

THE EZRV CREATOR BRIEF

For social media partners working with EZRV. Everything you need to make honest, useful content about EZRV, get paid for the Pro subscribers you send our way, and keep it all above board.

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Five minutes, three steps, and you're live.

1 Create your free EZRV account at ezrv.app.

Use the web app, not the app store, and use an email you check. This is the account we bind your creator code to, and the one you'll sign in with to see your numbers.

2 Email hello@ezrv.app from that address.

Include your channel links and the code you'd like (3 to 16 letters or numbers, like your handle). We reply with your code confirmed, your link, and your free EZRV Pro switched on.

3 Sign in at ezrv.app/creators.

The Creator brief tab is this document. The **My numbers** tab shows your clicks, signups, commissions in the 10-day hold, and what's been paid, visible only to you.

DO THIS TODAY

Your link is ezrv.app/go/YOURCODE. Include it wherever you promote EZRV, then read on.

Everything on one page. The rest of this brief is detail.

THE DEAL

Commission	25% of what each referred Pro subscriber actually pays
Monthly (\$9.99/mo)	25% of each of the first 3 paid months. $\$2.50 \times 3 =$ \$7.49 max per subscriber
Annual (\$74.99/yr)	25% of the annual charge = \$18.75 per subscriber
Qualifies	10 days after the subscriber's first real charge (Pro starts with a 7-day free trial)
Refunds	A refund or chargeback within 90 days voids the commission for the months returned
Payout	Through the partner platform you are enrolled on, or by direct payment via our Stripe portal for direct partnerships. Details come with your welcome email
Your perk	Free EZRV Pro while you're actively promoting
Print & merch	Cards and flyers with your QR link, plus shirts, hats, stickers and tumblers, all at cost. Email hello@ezrv.app

YOUR LINK AND CODE

ezrv.app/go/YOURCODE

- Send people **there**. Not the App Store. Not Google Play. The web link is where attribution is strongest.
- If someone installs the app first, they enter your code (**YOURCODE**) when they create their account, or in Account settings within 30 days of signing up.

THE #1 THING TO SHOW ON CAMERA

Book a campground inside the app. 1,600+ bookable RV parks, real availability for your dates and rig, checkout without leaving the app. Free for every user, no Pro needed.

RULES THAT NEVER BEND

- Real footage, real rigs, real roads, real people. **No AI-generated content.**
- AI-assisted editing is fine only for on-screen text overlays and the general cut of the video.
- Any AI-generated imagery, b-roll, thumbnail, background or voice must be approved in advance. Email the asset to hello@ezrv.app before you post.
- Disclose the partnership: **#ad** and **#EZRVpartner**.
- Never name or link competitor apps. Never say "ad-free." Never recommend an unverified campground or POI. Never invent a feature.
- The only address you ever publish is **ezrv.app** (plus your personal link on it).

EZRV Travel Co. makes the EZRV app: an RV trip planner and RV-safe GPS navigation app for iPhone and Android, with a full web version at ezrv.app.

Tagline: "**Stress Less. See More. Sleep Easy.**"

EZRV was built by Gavin Reaves, a family man with a dream and a budget. There's no marketing department and no venture fund behind it. There's one person who got tired of watching car GPS apps send 13-foot rigs under 11-foot bridges, and decided to fix it. That's the honest picture, and it's why we're working with creators instead of buying ad space. We'd rather pay real RVers who tell the truth about the app than pay an algorithm.

WHAT THAT MEANS FOR YOU

Straight answers fast, feedback that actually changes the product, and a deal with no hidden fine print.

Only talk about what's on this list. It's plenty. If you want to say more, "big things coming" is always safe. Specific promises about future features are not.

PRICING, STATED PLAINLY

- The app is **free to use**.
- **EZRV Pro** is **\$9.99/month** with a **7-day free trial**, or **\$74.99/year**.
- Campground booking is free for everyone. Don't gate it behind Pro in your videos, because it isn't.

TWO THINGS NOT TO SAY

Don't quote a number of fuel stations, and don't name any fuel brand other than the four in the table below. Don't mention membership discounts (Good Sam and the like) until we tell you they're verified.

