Vanlife Eats

FULL-TIME TRAVELLING CHEF
PUBLISHED AUTHOR
AWARD WINNING FOOD & TRAVEL FESTIVAL
TRUSTED SPEAKER AND GUEST APPEARANCES
CAMPERVAN COOKING & RECIPE WEBSITE
SOCIAL MEDIA CONTENT
PRODUCT REVIEWS & TRIALS
OUTDOOR COOKING DEMONSTRATIONS

partnership opportunities

ESTABLISHED 2018







about vanlife eats

Led by renonwed travel chef, Mark Bonito

Mark is a full-time traveling chef and author, inspired by the flavours, dishes, and stories he discovers on the road in his self-converted campervan.

Raised in a half Italian, half English family, Mark grew up immersed in diverse cuisines, united by a shared love of fresh ingredients and passionate cooking. With family roots in Minori, a town famed for its gastronomy on the Amalfi Coast, his grandfather worked alongside TV chef Gennaro Contaldo, who later went on to mentor culinary legend Jamie Oliver.

Weekends at his Nonna's, waking to the rich aroma of slow-cooked ragù, sparked his lifelong love of cooking from just three years old. That early curiosity shaped a refined palate and launched a lifelong journey of culinary exploration.

Campervan cooking brings the same challenges as any tiny kitchen, where chaos quickly needs to become organised. Mark soon realised that recipes had to be constantly adapted to suit limited space and resources, and from this insight the campervan culinary website vanlifeeats.com was born.

What started as a platform to showcase what others were cooking in their vans has grown into the go-to online resource for vanlife food lovers, packed with recipes, product reviews and vanlifer stories.

In 2021, Mark took his cooking on the road and since has appeared at major vanlife and cooking festivals across the UK each year, proving that campervan cuisine deserves centre stage. That same year, Mark launched his own festival, Vanlife Eats Festival, now one of the most anticipated and loved events on the vanlife calendar.

Vanlife Eats










Vanlife
www.vanlifeeats.com
RidgeMon

partnership opportunities

Vanlife Eats connects forward-thinking outdoor, food, and lifestyle brands with a passionate, highly engaged community of travelers, food lovers, and adventure seekers. Whether online, in print, or on the ground at our flagship events, we create authentic brand integrations that inspire action.

1. Digital & Social Content

- Video Features: Dedicated long form video on YouTube, Instagram, and TikTok. (From £350)
- Product Placement: Natural, in-scene styling of cookware, ingredients, and gear during off-grid cookouts. (From £250)
- Product Reviews: Real-world field tests and demonstrations with trackable discount codes. (From £300)
- Social Campaigns: High-energy Reels, Stories, and TikTok features built for organic reach. (From £275)

2. Creative Studio & UGC

- Turnkey UGC: High-converting photo and video assets licensed for your own paid ads and channels. (From £350)
- Recipe Development: Bespoke, camp-friendly recipes created specifically around your products. (From £450)
- Editorial & Article Writing: In-depth food, travel, and camp-cooking articles for your brand's blog or our website. (From £250)

3. Experiential & Live Events

- Festival Sponsorship: Headline, stage, and brand footprint partnerships at the Vanlife Eats Festival. (From £1,500)
- Live Demos & Workshops: Interactive cookery masterclasses showcasing your products in front of live audiences. (From £850)
- Sampling & Gifting: Direct product distribution to attendees and VIP campers. (From £300)

4. Print & Digital Media

- Cookbook Ad Placements: Full/half-page spreads and ingredient spotlights in our print and digital cookbooks. (From £450)
- Sponsored Articles & Features: Dedicated SEO-optimized food, recipe, or travel guides published on VanlifeEats.com. (From £275)
- Website Takeovers: High-visibility banner placements and sponsored guides capturing high-intent search traffic. (From £200)
- Newsletter Spotlights: Dedicated email features sent straight to active subscribers. (From £175)

5. Strategic Ambassadorship

- Category Exclusivity: Long-term brand alignment as Vanlife Eats official outdoor kitchen, pantry, or gear partner. (Bespoke)
- Co-Branded Contests: Multi-platform giveaways and recipe challenges driving follower and email growth. (From £220)

Bespoke packages and custom multi-channel activations are available upon request.









about the festival

Vanlife Eats Festival began with a simple but powerful idea, that food brings people together. What started as a dream in 2021 has grown into one of the UK's most talked-about gatherings for the campervan, motorhome and travel community.

