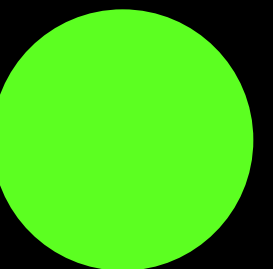
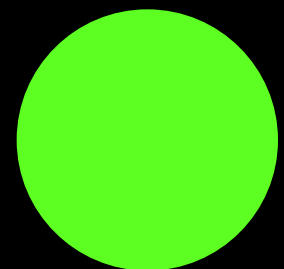


Project Portugal 2026

A world-first endurance project.

868 KM along Portugal's stunning coastline for the benefit and awareness of men's mental health.



The project

Where?

Starting in the most northern coastal we'll be setting off in Caminha and following the coastline as closely as the terrain allows through Viana do Castelo, Porto, Nazaré, Lisboa, Sines, until eventually finishing in Sagres.

When?

We'll be setting off the 1st of August and then continue at an average distance of ~50km per day until finished.

Why?

I'm doing this to push my own limits, and to prove something I believe deeply: that humans are capable of going far further than most people think. I'm using the project to raise awareness for men's mental health, something far too many carry in silence.

The team

Jonathan Fors

The runner. Covering distances like 250km through the Sahara desert, and ranking in the top 5% of all trail runners worldwide he's already got an impressive track record at just 26 years old.

Nikola Boltun

The supporter and lifeboat. Having been on the sidelines supporting most of the events Jonathan's gone through, she's the real deal. Ready to support any situation.



Why we'll succeed

Jonathan's track record proves it.

~10 years running experience

Starting at just 15 years old, he's acquired experiences like running through the Sahara, inspiring hundreds of others, and running through countless nights. Jonathan is no novice.

Certified ultra running coach

While hands-on experience takes you far, a UESCA certified ultra running coach education takes you further. He's now got the text book knowledge and real life experience to back it up.

A "can't stop" attitude

A primary driver for Jonathan's ultra endurance challenges is to find the breaking point of the human body and mind. Until that point is found, there is no stopping.

"I'm not running
away, I'm running
toward something
better."

– Jonathan Fors

Why support Project Portugal 2026

It's never been done before

Your brand will be part of something bigger than just an ad campaign. It's a project that's never been done before, let alone documented.

Support a good cause

Project Portugal 2026 is supporting men's mental health by raising money and awareness. (specific non-profit to be determined)

A once-in-a-lifetime moment

As a world-first project, it'll by definition never happen again. Future attempts will likely be done, but there's no better time than the first.



Content structure

How?

Project Portugal will be documented daily in short form on the Instagram profile @jonathans.pov. The type of content can be thing such as daily updates, highlights from the day/past days, informational posts about how to run a distance like this, etc.

It will be captured in high quality through a mix of iPhone cameras, DJI drones, and classic DSLR cameras.

Frequency

We will be posting content at minimum daily, and most likely more frequent. This project is aimed at raising awareness for men's mental health and as such the posting frequency aligns with that.

Our proposal for collaboration

Organic product placement

What we provide:

- Your product will be seen and used in our daily organic content on Instagram Reels, Posts, and Stories on @jonathans.pov.

What you provide:

- The physical product(s) you'd like to see featured in the content.

Perpetual UGC license

Everything from *"Organic product placement"* +

What we provide:

- 3 brand collaboration posts on Instagram with your brand's account.
- 2 UGC videos with perpetual license for your brand to use in any marketing material/campaign.

What you provide:

- The physical product(s) you'd like to see featured in the content.
- A 750€ fee

Main event presenter

Everything from *"Perpetual UGC license"* +

What we provide:

- You'll be presented as the main (and only) brand supporting Project Portugal, e.g. "Project Portugal is presented by {brand}".
- As the main sponsor we'll do all of the daily project posts as collaboration posts on Instagram.

What you provide:

- The physical product(s) you'd like to see featured in the content.
- A 2,000€ fee

Thank you!

