

TRADIE WIVES • PARTNERSHIP GUIDE 2026

2026 CAMPAIGN COLLABORATOR PACKAGE

INCLUSIONS

TradieWives

CAMPAIGN COLLABORATOR

Tell your story.

Campaign Collaborator partnerships are for brands that want to connect with the TradieWives community through a creative, focused activation. These aren't advertising placements - they're collaborative storytelling opportunities built around your brand's goals. Strategy, creative concept, and content plan all developed together - so your campaign lands in front of 30,000+ TradieWives with real intent.

Only two spots available per year.

WHAT'S INCLUDED

Campaign Strategy & Creative Development

- Collaborative campaign planning session with the TradieWives team
- Creative ideation to identify the strongest angle for the TradieWives community - education, storytelling, competition, product activation, or awareness
- Development of campaign messaging, positioning, and content plan

Content Production & Asset Creation

- Work with the TradieWives team to produce campaign content and creative assets
- Development of social media content, campaign messaging, and supporting visuals
- Creation of promotional assets for social, email, and community
- Optional inclusion of video, reels, or storytelling content depending on the campaign concept

Campaign Rollout

- Multi-channel campaign launch across the TradieWives ecosystem
- 9 social media posts across TradieWives platforms
- 1 solus EDM to the TradieWives database
- 1 post to the TradieWives Facebook group

Community Engagement

- Option to include competitions, giveaways, or interactive elements to drive engagement
- Community conversations and participation encouraged throughout the campaign

PR & Extended Reach

- Opportunity to collaborate on a PR angle and pitch the campaign to media outlets where relevant, news stories, research, community insights, or campaign outcomes

Support

- Dedicated account manager
- Monthly planning check-in
- Client portal for tracking results

GET IN TOUCH

Reach out to the TradieWives partnerships team to discuss availability and pricing.

partnerships@tradiewives.com.au

