



Sean Alvarez

Professional Angler



Media Kit 2026

Meet Sean Alvarez

- Sean resides in South Carolina
- Over 30 yrs fishing with over 15 at professional levels
- Former Global VP of Environmental, Health & Safety at Exxon Mobil, Walt Disney Co., General Electric and other large International manufactures. This translates into a unique understanding of the business and marketing side of the fishing industry along with leadership and presentation skills that can benefit any future partnerships.
- Board Certified as a Safety Professional (CSP) since 2001. This allows Sean to provide added services and credibility to partners, especially those with manufacturing locations or a strong health or safety focus.
- **Sean's Objective:**

To leverage more than three decades of expertise in business, leadership, and professional fishing to deliver optimal returns and increased visibility for partner organizations.



Key Brand Partnerships

Current



Historical



Key Career Accomplishments

- Full-Time National Professional Fishing League (NPFL) Pro
- 2011 Bassmaster Classic Qualifier
- The sole Bassmaster Classic qualifier ever from Vermont
- 2022 BFL Champion at Lake Hartwell
- BASS Nation Eastern Division Champion
- 3-time qualifier at the BASS Nation National Championship
- Founder and President (2006-2012) of Vermont BASS Nation
- Seasoned presenter and instructor at numerous local, regional, and national fishing seminars



Visual Identity

Sean believes that focusing on a few key partnerships is more effective than overseeing many smaller ones. This approach enables him to work more intimately with each partner, developing a deep understanding of their product ranges and delivering tailored promotion for their products. A consistent and distinctive visual identity is one of Sean's core strengths.



10K daylight road miles
across 13 States creating
over 100K impressions!



Affiliations and Professional Membership

Sean enhances value for partner companies by maintaining ongoing membership and engaging actively with major industry organizations.

Such participation boosts visibility for partner companies and delivers additional returns on their marketing investments.



2025 Accomplishments

- Attended 9 major tournaments across 8 states, along with 2 charity events
- Involved in 12 drive-through weigh-ins, all broadcast live on YouTube
- Featured in 27 live-streamed stage appearances with sponsor acknowledgments
- Participated in 4 community outreach events, resulting in locally televised and streamed commercials
- Provided 10 days of support to County Emergency Management teams, applying sonar expertise to search and rescue operations
- Authored 3 published articles highlighting partner products and recommendations
- Contributed to 4 NPFL-published articles, offering insights as a subject matter expert
- Became a member of the American Sportfishing Association, with plans to join the Recruitment, Retention, and Reactivation (R3) committee in 2026

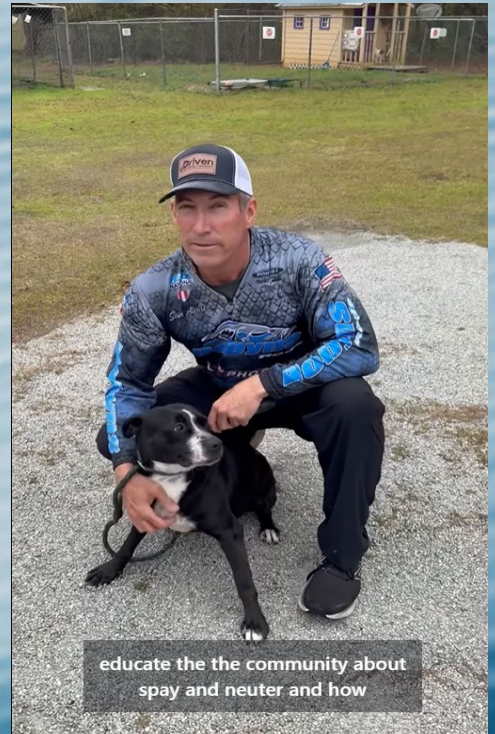


Education and Outreach

Activities beyond the water often hold greater significance than those on it. This is why Sean actively participates in numerous community outreach initiatives. By partnering with Sean, you can trust that your brand will be aligned with a socially responsible and engaged advocate.



6.3K views on NPFL platform



21K views on NPFL platform

Click
Pictures
to Watch
or Read



LITTLE NED: SMALL BUT MIGHTY

August 6, 2025

NPFL Pro Sean Alvarez talks about a little bait that produces big results.



ROOKIE MOVES

May 12, 2025

NPFL Pro, Sean Alvarez talks about competing with the Rookie Badge.



A GROWTH MINDSET

June 4, 2025

NPFL Pro, Sean Alvarez talks about the learning curve.



