

MEDIA KIT

The 2026 edition

DAI MANUEL

Coach Moose

I help midlife men get fitter, stronger and stick around longer, one small daily win at a time. Real training, real results, zero gimmicks.

Keynote speaker & emcee TEDx, Distinguished Toastmaster

Coach & gym owner CrossFit BC, Vancouver

Author & host The 2% Solution podcast

BOOKINGS & PARTNERSHIPS

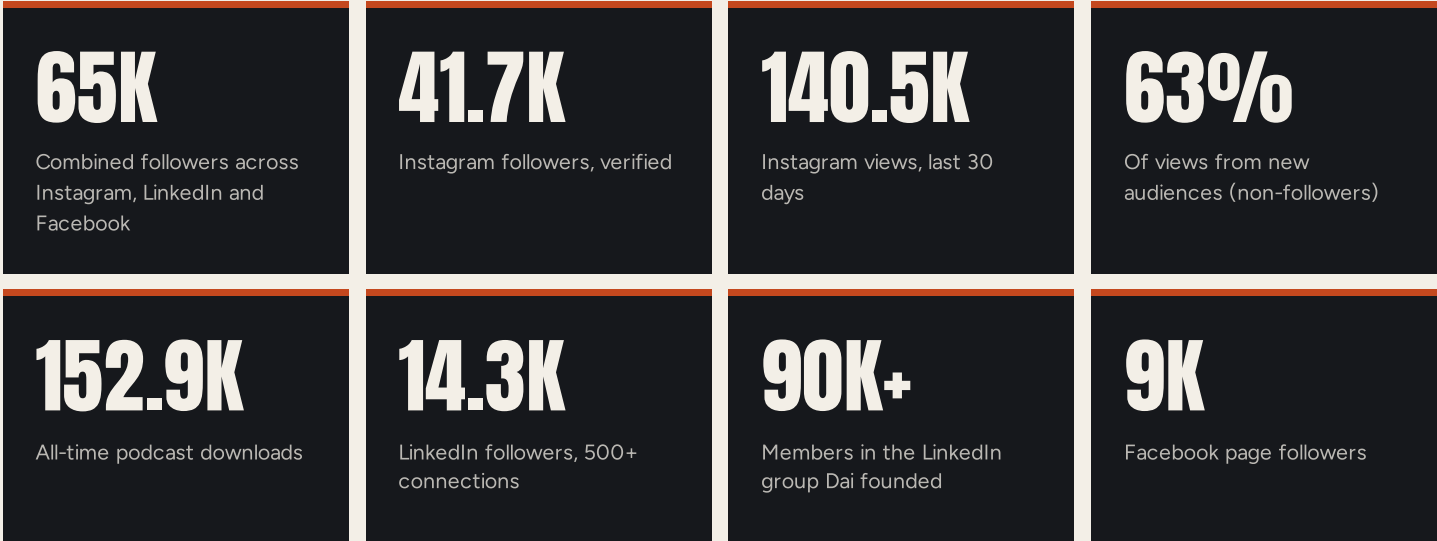
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01 THE NUMBERS

