RIDING ACROSS GEORGIA · PARTNER MEDIA KIT

The first Israeli to cross Georgia on horseback.

Six months, about 2,000 km and two local horses, from the eastern steppe to the Black Sea. Yair sets off in spring 2027 and documents every day.

~180	~2,000	3,431 m	180+
days on the road	km in the saddle	highest pass	videos from the trail

The ride

Yair [surname, age, city] will ride the length of Georgia: through the wine valleys of Kakheti, the shepherd villages of Tusheti and the 3,431 m Atsunta pass, to the stone towers of Svaneti and the Black Sea.

No organised tour and no hotels: one rider, two local horses, a local horseman in the mountains, and village family guesthouses along the way. As far as we found, nobody has crossed Georgia on horseback in one continuous ride of several months.

What the ride produces

Daily video

A numbered series ("Day 37 riding across Georgia") on Reels, Shorts and TikTok, with a map and the distance on screen.

Weekly episode

A 12–25 minute YouTube episode every one or two weeks: the road, the people, the horses, what it costs.

Live stories

3–5 a day, with satellite connectivity where there is no signal.

Documentary

Filmed from day one, for festivals and streaming after the ride.

Who it reaches

Israeli travellers (Georgia is one of the most popular destinations from Israel), horse and outdoor fans, and an international audience for long-journey content. Content is in Hebrew with English subtitles. Audience figures will be reported from the first month of preparation; until departure we build the audience with preparation content.

Partnership packages

Gear partner

Product instead of cash

- Camera, connectivity, outdoor, riding or safety gear
- Real, documented use for the whole ride
- Mention in every episode where it appears
- Photos and video for your own use

Destination partner

Flights, logistics, hosting

- Airlines to Tbilisi, tourism, wineries, guesthouses
- Six months of content about the destination
- Joint episodes and content for your channels
- Appearance in the documentary

Lead partner

Full sponsorship

- Name and logo on all content and the film
- Tailored content and usage rights
- Monthly reach report
- Presence at every launch and interview

Horses first

Horse welfare is part of the content: loads under 20% of body weight, about 20 km a day, a fixed rest day, vet and farrier visits on camera, and new owners chosen in advance for the end of the ride. No partner will ever appear next to anything that looks like harm to an animal.

Timeline

Nov 2026 – Feb 2027	Preparation, prep content, audience building
Feb 2027	Crowdfunding campaign (Headstart)
Mar – Apr 2027	Arrival, buying the horses, training
Late Apr – Oct 2027	The ride
2028	The documentary

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