THE FEATURE LIST

FEATURE	WHAT IT DOES	WHY IT PLAYS ON CAMERA
RV-safe routing	Enter your rig's height, weight, length and propane status. EZRV routes around low bridges, weight-restricted roads and RV-hostile shortcuts that car GPS apps happily send you down.	The fear is real and universal. Show the rig profile, then show the route.
Day-by-day trip planner	Tell it how many hours you want to drive per day. It splits the trip into days and finds real overnight stops: campgrounds, Walmarts, Cracker Barrels, rest areas.	A week-long trip planned in minutes is a satisfying reveal.
Fuel stops with live prices	Schedules fuel stops at real truck stops along the route and shows the actual pump price, live from Pilot Flying J, RaceTrac, TA and Kwik Trip, updated through the day, with a national-average fallback elsewhere.	Everyone hates paying too much for diesel. Point at the number.
Mountain grade warnings	Flags steep grades and big climbs and descents before you hit them.	Great for mountain-country creators. Show the warning, then the hill.
Turn-by-turn voice navigation	Full navigation with Apple CarPlay and Android Auto.	Dash shots. The map on the truck screen sells itself.
Rig fit and weight safety	Know if your rig fits and if you're loaded safely.	Truck-and-trailer folks care deeply. Weigh-in day content.

FEATURE	WHAT IT DOES	WHY IT PLAYS ON CAMERA
Weather and traffic	Along the route, with offline support for planning.	Easy overlay in a planning clip.
Trip sharing	Share a plan with travel partners.	Two-rig caravans, co-pilots, family trips.
In-app campground booking	1,600+ bookable RV parks nationwide. Real availability for your dates and rig size, secure checkout in the app, reservations tracked in My Bookings. Free for every user, no Pro needed.	This is the headline. Book a real site on camera.

THE OFFER

MILE 4

You earn **25% of GMV**, meaning 25% of what the customer actually pays, on every Pro subscriber you refer.

HOW IT BREAKS DOWN

PLAN	SUBSCRIBER PAYS	COMMISSION WINDOW	YOU EARN
Monthly, \$9.99/mo	\$9.99 per month	First 3 paid months	\$2.50 per month, \$7.49 max
Annual, \$74.99/yr	\$74.99 once	The annual charge	\$18.75

WORKED EXAMPLE

Say in one month your content sends 30 people to EZRV who go Pro and stay past the qualifying window:

WHO	COUNT	EACH	TOTAL
Annual subscribers	10	\$18.75	\$187.50
Monthly subscribers who stay 3+ paid months	20	\$7.49	\$149.80
Month total			\$337.30

And a few edge cases so there are no surprises:

SCENARIO	SUBSCRIBER PAYS	YOU EARN
Monthly, cancels after 1 paid month	\$9.99	\$2.50
Monthly, stays 2 paid months	\$19.98	\$4.99
Monthly, stays a year	\$119.88	\$7.49 (the 3-month cap)
Starts the trial, cancels before the first charge	\$0	\$0
Annual, refunded in full within 90 days	\$0 kept	\$0 (voided)
Monthly, refunded month 2 within 90 days	\$9.99 kept	\$2.50 (month 2 voided)

THE CREATOR PERK

While you're actively promoting EZRV, your own **EZRV Pro membership is free**. Use every feature, plan real trips, drive real routes. Content made with a Pro account you actually live with is the content that converts.

WHY THAT'S THE ONLY FREE THING

EZRV is solo-developed and run on a real family budget. Every dollar goes into servers, map data and building the next feature. So instead of free product and gift boxes, we made the commission generous and we made the merch and print materials available at cost. We think that's a better trade for both of us.

1

You get a personal link and code.

Your link looks like **ezrv.app/go/YOURCODE** and your code is **YOURCODE**. You receive both when we bind your EZRV account (see Getting Started). Your live numbers are at ezrv.app/creators, behind your own sign-in.

2

Send people to the link, not the app stores.

Your link lands on ezrv.app, where attribution is strongest. Someone who taps your link, creates an account and later installs the app is tracked to you. Someone who searches the App Store on their own is much harder to connect back to you.

3

The code is the safety net.

If a viewer installs the app first, they can enter **YOURCODE** when they create their account, or in **Account settings** within **30 days** of signing up. Say the code out loud in your videos and put it in your caption.

4

The trial runs.

Pro starts with a 7-day free trial. Nothing is charged yet and nothing is earned yet.

5

First real charge.

When the trial ends, the subscriber is charged for month one (or for the year).

6

The 10-day hold.

A referral **qualifies 10 days after that first real charge**, as long as the subscriber is still paid at that point. This filters out instant refunds and keeps the numbers clean for everyone.

7

Payout.

