

FAN48

An invitation to partner.

A World Cup podcast about people, places and stories.
One tournament. Three host nations. Fans...forty-eight.



The Project

For six weeks across summer 2026, presenter **Rob Shaw Cameron** travels across the United States, Mexico and Canada with one mission: **to meet a fan from each of the 48 nations competing at the World Cup.** 48 episodes. Daily releases. Travel storytelling, fan conversations, and reflections on the atmosphere of the tournament - captured from inside.

No pundits. No players. Just people.

Confirmed Access

Inside the stadium for five matches, including the World Cup Final.

Brazil v Scotland — Group, Miami

Panama v England — Group, New York

Round of 16 — Mexico City

Quarter-Final — Miami

World Cup Final — New York

The Presenter

Rob Shaw Cameron is an actor and presenter best known for his recurring role as Laurence the Dentist in **Coronation Street**, the UK's longest-running primetime drama. He hosts the **Stage Door Athletic** podcast, with three years of recordings from international rugby tournaments, the **NBA** and the **Winter Olympics**. His approach is conversation, not commentary.

Three ways to partner.

Founding partners receive category exclusivity and full content reuse rights for 12 months post-tournament.

STARTING XI From £25,000

Series-defining lead presence. "FAN48 in partnership with Your Brand."

- Host-read in every episode
- Featured across all social and video
- Recurring branded feature
- Lead position in paid promotion
- Category exclusivity
- Full content reuse rights

MATCHDAY PARTNER From £8,000

Visible, consistent presence across the series.

- Host-read mentions in 12-18 episodes
- Inclusion across social and video
- Brand tagging
- Co-branded content on partner channels
- Logo across materials

FAN PARTNER From £2,000

Part of the network bringing FAN48 to life.

- Brand acknowledgement across the series
- Inclusion on the FAN48 partner page
- 5-10 social mentions
- Opportunity to support fan engagement

Partner with FAN48

We're confirming partners ahead of the tournament window. A 20-minute conversation will tell you whether this fits.

Rob Shaw Cameron

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Listen to the FAN48 trailer