The National Professional Fishing League · Following

Somewhere between takeoffs, weigh-ins, and long practice days, it's moments like this that bring it all back.

Talking with students, visiting local b... See more

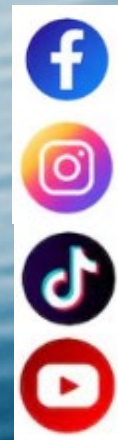
78K followers on NPFL FB

Social Media Strategy

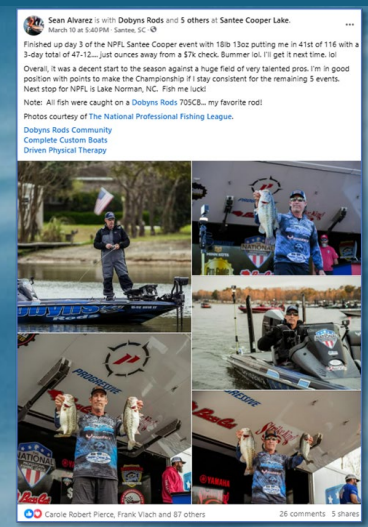
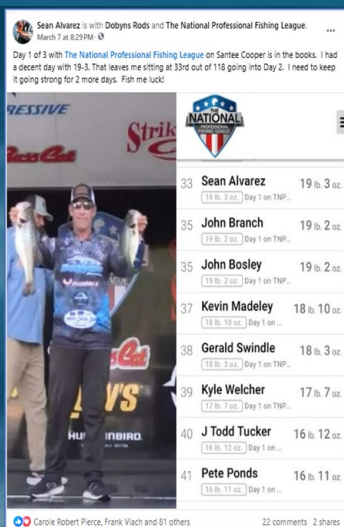
Sean's primary focus in 2025 was to get established in the full-time tournament trails while gathering content that can be converted into a steady stream of drops across platforms.

The National Professional Fishing League (NPFL) experienced huge growth in terms of social media exposure in 2025. Sean was able to capitalize on that, creating opportunities for additional exposure that other anglers may not have realized for their partners.

Sean FB	48,416 views 3.8K followers (+42%) 8,114 impressions 7,153 reach
NPFL YT	820.9K
NPFL FB	16.03M
NPFL Web	3.4M views 1.87 Engagement
NPFL Instagram	1.68M views



By executing his 2026 Social Media Plan and leveraging NPFL's growing viewership and social media influence, Sean aims to significantly increase opportunities for brand partner visibility and audience engagement in the coming year.



Social Media 2026 Plan

Foster Collaboration – Broaden existing exposure opportunities by incorporating content to/from organizations and individuals with extensive, established audiences. Design and create content that can easily be “repurposed” by partners.

Diversify Content – Integrate more “How To” guides and product review materials across various platforms, including TikTok.

Strengthen YouTube Presence – Partner with @ShaneToday Media to create both long and short-form content using over 8TB of footage captured during the 2025 season. Continuously release fresh, relevant content throughout the season to highlight 2026 partners.

Optimize Facebook and Instagram Approaches – Leverage both current and new followers, along with the increasing visibility of NPFL, to enhance impressions and overall reach.

Enhance Sponsor Impact – Ensure that brand partners receive significant exposure and quantifiable returns across all channels.

Establish a Single-Stop Web Presence – Create and promote a one-stop-shop website that brings all of Sean’s social media, articles, pod casts, and sponsor links and content into one place for the true followers. Include links to partner products and a “What’s on my deck” section with product links.