Qualified commissions are paid to you through the partner platform you are enrolled on, on that platform's payout schedule, or by direct payment via our Stripe portal if you have a direct partnership with us. Monthly subscribers pay out month by month for their first three paid months.

8

The 90-day refund rule.

If a subscriber refunds or charges back within 90 days, the commission for the months returned is voided. If the refund is only for month three, months one and two still stand.

WHERE YOUR LINK GOES

Include your link wherever you promote EZRV. You may also post it in your social media bio or in a Linktree listed on your page if you choose to. We recommend putting the link or your referral code in the description of any content promoting EZRV, and overlaying it as on-screen text where it fits, so you get properly credited for the sign-ups you refer.

- The description or caption of every EZRV post (link or code).
- On-screen text overlay where it fits (link or code).
- A pinned comment on every EZRV video, so it survives caption edits and platform link rules.
- YouTube description, first line.
- Your bio or Linktree, if you choose to.
- Your QR code on cards and flyers (see Mile 10).

Read this section twice. These are the rules we enforce, and a post that breaks them can cost you the partnership.

THE AI POLICY

- **We do not want AI-generated content.** Real footage, real rigs, real roads, real people. Our audience can smell a synthetic campground from a mile away, and so can we.
- **AI-assisted editing is fine** only to the extent of on-screen text overlays and the general timeline or cut of the video. Auto-captions, a tool that trims silence, a template for your title card: all fine.
- **Any AI-generated imagery must be approved in advance** before it is posted. That means b-roll, thumbnails, backgrounds, and voice. Email the actual asset to **hello@ezrv.app** and wait for a yes from Gavin. No reply means no.
- If you're not sure whether something counts, ask. Asking is free. Reposting is not.

DISCLOSURE

- Disclose the partnership on every piece of EZRV content, per FTC rules. Use **#ad** and **#EZRVpartner** in the caption, and use your platform's paid-partnership toggle where one exists.
- Say it in the video too when it's natural: "EZRV sponsors this channel" or "I'm an EZRV partner" is plenty.

THE NEVER LIST

- **Never** link to or name competitor apps. The villain is "car GPS" or "regular GPS apps," never a brand.
- **Never** claim EZRV is "ad-free."
- **Never** show or name an unverified campground or point of interest as a recommendation. If EZRV shows it with a real name and real details, you're fine. Rest areas and Walmart overnight stops are fine. A mystery pin on a map is not a recommendation.
- **Never** invent features, stats, station counts or release dates. Mile 3 is the whole list.
- **Never** quote merch prices. Link to merch.ezrv.app instead if you're showing gear.
- **Never** publish a phone number or street address for EZRV. Email only: hello@ezrv.app.
- **Never** use any web address for EZRV other than ezrv.app.

SHOW THE REAL APP

Show the real app UI whenever possible. Screen recordings and phone-mount shots are encouraged. A real thumb on a real screen planning a real trip beats a polished mockup every time.

FORMATS

- **20 to 60 second vertical video** for TikTok, Reels and Shorts. This is the core ask.
- **Longer YouTube videos** are very welcome, and travel day videos are prime time for the app. Either run a sponsorship segment, or just talk organically about how you're planning the day with EZRV for a stress free drive: the overnight stop you picked, the fuel stop it scheduled, the bridge it routed you around. A 5 to 15 minute walkthrough of planning and driving a real trip works too.
- **Hook in the first 2 seconds.** Face, fear or number. Then the app.

ANGLES THAT WORK FOR THIS AUDIENCE

Our audience is RVers: first-timers, full-timers, weekend warriors, and truck-and-trailer folks. These angles land.

ANGLE	THE FEELING	WHAT TO SHOW
"My car GPS sent me under a low bridge"	Fear, then relief	Rig profile with height, then the route steering clear of a low clearance
Day-by-day planning with real overnight stops	Control, calm	The planner splitting a long trip, the stops it picked
Live diesel and gas prices along the route	Money saved	The fuel stop with the live price on screen
Mountain grade warnings	Safety, respect for the road	The warning, then the actual hill
Weight safety	Doing it right	Rig fit and weight tools, weigh-in day
Booking a campground inside the app	Ease, "wait, it does that?"	Search, availability, checkout, My Bookings
CarPlay and Android Auto in the dash	Pride, gear satisfaction	Phone-mount and dash-screen shots while driving

SIX THINGS TO TRY ON CAMERA

- 1

Book a campground inside the app.

1,600+ parks, real availability for your dates and rig, checkout in the app. Free for everyone. This is the #1 thing to show.

