



# TARPON DREAMS

WORLDWIDE

## Tarpon Dreams™ Worldwide

Fish • Travel • Explore • Wear It

TRAVEL • FISHING • ADVENTURE LIFESTYLE BRAND

MEDIA KIT 2026



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# ABOUT TARPON DREAMS

Brand Identity & Core Values



**Tarpon Dreams** is a travel, fishing, and adventure lifestyle brand built on authentic destination storytelling.

We deliver trusted recommendations, real local knowledge, and community-focused exploration to anglers, travelers, and outdoor enthusiasts worldwide.

From the Lagoon & Flats of Puerto Rico to Florida and the coastlines of Costa Rica, we connect people with the experiences that matter most.



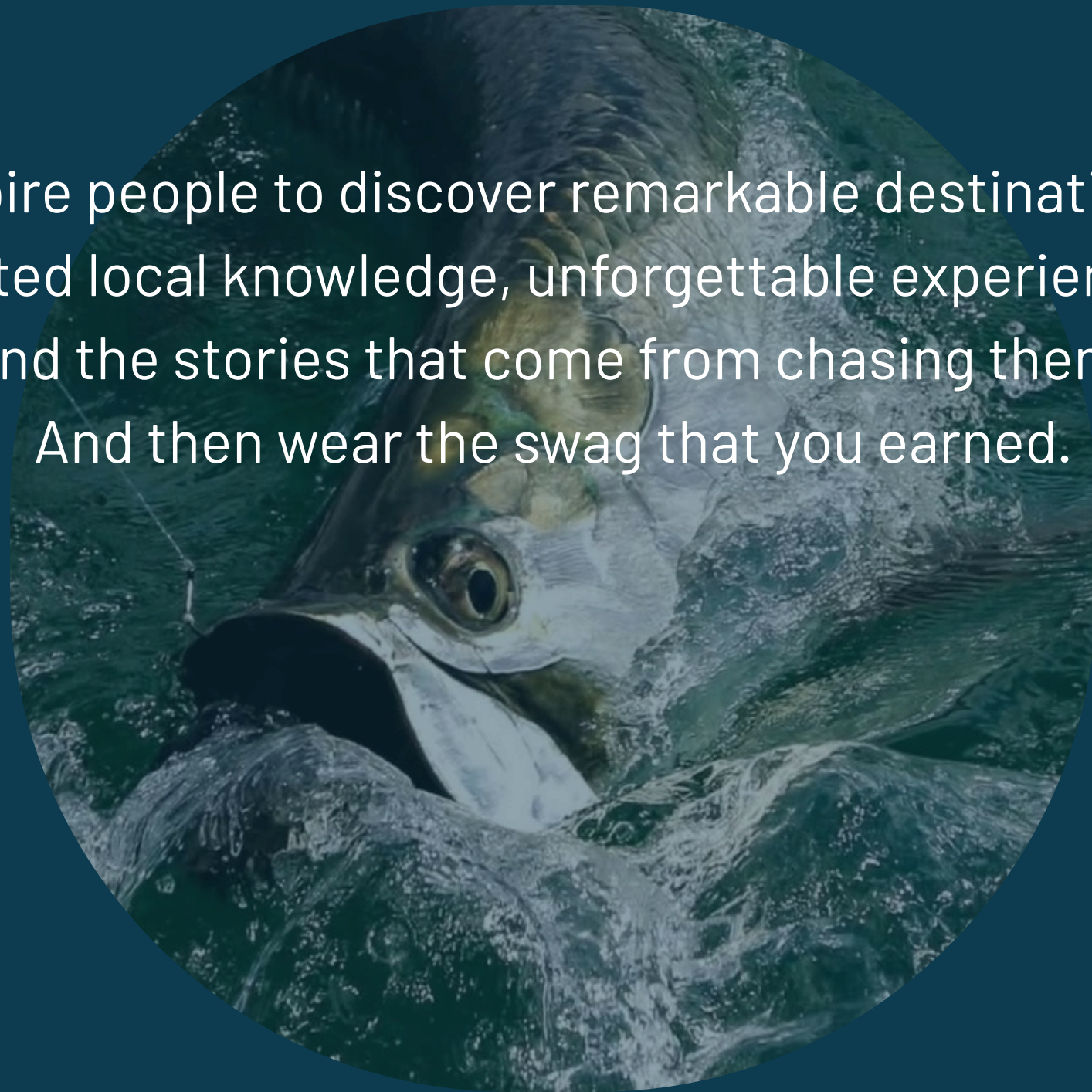


# OUR MISSION

Tarpon Dreams™ Worldwide



Inspire people to discover remarkable destinations, trusted local knowledge, unforgettable experiences, and the stories that come from chasing them. And then wear the swag that you earned.





