



Brandon Mayes

KAYAK ANGLER, CONTENT CREATOR, ENTREPRENEUR

About Brandon

Brandon is an adventure based kayak angler, content creator and entrepreneur from central Texas. He has used social media to develop a reputable brand, THAT BASS FISHING DUDE, that excels in content creation and community service. He has amassed over 26,000 followers on Instagram known as the "Tbfd Gang", and 3,000 subscribers on YouTube in a single year while growing his business.

Platform Links

Instagram: https://www.instagram.com/_thatbassfishingdude_/

YouTube: <https://www.youtube.com/c/ThatBassFishingDude>

Facebook: <https://www.facebook.com/ThatBassFishingDude/>

Blog: <https://thatbassfishingdude.com/blog>

Website: <https://thatbassfishingdude.com>

Podcast: <https://thatbassfishingdude.com/listen>

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Social Statistics



27k

Instagram followers

3.3k

YouTube Subscribers

400

Facebook Likes

500

Website sessions per M

1x/weekly live streams on Instagram focusing on brand updates, content creation, strategy, and entrepreneurship tips

Reach

- 30,000 Loyal supporters
- 310,000 Monthly Impressions
- 40,000+ Monthly Profile visits
- 2,000* Average story views

Demographics

COUNTRY

United States: 86.4%

Canada: 10.8%

Brazil: .9%

Mexico: .8%

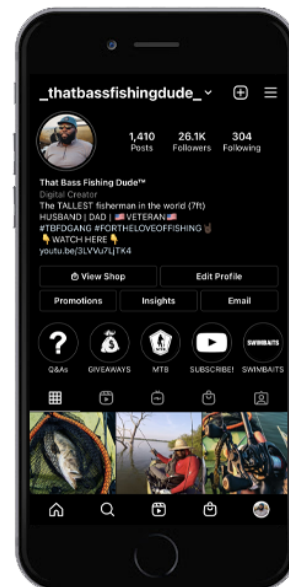
GENDER

Male: 94.4%

Female: 5.6%

AGE

38% of followers are between 25-35 years old



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Community Service



Brandon is a leader in the community. He partners with a local non-profit that supports young adults on the autism spectrum. He hosts an annual Autism Awareness campaign that to date has raised over \$14,000 for this organization. He also hosts a day on the water that provides the organizations members and families an introduction to kayaking, paddle sports, and fishing.



"I met Brandon when I took members of my nonprofit, Austen's Autistic Adventures, on a tour of his workplace. Brandon and I connected immediately, as his teenage son is on the spectrum. Brandon is aware of how few opportunities there are for adults with autism and immediately began to see how he could help. For the last two years, Brandon's own brand, That Bass Fishing Dude, has raised money for AAA through a t-shirt campaign. This year, in addition to the t-shirts, Brandon provided a totally free day of kayaking and fishing with our members. We are grateful for everything Brandon has done for us and look forward to many more adventures with him in the future."

Jamie Wheeler, Founder @ Austen's Autistic Adventures

"Bringing the World to Autism and Autism to the World"

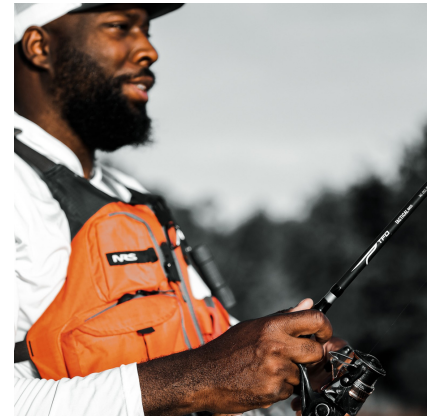
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Brand Partnerships + Collaborations

"Brandon has been a pleasure to work with through the years. He understands his role in aiding our marketing goals and he carries the TFO flag proudly as he works tirelessly to grow his individual brand. His passion for our sport is exhibited every day in his charisma and we're proud to have him on our team. Brandon is among our finest pro staff – a true brand ambassador – and we're fortunate to watch as he continues to grow his presence and become a prominent fixture in our sport."

- Brad Amy, Global Brand Manager @Temple Fork Outfitters



Temple Fork Outfitters



Columbia PFG



Shady Rays



for HIMS



"Brandon has partnered with us as a social media influencer and content creator for about two years. We can count on him to create high quality, compelling content that inspires our members and potential members and highlights our properties to generate more interest for them. He produces content that always strikes the right balance between education and entertainment and has a personality that people really enjoy and relate to." - Scott Quigley, Partner and General Manager @ Private Water Fishing