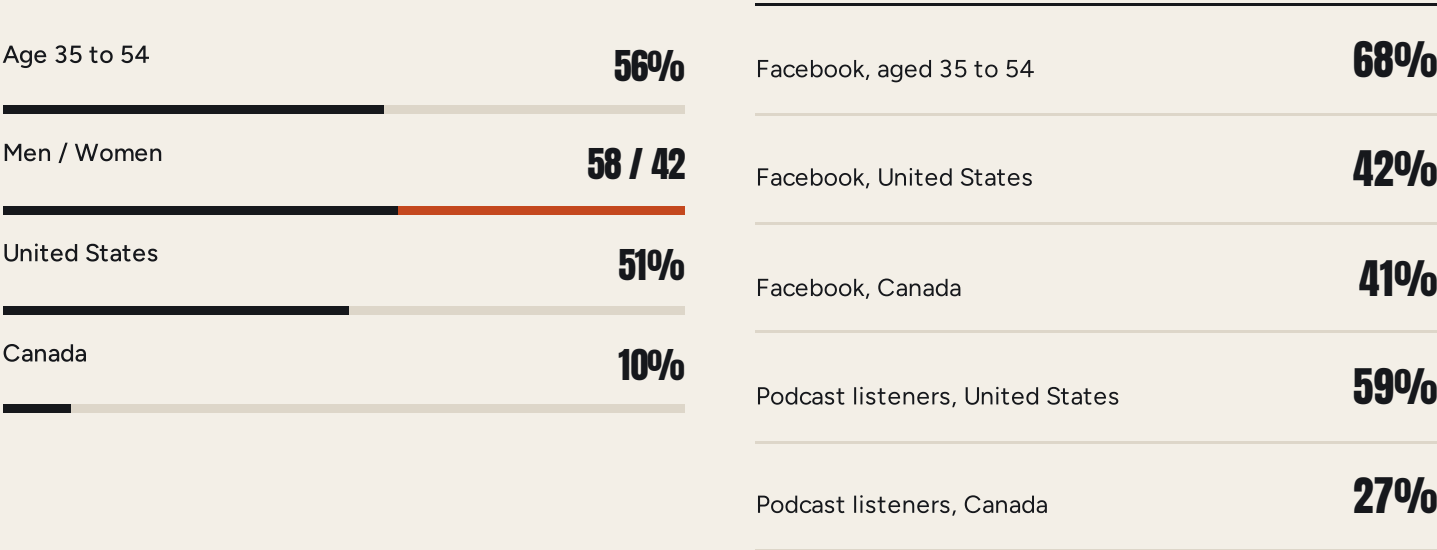
A verified, engaged audience across social, podcast and community. Based in Vancouver, BC.



Last 30 days (Aug 24 to Sep 22): 199 posts and Stories shared, views up 19% week over week.

02 WHO'S WATCHING

Adults in midlife, mostly men, who want their energy, strength and confidence back.



Instagram audience shown in the bars. Figures as of September 2026.

03 WHY PEOPLE LISTEN

30	Years coaching and building fitness businesses	90K+	LinkedIn community founder	300+	Media appearances, The Globe and Mail to Chatelaine
CrossFit BC owner	One of Canada's longest-running affiliates, and the first Vancouver gym with daily HYROX classes.				
Fitness Town co-founder	Grew the business from 3 to 8 locations as COO.				
Bestselling author	The Whole Life Fitness Manifesto.				
National spokesperson	Canada Beef and Chicken Farmers of Canada, with TV, radio and print appearances across Canada.				
Host	The 2% Solution podcast, and the Active Living Zone at The Wellness Show (12,000+ attendees).				
Distinguished Toastmaster	The highest award in Toastmasters International, and a competition-winning public speaker.				
Red Bull HYROX Coaches Camp 2026	One of 60 coaches worldwide selected.				

04 THE OFFLINE COMMUNITY

Owner-operated by Dai and Christie Manuel, with 300+ active members, mostly busy professionals and parents in their 30s to 50s. Home to Living Legends, a coached strength class for adults 60+, and Cardio Club, the free Sunday community session.



Coaching in Vancouver since	2008
Coached classes a week	80+
HYROX classes a week	19+
Training floor, Olympic Village	3,500 sq ft

05 THIS YEAR, ON AND OFF THE STAGE

SPEAKING

TOASTMASTERS INTERNATIONAL CONVENTION

Selected as a session speaker for the 2026 convention in Vancouver, and invited to write for Toastmaster magazine.

MAIN STAGE

VANCOUVER WELLNESS SHOW

Creator of the Active Living Zone. Gave two talks and sat on the men's health panel on the main stage.