The festival is Mark's way of "inviting everyone round for dinner", except, instead of squeezing around a tiny van table, he hires four fields so hundreds of likeminded adventurers can come together to share stories, plates of good food, and a love of life on the road.

At its heart, Vanlife Eats Festival blends the laid-back spirit of vanlife with the excitement of a food festival, creating a space where strangers arrive with empty plates and leave as friends.

Since the very first sell-out event in 2021 the festival has grown year after year. By 2026, it celebrated it's sixth consecutive sell-out, proving that the appetite for this community experience just keeps getting stronger. We intentionally keep the event intimate and inclusive, creating an authentic, community driven event space.

But Vanlife Eats Festival isn't only for vanlifers. It's for anyone drawn to the idea of freedom, travel, and adventure. The festival is a true escape: a weekend of good food, tales of travel and adventure and inspiration for anyone who wants to live a little differently.

Now, the table is open to sponsors who share the same values. Partnering with Vanlife Eats Festival means aligning with a passionate, loyal, and fast-growing community, one that values authenticity, sustainability, and great taste. Together, we can keep building an event that celebrates not just food and travel, but the connections made when both come together.

Vanlife Eats

1000 PEOPLE

4 DAYS, 3 NIGHTS

2021 2022 2023 2024 2025 2026 **SOLD OUT EVERY YEAR!**

festival insights

Guests have been travelling from as far as Portugal.

Over 80% confirm that they share their festival experience on social media.

99% would recommend Vanlife Eats Festival to friends and family

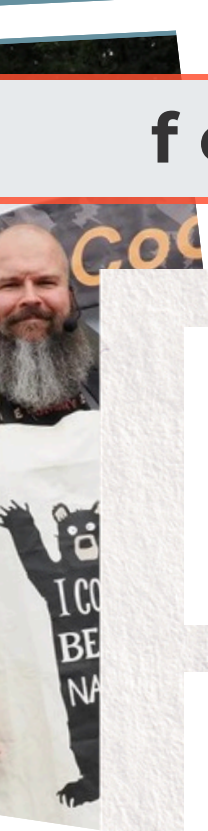
98% rate the festival as excellent value for money

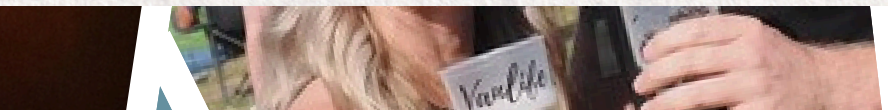
Vanlife Eats Festival feels like one big family gathering, great food, friendly faces, and so much inspiration for life on the road.

Sophie Turner

We came for the cooking demos and left with a whole new community. It's the highlight of our vanlife calendar every year!

Graham Foster







past events

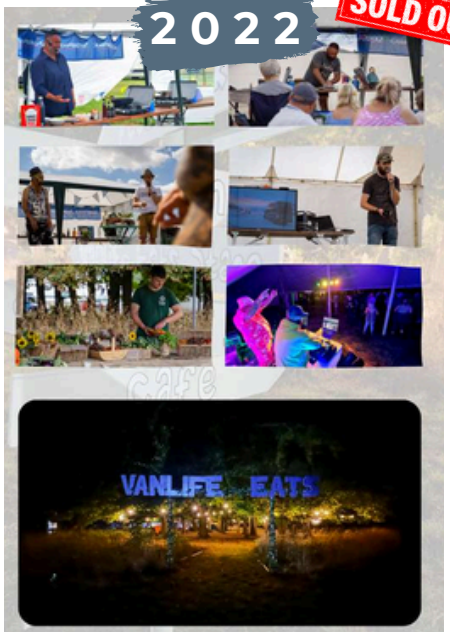
Despite a rainy weekend, Vanlife Eats Festival 2026 was the best event yet! It was an unforgettable celebration of community, creativity, and adventure. Even with challenging weather, the grounds were alive with packed cooking demos, bustling communal tables, and an enthusiastic crowd sharing meals and stories side by side.

