



# 2024 MEDIA KIT

- SPONSOR -







## OUR CONCEPT

The spring of 2024 will mark the fourteenth year of production for **BC Outdoors Sport Fishing TV**. We are an established brand and are looking forward to continuing the successful expansion of **BC Outdoors Sport Fishing TV**. We are inspired to help our sponsors gain their own secure co-branding right along with us.

**BC Outdoors Sport Fishing TV** takes our 70-year-old fishing, hunting and outdoor magazine experience to high-definition television. We bring the pages of our magazine alive with breathtaking scenery, world-famous fishing opportunities, and the knowledge and expertise of our host/editor, Mike Mitchell.

While the main focus is on informing, explaining and teaching our audience, we also want to grow this rewarding sport by showing viewers how easy and fulfilling fishing can really be.

We provide magnificent eye candy through beautiful cinematography featuring beautiful fish, and stunning scenery. We will educate the viewers on how and what to use to be successful during their day out on the water. Every show features local experts in the industry as co-hosts, each sharing their unique expertise to enhance the quality of the show.



## 11 NETWORKS COMMITTED FOR SEASON 15 BC OUTDOORS SPORT FISHING TV IN 2024/25



Sportsman Channel USA  
 • 26 airings  
 • 14 million subscribers



Sportsman Canada  
 • 104 airings this year,  
 • 795,000 subscribers



WFN USA  
 • 52 airing a year  
 • Available to 4 million households



CHEK  
 • 104 airings this year  
 • Available to over 3 million households  
 • CHEK + Streaming



CKPG:  
 • 52 airings per year  
 • Available to 244,000 households



RNtv:  
 • Available to 25 Million households  
 • Streaming 24/7



NCW:  
 • Available to over 20,000 household  
 • Streaming 24/7



CJDC  
 • 104 airings this year  
 • Available to 10,000 households



CFTK:  
 • 104 airings this year  
 • Available to 15,000 households



Coast Cable:  
 • 52 airing a year



Delta Cable:  
 • 52 airing a year

We are proud to extend to you the opportunity to sponsor a truly local British Columbia show that will air more than 900 times over 11 networks across Canada and the USA





## BC OUTDOORS SPORT FISHING TV WILL PROVIDE:

### TIER ONE

\$30,000 per season  
(only 4 spots available)

- 30-second commercial during each episode
- Logo plus mention during opening credits as "Brought to you by..."
- Use of product and key placement throughout episodes
- Logo on clothing, vehicle, magazine ads, web advertising
- Clothing worn by host, Mike Mitchell
- The ability to have product brochures displayed at our trade show booths
- Logo at the end of show credits
- Web advertising – logo with link on sponsor page
- Logo on the official **BC Outdoors** truck
- Ability to be a part of any contests that **BC Outdoors Sport Fishing TV** runs throughout the year
- Special appearance hosting opportunities
- \* Guest appearance opportunity of the NEW **BC Outdoors** podcast

### TIER TWO

\$13,000 per season

- Logo at the end of show credits
- Use and display of product during episodes
- Logo on clothing, vehicle, magazine ads, web advertising
- Mention of sponsorship on webpage, with logo
- The ability to have product brochures displayed at our trade show booths
- Web advertising – logo with link on sponsor page
- Logo on the official BC Outdoors truck
- Ability to be a part of any contests that **BC Outdoors Sport Fishing TV** runs throughout the year
- Special appearance hosting opportunities
- One 30-second commercial on one network. \*Subject to availability.

### TIER THREE

\$7000 per season

- Logo at the end of show credits
- Mention of sponsorship on webpage, with logo
- Use and display of product during episodes
- Web advertising – logo with link on sponsor page
- Ability to be a part of any contests that **BC Outdoors Sport Fishing TV** runs throughout the year

### SPONSOR WILL PROVIDE

- Sponsorship payment based on tiered package
- Any product required on the show



# TESTIMONIALS



We have worked with **BC Outdoors Sport Fishing TV** since 2016 and look forward to continuing our relationship for many years to come.

Mike and his team understand who we are: our values, dedication to conservation and respect for the environment where we are fortunate enough to operate our Lodge. With every episode that is filmed, through print or social media, BCOSF captures this and introduces us to an audience that we would not have access to on our own. The day after a Duncanby show airs our phone lights up with anglers from all over Canada and the US wanting to know more about us.

When Mike is at the Lodge filming our Crew and guests are excited to see him and chat about what is happening in the industry. The whole BCOSF Team are professional, passionate and all-around good people that we are proud to have as business partners and friends.

If you are looking to promote your Lodge or product, you will not find a better organization to help you grow your business.

**Sid Keay,**  
**Owner of Duncanby Lodge**

We have worked with Mike Mitchell and the crew of **BC Outdoors Sport Fishing TV** since its inception, which spans many seasons.

Over this time, Mike has acted as an ambassador to our brand(s). We have relied on him and his team heavily to help market our multiple brands and reach our target audiences. The TV shows have always been top quality, demonstrating the highest level of professionalism. Every season, they have added new ways to make the final product better, striving to deliver his audience with quality fishing content from stunning locations. The staff excels at efficiently promoting our brands be it television, print, trade shows, web or social media.

The expert knowledge that he and his quest hosts provide add credibility to our brands and reinforce the other marketing programs that we utilize. In the end have increased sales at retail. We have received many inquiries and compliments from consumers that are generated directly from working with **BC Outdoors Sport Fishing TV** and Mike Mitchell. He has consistently provided new sales leads and helped to expand our product listings into new regions.

I would highly recommend Mike and his staff for the ability to promote and represent brands in the fishing and outdoor sports category.

**Tom McMurray**  
**Director, Advertising & Creative**  
**Rapala Canada**







# SOCIAL MEDIA STATISTICS

BCOSF has a team dedicated to promoting your brand and products. We run several campaigns a year which you can be a part of to increase your brand's reach. We release the latest season on YouTube after it has run on network tv twice so the episodes reach new target audiences.



## FACEBOOK

5,700 members on our fan page

4,803 likes on BCOSF TV page

3,200 members on our *BC Outdoors* magazine page



## INSTAGRAM

8,222+ followers  
@bcoutdoorssportfishingtv

12,000 followers  
@bcoutdoorsmagazine

A 2023 reach of over 40,000 to non-followers through our affiliate network social sites



## YOUTUBE

20,000 views a month

Top video has 270, 607 views

18 videos have more than 25,000 views.

6,700 subscribers to our channel



## TRADE SHOWS ATTENDED

2024 BC Outdoors Show with 10,000 attendees in 2023. BCOSF booth will be airing episodes, have sponsor information and showcase the BCOSF's RAM Laramie Truck and North River Boats.

SCAN FOR MORE INFO