# BRAND PERSONALITY

The Voice & Spirit of Tarpon Dreams

EXPLORER

GUIDE

STORYTELLER

AUTHENTIC

ADVENTUROUS

APPROACHABLE



# AUDIENCE PROFILE

Who We Serve



ANGLERS

OUTDOOR ENTHUSIASTS

BOATERS

TRAVELERS

ADVENTURE SEEKERS

COASTAL LIFESTYLE CONSUMERS





# GEOGRAPHIC FOCUS

Primary Markets & Destinations



## BEACHHEAD MARKET

Puerto Rico  
Our flagship destination – rich fishing culture, vibrant coastlines, and world-class tarpon waters make Puerto Rico the heart of the Tarpon Dreams brand.

## KEY DESTINATIONS

Florida Keys • Tampa Bay • Boca Grande • Costa Rica  
Caribbean Islands  
Prime coastal and offshore fishing destinations with diverse ecosystems and thriving adventure tourism.

## EMERGING MARKETS

Worldwide Destinations  
Expanding reach to international coastal and freshwater destinations where adventure anglers and travelers seek authentic, off-the-beaten-path experiences.



CURRENT



FUTURE





# CONTENT CATEGORIES

What We Create & Share



DESTINATION GUIDES

FISHING REPORTS

LODGING RECOMMENDATIONS

TRAVEL PLANNING

CHARTER & GUIDE EXPERIENCES

ADVENTURE LIFESTYLE CONTENT



# PLATFORM ECOSYSTEM

Our Digital & Community Platforms



TARPOONDREAMS.COM  
WORDPRESS & SHOPIFY

EMAIL MARKETING  
KLAVIYO / BREVO

CONVERTBOX  
LEAD CAPTURE

AFFILIATE  
PARTNERSHIPS

COMMUNITY  
BUILDING

CONTENT &  
SEO STRATEGY



# PARTNERSHIP OPPORTUNITIES

Who We Collaborate With



FISHING GUIDES & CHARTERS

LODGES & RESORTS

TOURISM BOARDS

APPAREL & OUTDOOR GEAR

TRAVEL COMPANIES

AFFILIATE PARTNERSHIPS



# PRODUCT CATEGORIES

Tarpon Dreams™ Merchandise & Lifestyle Lines



PERFORMANCE APPAREL

HATS

BUFFS

TRAVEL GEAR

SPECIALTY PRODUCTS

COASTAL LIFESTYLE COLLECTIONS



# WHY PARTNER WITH US

Tarpon Dreams™ Worldwide



- Authentic storytelling that resonates with passionate travelers and anglers
- Destination-driven audience actively seeking trusted recommendations
- Travel-focused consumers with high intent and spending power
- High-trust brand built on real experiences and local knowledge
- Adventure lifestyle positioning that elevates partner brands
- Long-term brand building through community and content



# FOUNDER STORY

Tarpon Dreams™ Worldwide



**David Jamison** is a digital marketer, entrepreneur, lifelong angler, traveler, and adventure enthusiast with a passion for discovering the world's most remarkable fishing and travel destinations.

**His Vision:** build the most trusted resource for anglers and explorers worldwide... a brand rooted in authentic storytelling, real destination knowledge, and the spirit of adventure.

**"Tarpon Dreams** was born from a simple belief - that the best experiences in life happen when you chase what inspires you. *Whether it's a tarpon rolling at sunrise or a hidden cove no one else knows about, we're here to help you find it.*"

— David Jamison, Founder

# FOUNDING PARTNER OPPORTUNITIES

Tarpon Dreams™ Worldwide



## WHY JOIN EARLY?

We are offering a limited number of founding partner positions to select brands, guides, lodges, and businesses who share our vision.

Early partners receive exclusive positioning, priority placement, and long-term relationship building opportunities as Tarpon Dreams grows.

## OUR COMMITMENT

We build lasting partnerships - not one-time transactions.

Founding partners shape the brand journey alongside us.

Collaborations are welcome across all categories: charters, lodges, gear, apparel, travel, and lifestyle.

## WHAT YOU GET

Priority content features, dedicated destination spotlights, co-branded storytelling, affiliate partnerships, and a seat at the table as we expand across Puerto Rico, Florida, Costa Rica, the Caribbean, and beyond.





# CONTACT INFORMATION

Tarpon Dreams™ Worldwide



## Website

[TarponDreams.com](https://TarponDreams.com)

## Email

[info@tarpondreams.com](mailto:info@tarpondreams.com)

## Fish • Travel • Explore • Wear It

Reach out to learn more about partnership opportunities, destination features, and collaboration with

**Tarpon Dreams™.**



# THANK YOU

**Thank you for your interest in Tarpon Dreams™  
Let's explore partnership opportunities together.**

[TarponDreams.com](https://TarponDreams.com) | [info@tarpondreams.com](mailto:info@tarpondreams.com)

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