



**SERIES 20**  
**HOT SPRINGS, ARKANSAS**  
**2026**

**PARTNERSHIP  
PROPOSAL**

# CAMPAIGN TIMELINE

Your brand will be recognised as a Campaign Partner, supporting Team Australia as the anglers prepare to represent Australia in Hot Springs, Arkansas.

## **Preparation Phase – June to Mid September 2026**

Pre-departure preparation content including practice fishing, gear preparation, travel planning and behind-the-scenes insights.

## **USA Travel & Competition – Late September to Early October 2026**

Content from Hot Springs, Arkansas including practice days, tournament coverage and daily updates from the competition.

## **Post-Event Recap – October 2026**

Campaign wrap-up content including tournament highlights, reflections from the team, and final storytelling following the World Championships. A post-event performance summary will (*major partners only*) be provided, outlining key metrics such as reach, engagement, and content delivered throughout the campaign.

A detailed campaign timeline can be developed in line with your brand's goals, ensuring we maximise the value of what we share.

## **Dedicated Major Partner Content**

- 12–15 Social media posts/reels across campaign period
- 30+ Social media stories highlighting preparation, gear, and competition
- 3 long-form videos (prep & travel, competition & recap)
- Your brand tagged and mentioned in all relevant content
- Content available for your brand to repost organically – Team Australia will make sure they are working in with your marketing goals



## **Official Partner Content**

- 6–8 Social media posts/reels across the campaign period
- 10–15 Social media stories highlighting preparation and competition updates
- Your brand tagged and mentioned in all relevant content
- Content available for your brand to repost organically across own channels

# 2026 TEAM

Announcement to be made in June!

All anglers have respectable social media followings as linked below. Where possible they are tagged in posts or collaborate with the TeamAus Bass for maximum reach. Our **SIXTH** team member is TBC.



CLICK THE ICON TO BE LINKED  
TO EACH ANGLERS SOCIAL MEDIA!

## Instagram Audience & Engagement Snapshot

All major campaign content will first be published through the Team Australia accounts and then amplified across the anglers' personal channels.

| Angler           | Followers | Avg interactions |
|------------------|-----------|------------------|
| Mitchell Cone    | ~1.2K     | 45-75            |
| Tommy Wood       | ~5.6K     | 250-650          |
| Matthew Langford | ~5.0K     | 70-195           |
| Mick Johnson     | ~1.25K    | 45-130           |
| Kris Hickson     | ~10K      | 300-1,250        |

# 2026 CAMPAIGN

## In order to look forward we must first look at the combined 2025 Social Media Results

Across both platforms the Team Australia Bass campaign generated:

- **312,100** total content views
- **61,000+** unique accounts reached
- **2,400+** interactions
- **4,900** profile visits

These results were achieved organically through tournament coverage, fishing content and campaign storytelling.

With the **2026 Black Bass World Championships** providing a larger international storyline and additional content production planned, the upcoming campaign is expected to deliver similar or greater reach.

## Estimated 2026 campaign exposure

**300,000 – 450,000 total impressions**

Across our team Facebook & Instagram + angler accounts and tournament coverage from Team USA.

## SPEAKING OF TEAM USA

Their media announcement for the 2026 tournament can be found [HERE](#)

Quoted below is USA Bass President Charlie Evans when speaking about their teams special addition Kevin Van Dam (arguably the GOAT of Bass Fishing).

“KVD agreed to come out of retirement in the quest to obtain **Olympic recognition** and to represent the United States! He has won about every title in our sport and continues to help build the fishing industry and now will not be fishing for money, but definitely will help the USA Bass team fish for the gold medal on Lake Hamilton.”



We hope this indicates the kind of show that the USA is planning to produce. We believe all eyes will be on us in October as we compete. The USA are making a run at showcasing sport fishing to ultimately get it into the Olympics.

## Value of the Partnership

A partnership with Team Australia Bass supports the team as they prepare for and compete at the 2026 Black Bass World Championships in Hot Springs, Arkansas.

Throughout the campaign, we will share preparation, travel, and tournament coverage across our social platforms, along with the personal channels of the competing anglers – documenting the journey of representing Australia on the international stage.

Your brand will be recognised throughout the campaign and will have the opportunity to utilise Team Australia Bass imagery and content across your own marketing channels.

## Supporting Brand Engagement

We're focused on ensuring each partnership delivers value beyond social media.

Opportunities may include:

- Recognition as a supporting partner of Team Australia Bass
- Ensuring our marketing aligns with what is important to your brand
- Inclusion in campaign updates and key milestone announcements
- Access to campaign imagery and content for your own marketing use

## Why This Partnership Works

Partnering with Team Australia Bass connects your brand with a highly engaged outdoor audience, while supporting an Australian team competing on the world stage.

It's an opportunity to align with a genuine, real-time campaign and be part of the journey to the World Championships. We don't want to head into 2026 with an empty jersey again.. we know we can amplify brands, it's a win win!

## Ways To Get Involved

We know every brand is different, so we offer a few ways to get involved. If a monetary partnership isn't the right fit, brands can also support the campaign through product contributions, as part of a supporter raffle a great way to get your product in front of our community.

**Interested?? Complete the form here –**

**[PARTNERSHIP OFFER](#)**