That energy showed just how dedicated, adaptable, and loyal this audience is, and the goal now is to build on that momentum to make 2027 our biggest and most vibrant gathering to date.

2021 SOLD OUT



2022 SOLD OUT



2023 SOLD OUT



2024 SOLD OUT



2025 SOLD OUT



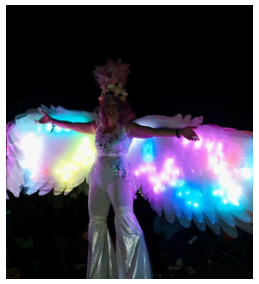






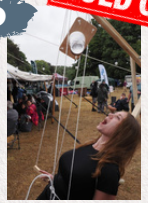


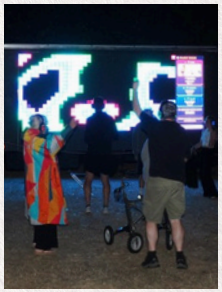




2026 SOLD OUT













our reach

facebook facebook.com/vanlifeeats

Last 12 months:

4.35k Followers
Reach: 148,2k
Content Interactions: 19,45k
Link Clicks: 8,72k
Follower Increase: +2220

instagram instagram.com/vanlife_eats

Last 12 months:

21.6k Followers
Reach: 420k
Content Interactions: 31,8k
Link Clicks: 7,9k
Follower Increase: +2,45k

tiktok tiktok.com/@vanlifeeats

Last 12 months:

4.68k Followers
Total Video Views: 186,5k
Engagements: 14,2k
Profile Visits: 6,35k
Follower Increase: +1,15k

youtube youtube.com/vanlifeeats

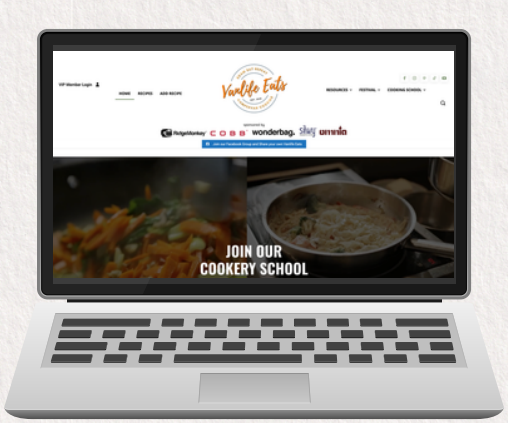
Last 12 months:

6.76k Subscribers
Video Views: 581,7k
Subscriber Increase: +2,2k

website vanlifeeats.com

Last 12 months:

Page Views Per Month: 18,500+





Vanlife Eats

Cook Books

Vanlife Eats

Over 3000 printed copies sold world wide



Latest News: Vanlife Eats Secures Two-Book UK Publishing Agreement

We are proud to announce a two-book publishing contract with a premier UK publisher, guaranteeing nationwide distribution across leading high-street bookshops. Through dedicated advertising space and organic product placement within both titles, brand partners have a rare opportunity to tap directly into national retail distribution and connect with an active, passionate lifestyle audience.

BRAND COLLABORATIONS



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contact Vanlife Eats









Bring Authentic Outdoor Food Culture to Your Brand
Whether you are looking to launch an impactful multi-channel digital campaign, commission bespoke recipe and video assets, or secure a headline footprint at the UK's premier vanlife gathering, we'd love to hear from you.

Direct Inquiries

- Founder & Head Chef: Mark Bonito
- Partnerships & Sponsorships: hello@vanlifeeats.com
- Official Website: www.vanlifeeats.com
- Festival Hub: www.vanlifeeats.com/festival
- Location: Hampshire, UK (Available for on-location shoots UK & Europe wide)

Connect Across Our Channels

- Instagram: @vanlife_eats
- YouTube: @vanlifeeats
- TikTok: @vanlifeeats
- Facebook: facebook.com/vanlifeeats

How We Work

1. Discovery: Drop us an email with your campaign goals, target dates, and product focus.
2. Custom Proposal: We build a bespoke deliverable package and timeline aligned with your budget.
3. Delivery: Authentic, high-retention content and seamless activations that drive real community engagement.

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