2

Plan a real trip with your rig's height and weight

and show the route avoiding a low clearance.

3

The fuel stop

with a live price on screen.

4

The day-splitting planner.

"Six hours a day, here are my five nights."

5

The onboarding rig setup.

Show the app asking about your rig first, before it does anything else.

6

Trip sharing

with your travel partner or caravan buddy.

EIGHT HOOKS YOU CAN USE AS-IS

01 "My car GPS tried to put a 13-foot rig under an 11-foot bridge. Here's what I use now."

02 "I planned a 1,400-mile RV trip in the time it took my coffee to cool."

03 "POV: you find out where you're sleeping Tuesday night before you leave the driveway."

04 "This is the diesel price at the next four truck stops on my route. Right now."

05 "Full-timers: stop guessing which mountain pass is going to cook your brakes."

06 "I booked tonight's campsite from the passenger seat. Didn't open a browser."

07 "Two inches. That's how much taller my rig is than the bridge my old GPS picked."

08 "If you tow, this one screen could save your transmission."

THREE SCRIPT OUTLINES (SUGGESTIONS ONLY)

These are starting points, not scripts to read. Authentic, organic content always wins. If your own version of the story is better than ours, and it usually is, use yours.

SCRIPT A: THE LOW BRIDGE 30 to 45 seconds

1. **Hook (0 to 2s):** to camera, "My car GPS sent me under a low bridge. Never again."
2. **The setup (2 to 12s):** screen recording of the rig profile, height and weight going in.
3. **The reveal (12 to 30s):** the route on the map, the low clearance it steered around. Say the clearance if you know it.
4. **Close (30 to 45s):** "Free app, link in the caption and pinned comment. Use code YOURCODE if you grab it from the app store." #ad #EZRVpartner

SCRIPT B: BOOK IT TONIGHT 45 to 60 seconds

1. **Hook (0 to 2s):** from the passenger seat, "Watch me book tonight's site without leaving the app."
2. **Search (2 to 20s):** screen recording, dates, rig size, results with real availability.
3. **Checkout (20 to 40s):** pick the site, pay, show it in My Bookings.
4. **The kicker (40 to 50s):** "1,600+ parks, and this part's free for everyone."
5. **Close:** link, code, disclosure.

SCRIPT C: THE WEEK IN FIVE NIGHTS YouTube, 8 to 12 minutes

1. **Cold open:** the destination, the rig, the problem (long haul, kids, dog, whatever's true).
2. **Rig setup:** walk through onboarding honestly. Height, weight, length, propane.
3. **Plan:** hours per day, watch it split into days, look at each overnight stop.
4. **Fuel:** point out the live prices, pick your stop.
5. **Grades and weather:** any warnings on the route.
6. **Book:** reserve one of the nights inside the app.
7. **Share:** send the trip to your co-pilot.
8. **Drive day one:** dash shot with CarPlay or Android Auto. Real footage, real road.
9. **Wrap:** what you'd change, what surprised you. Link and code in description and pinned comment.

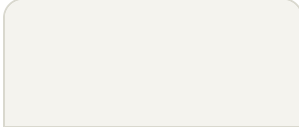
CADENCE

- There is no schedule from us. Post when you have something real to show, at the rhythm that fits your channel.
- Mix it in with your normal content. Nobody wants a channel that's all app demos, and neither do we.
- If you do YouTube, every travel day video is a natural place for EZRV, as a sponsorship segment or just as part of how you planned the day.

- **Show, don't explain.** Thirty seconds of the app doing the thing beats sixty seconds of you describing it.
- **Say the code.** Out loud, once, near the end. "Code YOURCODE if you're grabbing it from the app store."
- **Pin your link.** Captions get truncated. Pinned comments don't.
- **Film the phone in the mount.** Real dash, real windshield, real road. That's the shot.
- **Screen-record clean.** Portrait, no notifications, current app version, real trip. Turn on Do Not Disturb before you forget.
- **Be honest about what you'd change.** Creators who say "this one thing bugged me" are more believed on everything else. Send us the bug too, we fix things fast.
- **Reply to every comment for the first 24 hours.** Questions about the app are your best conversion moment. If someone asks something you don't know, tell them to email hello@ezrv.app.
- **Repurpose.** One travel day video is five vertical clips.
- **Keep it family-friendly.** Always.
- **Don't fake a trip.** Plan a real one. The overnight stops, the fuel stops and the campground booking all look different when they're real, and viewers can tell.

