



CREATOR PROGRAM

Your content. Our stage.

Send us your best footage, we'll put it on our channel and you get paid based on how well the post performs.



From your clip to thousands of views

No production team needed, just good footage and a story.



Captured a trick, crash, fun challenge or just hilarious kite community footage? Send us your raw footage.

If we think it's good enough, we'll edit it into a Reel or Short and post it from the Kitemana channel, with a collab tag to your own profile.

If the post does well, you earn money from it. The more account reach is, the higher the reward.



Fun bonus: can you get the Kitemana logo (on your board, for example) in shot? That can help with our review, it's definitely not required, but it's for sure a bonus!

Standout moments, not just any clip

This isn't a talent search, it's about sharing kitesurf moments that deserve a bigger stage.



We're looking for

- A moment that's genuinely catching, the kind of clip that stops people mid-scroll
- Footage that impresses even people who've never touched a kite
- Your best clip, not a folder of everything you shot
- Instagram reel format, quick and catchy



This isn't

- A talent search or audition for new riders
- A place to send everything you've got "just in case"
- A search for the most professional content, it's about the moment.



Safety first: never put yourself or others at risk to get a clip. We won't select footage that shows unsafe or reckless behaviour.

From weekend rider to pro

This program is open to anyone with good kitesurfing content.



Amateur to pro

From first kitesurfing sessions to sponsored riders, everyone can join.



Kitesurfing content

Tricks, crashes, fun challenges or just hilarious kite community moments. Make sure it's quick and catchy.



Your footage

You (co-)own the footage and arrange consent from anyone else who appears in it.

Under 16? Then we need written consent from a parent or guardian.

We edit it, you shine

If we use your footage, here's what happens:

- The post always goes out via the Kitemana Instagram + Facebook channels, both 60.000+ followers
- We may also put it on TikTok and/or YouTube
- You get a collab tag, so the post also appears on your own profile
- Sponsored? Let us know your sponsor brands, whether we tag them and/or send a collab invite (up to a max of 2 brands) is Kitemana's call, not the rider's
- Make sure the content stays exclusive to Kitemana only.



Why a collab tag is so valuable

The post appears on your own profile, visible to your followers and ours, extra reach without any extra effort on your part.

You already get a head start from us

Here's what's already in place before a single euro of reward kicks in.

What we already give you

- A stage of 60,000+ followers, reach you'd otherwise have to build up yourself
- A professional edit, we do the cutting, so you don't have to
- Exposure to a highly engaged kitesurfing community

What the reward is for

- A typical post already reaches a solid audience through that stage, that baseline is part of what we provide, not something extra you've earned
- The reward kicks in for the extra impact your content brings on top of that, the reach that goes beyond what the platform already delivers
- The better your content performs, the more of that extra value comes back to you

The more reach on Meta, the higher your reward

Meta account reach (Instagram + Facebook) in the first 14 days determines your milestone, you receive the matching amount as a one-time payment.

Reach	Reward
On posting	€ 20
10,000	€ 40
25,000	€ 100
50,000	€ 200
100,000	€ 400
200,000+	€ 800



One payout, no adding up

For example: if your post reaches 100,000 accounts, you receive € 400 as a one-time payment.

€ 800 is the maximum reward for the Meta milestone.

Only real reach counts, bot or fake activity is monetized.
Action will be taken when fake activity is detected.

Rates shown are valid as of July 2026 and may be updated for future submissions.

We count reach, not views

Here's the number we actually look at in Reel Insights Instagram + Facebook combined on the post.

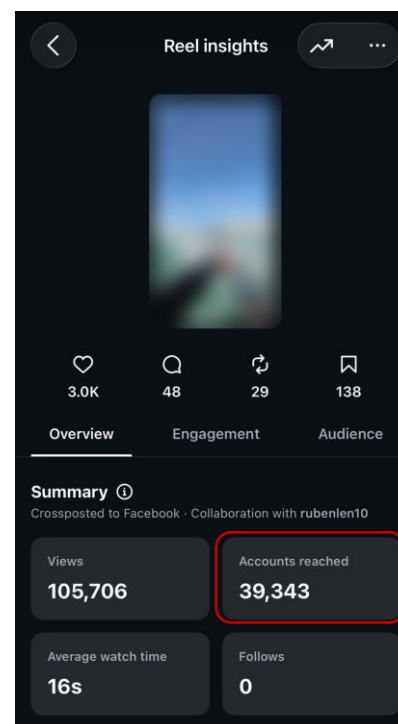
Reel insights (example)

 Views 105.706 

 Reach 39.343 

this is the number that counts

Reward at this reach € 100



Views counts every play, even repeat plays from the same person. And adds up to different platforms

Accounts reached counts unique accounts that saw the post, that's the number we use. As a rough guide, reach tends to land around half of total views.

Bonus if we post elsewhere too

We may decide to also put your content on these channels, each with exactly 1 target.



TikTok

500.000 + views

+ € 100 bonus



YouTube

50.000+ views*

+ € 100 bonus

Each channel has exactly 1 target. If we hit it, you get an extra one-time bonus of € 100 on top, separate from, and in addition to, your Meta reward. Measured in the same time frame of 14 days

If multiple channels hit their target, the bonuses are simply paid out together.

** Example target — the final number per channel will be announced later.*

Simple agreements, no fine print

This is how we keep things clear between you and Kitemana.

Usage & payment

- Kitemana may use your footage for 1 year on the channels mentioned
- We never use your content in paid ads without agreeing that separately with you
- Expect your reward within roughly 4 weeks of posting (14 days measuring + 14 days processing)
- Make sure you have consent from everyone recognizable in the footage

Timing & exclusivity

- We respond within 5 business days of you submitting
- While you're waiting, please don't publish this footage as a separate post elsewhere
- If we post it, hold off on a separate post of your own with the same footage for 1 year (your collab tag still shows it on your profile as usual)
- Not selected, or didn't hear back in time? It's all yours to post right away

How to submit your footage

Three simple steps via a fixed submission address.

1



Upload your raw clips

No editing needed, just the raw footage as it is.

2



Add a short intro

Max. 1 minute: who you are and what we're about to see in the footage.

3



Share your details

Your name, Instagram tag and any sponsors.

We'll share the submission address directly with you once you join.

READY TO START?



Send in your best footage

Once you join, we'll share the submission address with you. Who knows, you could be on our channel next week, with a nice reward to go with it.

Team Kitemana

Send your files here: [Kitemana Creator program](#)