COACHING

RED BULL HYROX COACHES CAMP

One of 60 coaches worldwide selected for the 2026 camp, and the first Vancouver gym running daily HYROX classes.

COMPETING

CROSSFIT GAMES, MEN 45-49

Qualified for the Age-Group Quarterfinals.

INDUSTRY

INFOFIT FITNESS CAREER COLLEGE

Member of the Program Advisory Committee, helping shape how the next generation of fitness professionals is trained.

BUILDING

DADBODY LAUNCHED

A coach-led platform for busy dads, with the DadBody 28 reset, the MERGE60 group and a weekly letter, all run by Dai himself.

06 WATCH THE TEDX TALK



Why Vulnerability is a Human Thing

TEDxBearCreekPark, 2021. Dai is a Distinguished Toastmaster and a competition-winning public speaker, comfortable on any stage.

WATCH ON YOUTUBE

07 IN THEIR WORDS

“Dai is one of the most engaging public speakers I’ve ever met. Not only is he extremely knowledgeable in what he does, but he also has the innate ability to inspire, motivate, understand, and guide you.”

CHRISTIAN GIACOBBE · Keynote speaker and mentor

“Dai is one of the best in the business. He helps you with evidence-based, actionable steps instead of long theories that don’t work.”

NICO · Bali, coaching client

“I can rely on him 100% when it comes to getting feedback on different parts of my business.”

JEN R. · JenRulon.com

“The owners, Dai and Christie, make a point to get to know everyone from a single drop-in to a lifetime membership. The coaching is top-notch.”

K MO · Google review, CrossFit BC

08 THE WORK, IN REAL LIFE

On stage, in the gym, on the course and at home. Partners get a person, not a logo.



KEYNOTE STAGE



TRAINING



ON CAMERA



COMMUNITY



RACE DAY



FAMILY FIRST

09 SPEAKING & STAGE

Keynotes, guided workshops and emcee work, in person or virtual. Thirty years on stages, gym floors and festival grounds. Plus travel outside Vancouver.

KEYNOTE

FROM \$3,000 CAD

A story-driven keynote on showing up, one small daily win at a time. 45 to 60 minutes, tailored to your audience.

GUIDED WORKSHOP

FROM \$4,000 CAD, HALF DAY

Hands-on sessions for teams: habit building, training fundamentals, longevity or HYROX preparation. Half or full day.

EMCEE & HOST

FROM \$2,500 CAD, HALF DAY

Conferences, galas and community events. A Distinguished Toastmaster who keeps the room on message and on schedule.

LUNCH & LEARN

FROM \$500 CAD + \$50 PER ATTENDEE

A tight 90-minute session over the lunch hour, built for workplace wellness weeks.

10 PARTNERSHIP RATES

CAD, plus GST. Rates shown are for one-off engagements. Ongoing partnerships receive preferred partner pricing.

INSTAGRAM REEL

FROM \$4,000

Scripted, shot and edited by Dai. Includes 30 days organic usage.

STORY SET, 4 FRAMES

FROM \$3,000

Four frames with link sticker and swipe-up call to action.

PODCAST MENTION

FROM \$1,000

Host-read segment on The 2% Solution, kept in that episode for good.

Paid usage or whitelisting from \$950 per 30 days. Category exclusivity from \$650.

BEYOND THE FEED

Newsletter inclusions, sponsored challenges, custom campaigns and creative collaboration, plus in-person spokesperson work, live events, activations, media pitching and interviews. Scoped to each brand.

LET'S TALK

11 BRANDS I'VE WORKED WITH



12 AS SEEN ON



Plus The Globe and Mail, Chatelaine and dozens more outlets across Canada and the US.

13 AWARD-WINNING CONTENT

A decade of lists that ranked Dai's writing among the best in health and fitness. Ten awards, every one earned by the work, not the media buy.



LET'S BUILD SOMETHING REAL

Keynotes, workshops, emcee work and brand partnerships.
Dai replies personally within two business days.

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