



# FTFTV MEDIA KIT 2023

**FUEL  
THE  
FIRE** TV  
*Get Outdoors!*



# ABOUT US

Fuel The Fire TV is a 13 episode hunting and fishing series that airs nationally on Sportsman Channel Canada. The show also airs on the World Fishing Network as a 10 episode fishing only series. The series documents host Neil Debassige and Pro Staff, as they pursue all types of wild game in Ontario and beyond. Viewers will also experience the ups and downs associated with hunting, fishing, working and raising families on the largest fresh-water island in the world, Manitoulin Island!



# OUR CONTENT FEATURED SEGMENTS

Fuel The Fire TV has a number of segments within the series that will educate, entertain and motivate the everyday outdoor enthusiast to increase their chances of harvesting game and being successful out in the field.

These featured segments Include: The Conservation Corner, 100 Acre Hunter, Trophy Tales, Wild Game Kitchen and Learning Curve Tip.

During these Segments Neil and Pro Staff mention and review the gear they use out in the field right down to the equipment and ingredients they use in the kitchen.



# OUR NETWORKS

FTFTV is currently airing on Sportsman Channel Canada and World Fishing Network under the parent Company Outdoor Sportsman Group. OSG is the largest media company solely devoted to bringing the best in content and entertainment to America's 80-million+ outdoor sports enthusiasts.

OSG's brands cover the spectrum of the outdoor experience – from big-game-adventure hunting to fishing for bass in backyard ponds to competing in the highest-caliber shooting sports events, our audience has come to rely on the expertise of our editors and its presentation across every media platform for the best, most entertaining, useful and relevant content.

**OUTDOOR  
SPORTSMAN**  

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**G R O U P**

**SPORTSMAN**  
**CHANNEL**  
CANADA 



A background image showing a person in a field, possibly hunting or fishing, with a focus on the person's legs and the surrounding vegetation.

# SPORTSMAN CHANNEL

CANADA 

Honouring a lifestyle that is celebrated by of Canadians, Sportsman Channel Canada presents highly-entertaining hunting, fishing, shooting and outdoor programming — brought to life by authentic storytelling. Sportsman is the leading entertainment destination for everyone who values and cherishes Canada's rich outdoor traditions. The network features trustworthy experts who offer instruction, product knowledge and the latest tips and techniques.

- > 3.4 MILLION people in Canada hunt/sport shoot
- > 3.5 MILLION people fish
- > 650,000 Canadian household reach
- > 83% of available Canadian shows are exclusive to Sportsman Channel Canada with over 90 programs in total (CDN & U.S.)
- > Available through major cable/satellite providers across Canada

## WHO IS OUR AUDIENCE?

### HUNTING

- 83% hunt
- 37% hunt more than 10 days per year
- 40% hunt upland game
- 22% hunt waterfowl
- 85% are looking to buy hunting equipment in 2023

### FISHING

- 86% fish
- 75% fish more than 10 days per year
- 80% fresh water fish
- 41% fly fish
- 79% are looking to buy fishing equipment in 2023

### SHOOTING SPORTS

- 61% are active target/sport shooters
- 60% spend more than 10 days shooting per year
- 55% are looking to buy shooting sports equipment in 2023



WFN viewers are passionate anglers and much more. Once the network for everything angling, WFN has expanded its vision, now offering its viewers a wide variety of angling-related travel experiences. WFN opens a window to breathtaking new locations — and the culinary and cultural treasures they offer.

The network is designed for anglers 25-54 who have an insatiable appetite for exploration and travel — across America and around the world. The brand exceeds their expectations with spectacular fishing adventures, tips from the pros, thrilling tournaments, and the latest in boats and gear.



## WHO IS OUR AUDIENCE?

83% of the viewers are male 17% are female

The median age is 48 Yrs.

The median household income is \$85,000.

85% are married

75% own a home

9% own 3+ acre lot

62% are pet owners

- > 77.8 MILLION People in the U.S. hold a hunting or fishing license.
- > 3.5 MILLION People Engage with the Outdoor Sportsman Group Networks through social media platforms
- > WFN is available through major cable/satellite providers across U.S.A

# SPORTSMAN CHANNEL CANADA SPONSORSHIP

Fuel The Fire TV is looking to partner with businesses that have a passion for all things outdoors-for family, education, and for promoting a value oriented lifestyle. All sponsorship involves a relationship between Fuel The Fire TV and the show sponsor that will help bring the message of the program to over 650,000 households across Canada on a monthly basis.