You're making your content, not ours. Your style stays your style. When you do use our colors, logo or name, this is how.

COLORS

			
Sign Green #0B5E3B primary: headlines, backgrounds, the shield	Amber #F5A80C accent: buttons, highlights, calls to action	Paper #F4F3EE light backgrounds	Asphalt #23271F text ink

TYPE

- **Barlow Condensed**, bold, often ALL CAPS, for headlines.
- **Barlow** for body text.
- Both are free on Google Fonts and available in most editing apps. If you can't get them, a clean condensed sans is fine.

LOGO

- The logo is the **EZRV shield** plus the "**EZRV TRAVEL CO.**" **wordmark**. Email hello@ezrv.app for files.
- Don't stretch it, recolor it, add effects to it, or put it inside another shape.
- The wordmark is white. Keep it on green, dark, or a photo with a dark area. Never on a light background where it disappears.
- Give it room. Nothing closer to the shield than the height of the "E."

AESTHETIC

US highway signs meet national-park badges. Clean, flat, high contrast. Photography is real RV life: campgrounds at golden hour, rigs on scenic highways, campfires, families, dogs. Warm and authentic, never glossy stock.

TONE

Friendly campfire neighbor who happens to know their stuff. Plainspoken, warm, a little funny, dead serious about safety when it matters. Short sentences. "You" and "your rig." Everyone's welcome, tent to Class A.

DO AND DON'T

✓ DO

- Call it "EZRV" or "the EZRV app."
- Say "free app" and "EZRV Pro" as two separate things.
- Say "1,600+ bookable parks."
- Say "car GPS" when you need a villain.
- Link ezrv.app/go/YOURCODE.

✗ DON'T

- Don't write "EZ RV," "ezRV" or "E-Z RV."
- Don't name a competitor.
- Don't say "ad-free."
- Don't quote a station count or a merch price.
- Don't invent a feature, a stat or a date.
- Don't put politics, snark or anything not family-friendly next to our name.

MERCH & PRINT AT COST

MILE 10

Business cards and flyers carry your personal referral link as a QR code. Merch (shirts, hats, stickers, tumblers) is EZRV branded and does not carry a QR code. All of it can be ordered **at cost** by emailing **hello@ezrv.app**. You pay what we pay. No markup, no minimums beyond what the printer requires.

ITEM	USE IT FOR
Shirts, hats	Wear it on camera and at the campground. Brand, no QR.
Stickers	Rig, tumbler, laptop, campground host desk.
Tumblers	Campfire content. Also just a good tumbler.
Business cards	Hand out at campgrounds, rallies, RV shows, dealership lots.
Flyers	Campground bulletin boards, RV show tables, rally welcome tents, dealership service waiting rooms.

TO ORDER

Email hello@ezrv.app with what you want, quantities, sizes, and your creator code. We'll confirm cost and turnaround before anything is printed.

Cards and flyers scanned in the wild are tracked to your code exactly like your link, so an afternoon at an RV show can pay for itself.

When do I get paid?

A referral qualifies 10 days after the subscriber's first real charge (which comes after the 7-day trial). Qualified commissions are paid through the partner platform you are enrolled on, on that platform's schedule, or by direct payment via our Stripe portal for direct partnerships.

Does the free trial count?

Not by itself. Nothing is earned until the subscriber is charged and stays paid 10 days past that charge.

Someone installed from the App Store and forgot my code. Can they still be tracked to me?

Yes, if they enter your code in Account settings within 30 days of signing up. After 30 days, no.

Can I run paid ads with my link?

Ask first at hello@ezrv.app. We'll usually say yes with a few conditions.

Can I use a voice-over tool or an AI voice?

Your own voice, always fine. Any AI voice counts as AI-generated content and needs approval before posting.

What if a viewer asks me a support question?

Answer if you know. Otherwise, hello@ezrv.app. Never guess at features.

Can I mention membership discounts?

Not yet. We'll tell you when any are verified.

What if I stop posting?

No hard feelings. The free Pro membership is for active creators, so it ends when the promoting does. Earned commissions still pay out.

Can I say EZRV is ad-free?

No. Not ever.

hello@ezrv.app for everything: approvals, print orders, bugs, ideas, questions about your numbers.

- Founder: **Gavin Reaves**, EZRV Travel Co.
- Website: ezrv.app
- Merch: merch.ezrv.app
- Facebook: **EZRV Travel Co.**

Thanks for taking the road with us.

STRESS LESS. SEE MORE. SLEEP EASY.