video assets

09 — THE ROAD AHEAD

Race by race. Story by story.

01

Continued marathon training and international running storytelling — building race by race.

02

Building towards all six World Marathon Majors, one race at a time.

03

Growing Rui Running in Darkness through running, storytelling, accessibility, technology, travel and real-world experiences.

10 — LET'S RUN TOGETHER

Let's build something real.

On the road, on screen and beyond.
Ready to partner with Rui?



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