## TITLE SPONSORSHIP \$15,000

Title sponsorship is an important relationship between FTFTV and the sponsor. We understand what being brand ambassadors entails and place high value on product representation. In order for the relationship to be mutually beneficial, reliable products need to be used and promoted effectively.

- Two segment sponsorships
- Closed caption sponsorship
- 3 commercial spots
- Up to 10 logo board spots per episode
- Each episode is broadcasted 5 times a week / 13 weeks per quarter

## EPISODE SPONSORSHIP

Outfitter or Business will host FTFTV film crew for episode production. FTFTV will Produce one episode that will be aired 10x on Sportsman Channel Canada as well as promote the business/outfitter on FTFTV Social Media accounts during the stay and prior to airing of episode. (Details TBD)

May Include:

- 30 Sec Promo
- Photos
- B-Roll Footage
- The copy written episode available to the business as a download for marketing

## COMMERCIAL SPOT \$3,900

One commercial spot that will broadcast 5 times a week for 13 weeks.

## SEGMENT SPONSORSHIP \$650

Graphic advertisement of your choice will display before the start of one segment in one episode

- 13 Episodes in a season
- 4 segments in a episode
- Each episode is broadcasted 5 times a week per quarter

## GEAR/PRODUCT SPONSORSHIP Negotiable

Brand or Business will Provide FTFTV with Gear and/or product to promote in an episode(s). Details will need to be negotiated during pre-production of season.

May Include:

- Gear/Product Review
- Segment or Episode Feature
- Segment Sponsor
- Social Media Promotion
- Ending Credits Logo Board
- And More...

## SPEAKING ENGAGEMENT \$1,500/Day Plus Expenses

# WORLD FISHING NETWORK SPONSORSHIP

Fuel The Fire TV is looking to partner with businesses that have a passion for all things outdoors-for family, education, and for promoting a value oriented lifestyle. All sponsorship involves a relationship between Fuel The Fire TV and the show sponsor that will help bring the message of the program to households across U.S.A on a monthly basis.



## TITLE SPONSORSHIP

**\$12,000**

Title sponsorship is an important relationship between FTFTV and the sponsor. We understand what being brand ambassadors entails and place high value on product representation. In order for the relationship to be mutually beneficial, reliable products need to be used and promoted effectively.

- All 4 segment sponsorships
- Closed caption sponsorship
- 2 commercial spots
- Up to 10 logo board spots per episode
- Each episode is broadcasted 3 times a week/ 10 weeks per quarter

## EPISODE SPONSORSHIP

Outfitter or Business will host FTFTV film crew for episode production. FTFTV will Produce one episode that will be aired on World Fishing Network as well as promote the business/ outfitter on FTFTV Social Media accounts during the stay and prior to airing of episode.  
(Details TBD)

- May Include:
- 30 Sec Promo
  - Photos
  - B-Roll Footage
  - The copy written episode available to the business as a download for marketing

## COMMERCIAL SPOT

**\$3,900**

One commercial spot that will broadcast 3 times a week for 10 weeks.

## SEGMENT SPONSORSHIP

**\$650**

- Graphic advertisement of your choice will display before the start of one segment in one episode
- 10 Episodes in a season
  - 4 segments in a episode
  - Each episode is broadcasted 3 times a week per quarter

## GEAR/PRODUCT SPONSORSHIP

**Negotiable**

Brand or Business will Provide FTFTV with Gear and/or product to promote in an episode(s). Details will need to be negotiated during pre-production of season.

- May Include:
- Gear/Product Review
  - Segment or Episode Feature
  - Segment Sponsor
  - Social Media Promotion
  - Ending Credits Logo Board
  - And More...

## SPEAKING ENGAGEMENT

**\$1,500/Day**  
Plus Expenses



**3,131 FOLLOWERS**  
**33,400 LIKES**



**2,200 FOLLOWERS**  
**1,900 LIKES**



**1,844 FOLLOWERS**  
**1,069 POSTS**



**323 FOLLOWERS**  
**1,141 TWEETS**



**621 SUBSCRIBERS**


# OUR SOCIAL MEDIA

**@FuelTheFireTV**

# CONTACT US

For more information or clarification:

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# FOLLOW US

@FuelTheFireTV



# FTFTV PRO STAFF GALLERY