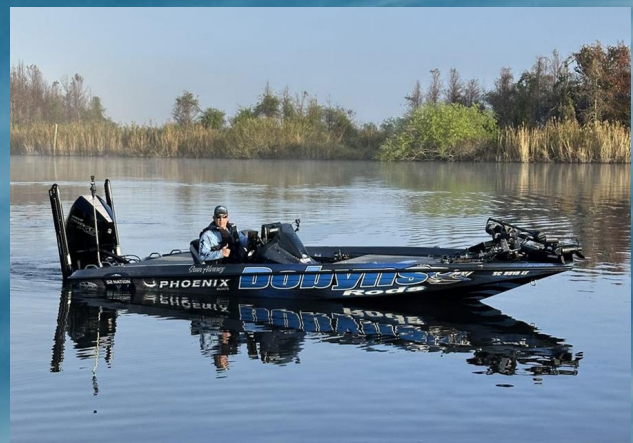


2026 Schedule



Event	Dates	Location
MLF Toyota Series 1	Jan 29-31	Lake Okeechobee, FL
MLF Toyota Series 2	Mar 4-6	Kissimmee, FL
Bassmaster Classic Expo	Mar 13-14	Knoxville, TN
NPFL Stop 1	Mar 15-21	Harris Chain, FL
NPFL Stop 2	Apr 23-25	Wright Patman Lake, TX
MLF Toyota Series 3	Apr 30-May 2	Lake Seminole, GA
NPFL Stop 3	May 21-23	Lay Lake, AL
NPFL Stop 4	Jun 25-27	Logan Martin, AL
ICAST	Jul 14-16	Orlando, FL
NPFL Stop 5	Jul 23-25	St Lawrence River, NY
NPFL Stop 6	Sep 17-19	Lake George, NY
ASA Summit	Oct 20-23	Pt Clear, AL

- Not included are requested visits by sponsors/partners to visit their dealers/locations or conduct seminars.
- Does not include several scheduled MLF Bass Fishing League (BFL) tournaments or select charity tournaments.



What You Can Expect From Sean

Professionalism and Business Insight

Sean will act as a strategic partner, prioritizing both your success and that of your company.

Effective Communication and Constructive Feedback

Sean will deliver consistent progress updates to demonstrate partnership results and visibility, offer suggestions for improvement, and provide insights on potential new products and opportunities.

Rising Tournament Prospects

Having transitioned to a full-time touring professional after years of balancing part-time competition with an executive corporate role, Sean is poised to climb the league rankings, creating enhanced exposure opportunities for current partners.

Active Event Participation

Engaging in scheduled tournaments, trade shows, and community gatherings, Sean will prominently feature your logos on his jersey and boat. Through fan meetups and live demonstrations, he will connect with over 1,000 anglers directly, generating grassroots enthusiasm for your brand.



Expanding Social Media Reach

Sean's daily posts aim to generate over 500k annual views, with ongoing engagement analysis to optimize strategies and ensure measurable ROI from the outset.

Dedicated Content Creation

Consistently producing high-quality videos showcasing your products in action, including on-water tests and instructional tutorials.

Focused Sales Strategies

Incorporating affiliate links and promotional codes within content, Sean will effectively drive conversions among his devoted niche audience.

Strong Brand Loyalty

As an emerging professional, your products will be Sean's exclusive choice on all outings, seamlessly integrated into his authentic journey toward success.

Community Engagement and Advocacy

Sean will utilize his platform to promote youth fishing initiatives, safety, and conservation, aligning your brand with positive community values.



Partnering Opportunities

Bronze

Call for pricing

- 2 small logo stickers with your logo displayed on boat wrap displayed and visible during road travel, practice days, and tournament days as well as at community outreach and other special events.
- Small logo on front or back of jersey
- Verbal brand promotion at 2 weigh-ins
- Company tags provided in at least 4 Facebook or Instagram posts

Silver

Call for pricing

- 2 medium logo stickers with your logo displayed on boat wrap displayed and visible during road travel, practice days, and tournament days as well as at community outreach and other special events.
- Medium logo on front **and** back of jersey
- Verbal brand promotion at 5 weigh-ins
- Company tags provided in at least 10 Facebook or Instagram posts
- 1 written article that references, recommends, or reviews your products
- 2 YouTube videos promoting your product
- Annual performance report with key metrics

Gold

Call for pricing

- 18 live-streamed on-stage introductions
- Boat wrap designed with your logo(s) prominently displayed and visible during drive-through weigh-ins, road travel, practice days, and tournament days as well as at community outreach and other special events.
- Primary space on front, back and sleeves of jersey
- Verbal brand promotion at NPFL weigh-ins and all attended events and tournaments
- Up to 3 written articles that reference, recommend, or review your products.
- Company links and tags provided on all social media content unless it was created specifically for a different partner.
- Quantity, frequency, length, and content of social media and YouTube videos to be agreed upon based upon your needs.
- Up to 3 dealer or site visits
- Representation at 1 tradeshow
- Quarterly progress and key metrics reports

Sean is open to discussing performance-based approaches at this tier.

The following add-ons are available at negotiated prices:

- **18 live-streamed launch announcements as: “Let’s welcome the [Your Company Name Here] Pro from South Carolina, Sean Alvarez” (1 available)**
- Managing company Pro-Staff and/or content creation team
- Logo on truck wrap
- Additional promotion of subsidiary companies
- Additional tradeshow representation and travel
- Additional media content and written articles
- Site visits for Environmental, Health or Safety audits
- Ball cap with your logo worn during photo opportunities
- Other special requests

***All tiers and add-ons are negotiable**

Thank you!



Sean Alvarez

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