

MEDIA KIT • 2026-2027



Belina Hooper Media

Sports, adventure and rodeo films from the Canadian Rockies.



VETERAN-OWNED • VBB CERTIFIED

HINTON, AB • FERNIE, BC

BELINAHOOPERMEDIA.CA



Belina Hooper

I'm a Royal Canadian Air Force veteran turned videographer and photographer, based in Hinton, Alberta and Fernie, BC. I film sports and events, rodeo and ranch life, wildlife and the backcountry, and brand and tourism work across the Rockies.

I plan, film, edit, grade and sound-design every project myself, so the person you talk to is the person behind the camera.

Off the clock I'm on Fernie's trails, skiing Fernie and Marmot Basin, or playing hockey in Hinton.

SERVICE

Royal Canadian Air Force veteran

SPORT

NCAA dual-sport athlete, Rochester Institute of Technology

COVERAGE AREA

The Rockies, Kootenays, Elk Valley and the Alberta–BC corridor

CERTIFIED

Certified VBB Business, Canadian Legacy Project

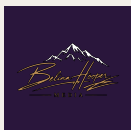
EDUCATION

Bachelor of Sport Management (Honours), Brock University

AIRSPACE

Transport Canada RPAS (drone) certified

THREE CHANNELS, ONE STORYTELLER



Belina Hooper Media
Sports, events, brands,
vlog



Wanderlust Heart Media
Adventure and wildlife



Western Cowboy Chronicles
Rodeo and western life

Who watches

1M+

MONTHLY VIEWS ON
WANDERLUST, UP
TO

\$0

AD SPEND BEHIND
THE REACH

24K+

FOLLOWERS ACROSS
ALL CHANNELS

51%

FACEBOOK
AUDIENCE IN THE
US & CANADA

From platform insights. Current figures and full breakdowns are sent with every proposal.

Ways to partner

I work with outdoor, optics, camera, apparel and van-life brands, tourism organisations, non-profits and charities that fit the work I already do. Partnerships can run on the vlog, on Wanderlust Heart Media, or across both, and every one is filmed in real conditions, by me.

Field integration

Your product used and shown naturally in a long-form vlog, in the conditions it was built for.

Gear features

A dedicated segment or short film on a piece of gear, filmed and tested in the backcountry.

Social cutdowns

Vertical clips for your channels and mine, with clear usage rights.

Non-profits & charities

Films for non-profit organisations and charities.

BRAND POLICY

No free logos on my channels

If a brand isn't a partner, its logo doesn't appear in my vlogs. Branding on gear I use is covered or kept out of frame. When you see a logo in my films, it's there because that brand chose to work with me.



SPORTS



ADVENTURE



RODEO



BRANDS & TOURISM

Recent clients

Medicine Lodge Rodeo

Highlight film and event photography, 2026

Yellowhead Agricultural Society

Ranch rodeo, Edson, AB, 2026

Brule Slo Pitch Tournament

Tournament coverage

Event photos and films: belinahoopermmedia.ca/photos

In my kit

NOT SPONSORED

Sony FX3 (4K, S-Log3)

Sigma 24–70mm and 70–200mm

Sony 100–400mm with 2x teleconverter

Insta360 X6 and GoPro HERO10

Drone, Transport Canada RPAS certified

Class B campervan

“Hiring you has been the best decision we have made for the Medicine Lodge Rodeo. Thank you so much for helping promote our rodeo.”

SUSAN • MEDICINE LODGE RODEO

LET'S WORK TOGETHER

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