

MEDIA KIT · OCTOBER 2026

THE LIFE OF KEV

KEVIN THOMPSON JR.

KEVIN BROWN JR.

DJ KEV

A 10th-degree black belt competing for Team USA, the CEO of his family's 45-year-old martial arts school, and an international open-format DJ.

One creator who reaches three audiences: martial-arts families, nightlife and music fans, and travel and style.



1,619

@thelife_ofkev followers

1,207

@iamdjkev followers

15.7K

Views across both accounts, last 30 days

44%

Of @iamdjkev views from non-followers



KEVIN THOMPSON JR.

KARATE & LEGACY

Team USA at the 2026 WKC World Championships. Pan-American Internationals open division champion. NASKA No. 2 traditional open kata.



DJ KEV

MUSIC

15 shows in 13 countries on Russ's 2024 Europe tour, in venues up to 12,500 capacity. Personal DJ for Chris Patrick (Def Jam). ViiBE\$ mix series.



KEVIN BROWN JR.

LIFE & BUSINESS

CEO of Shakil Warriors since 2019 and president of the Kevin Thompson Foundation. Roc Nation Sports alum.

WAYS TO PARTNER

BUILT FOR BRANDS

Sponsored content

Reels, carousels and stories on Instagram

Documentary integration

A natural spot inside The Life of Kev episodes

Athlete sponsorship

Team USA travel and gear for the WKC World Championships in Cádiz

Event partnerships

Lil KA Youth Karate Championship, the Founder's Gala and DJ events

Community partnerships

Kevin Thompson Foundation food, clothing and backpack drives

Travel and hospitality

Stays, flights and destinations shown on the road

Long-term ambassador

An ongoing role across all three lanes



AUDIENCE

Martial-arts families

Shakil Warriors students and parents, plus the sport-karate circuit

Nightlife and music

Clubs, lounges, private events and the ViiBE\$ audience

Travel and style

Bermuda, Europe and tournament travel

36.3% women, 63.7% men

@iamdjkev audience

TRACK RECORD

CREDITS

Team USA

WKC World Championships 2026: traditional hard-style forms and point sparring, -75 kg

Pan-American Internationals 2026

Open division champion. Grand Championship runner-up on stage

NASKA rankings

No. 2 traditional open kata. No. 4 traditional Japanese division

\$50K+ secured

In funding and sponsorship for students and the school

Kevin Thompson Scholarship

\$10,000+ awarded for higher education since 2021

Tour DJ

Opened the 'Luv Is 4ever' Tour (JID & Smino) as Chris Patrick's DJ

Russ Europe tour, 2024

DJ for opener Chris Patrick: 15 shows, 13 countries

Roc Nation Sports, 2018

Charity events, contract and sponsorship research

IN THE ROTATION

Nike

Jordan

Asics

Vivobarefoot

Century

Top Ten

Apple

Serato

Rane

Denon

DJI

Marriott Bonvoy

Hilton

United

BermudAir

Kith

Aimé Leon Dore

SSENSE

LET'S WORK TOGETHER

Rates and content examples on request.

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