



2017-2018 MEDIA KIT

TELEVISION ♦ DIGITAL PRODUCTION
LIVE EVENTS ♦ ADVERTISING

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www.carecotv.com

ABOUT Us



CarecoTV has a long history of developing highly effective, industry-specific marketing programs for a diverse collection of clients ranging from small start ups to industry leaders. This history has cemented CarecoTV's reputation as an industry leader in providing our clients with a wider range of support.

CarecoTV offers support to our clients ranging from, but not limited to, advertising support on over a dozen television networks nationally and internationally, on-site support at live sporting events, product launches, television production, video support, website and digital deliverables, social media and much more.



MARKETING



CarecoTV has a deep understanding of the outdoors which enables us to help our clients promote their product effectively.

We do this with product videos, photo shoots, print projects, digital graphics, and the ability to light and capture our clients' products to create lifestyle examples of the product in use.



EXPANDED MARKETING ROLES:

- Product Videos for Trade Shows and Dealers
- Television Commercials
- Exclusive Social Media Videos
- Management of YouTube/Vimeo Channels
- Product Demos/Pro Tips while using Products
- Promotional Videos and Graphics
- Ads for Social Media
- Customized Website Ads and Banners
- Exclusive Social Media Graphics
- Print Ads for Magazines
- Banner and Flyer Designs
- Still Photo Shoots

OUR PROPERTIES



CarecoTV produces and supports numerous properties such as:

- Americana Outdoors® presented by Garmin™
- Yamaha's Whitetail Diaries®
- Cabela's Deer Gear TV™
- Cabela's Fisherman's Handbook™
- Fishing & Hunting Texas®
- Cabela's Collegiate Bass Fishing Series™
- Cabela's National Walleye Tour™
- IFA Redfish Tour™ presented by Cabela's
- Texas Team Trail™ presented by Cabela's
- AND MANY OTHERS!

CarecoTV can provide clients with advertising opportunities on all of the above programs, as well as other programs, using a variety of delivery platforms including:

- Commercial airings on a combination of networks
- In-show promotional exposure of products and services
- Product endorsement
- Social media marketing on platforms such as YouTube, Facebook, Instagram, and Twitter
- Exposure on numerous websites
- On-site event exposure at national and regional level events
- Live Streaming Services



GARMIN



PRODUCTION CLIENTS



CarecoTV has provided production support to numerous television programs. A small sample of our clients is listed below:

- Hobie Outdoor Adventures
- Scott Martin Challenge
- Majesty Outdoors
- Federation Angler TV
- Downunder Horsemanship
- 50 Plus Prime
- Toyota Texas Bass Classic

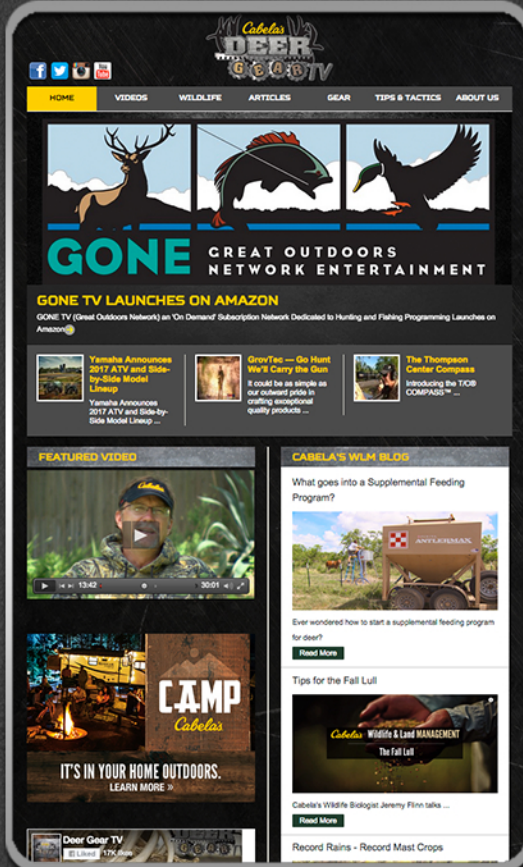
Let CarecoTV's skilled producers and camera teams help you with all your in-field video production needs for your event or television program.

CarecoTV also provides a mix of services in our studio, such as post-production services that include editing, graphics, animation, website design, closed captioning, duplication, social media support, consulting, and video gear rentals.

What's your favorite soft plastic color to use when bass fishing? Big Bite Baits Fishing Lures



3,235 people reached

The image shows several packages of Big Bite Baits fishing lures. The packages are red and yellow with a large white 'C' logo. They are arranged on a wooden surface, with one package open to show the lures inside. The background is a blurred outdoor setting.

The screenshot shows the CarecoTV website interface. At the top, there's a navigation bar with links for HOME, VIDEOS, WILDLIFE, ARTICLES, GEAR, TIPS & TACTICS, and ABOUT US. Below the navigation bar is a large banner for 'GONE GREAT OUTDOORS NETWORK ENTERTAINMENT'. The main content area features several articles and video thumbnails. One article is titled 'Yamaha Announces 2017 ATV and Side-by-Side Model Lineup'. Another is 'Grow/Fee - Go Hunt the World's Carry the Gun'. A third is 'The Thompson Center Compass Introducing the TC6 COMPASS'. There are also video thumbnails for 'CAMP Cabela's' and 'Cabela's Wildlife & Land Management'. The bottom of the page shows a 'Deer Gear TV' live stream with 176 viewers.

AMERICANA OUTDOORS

Presented By
GARMIN.



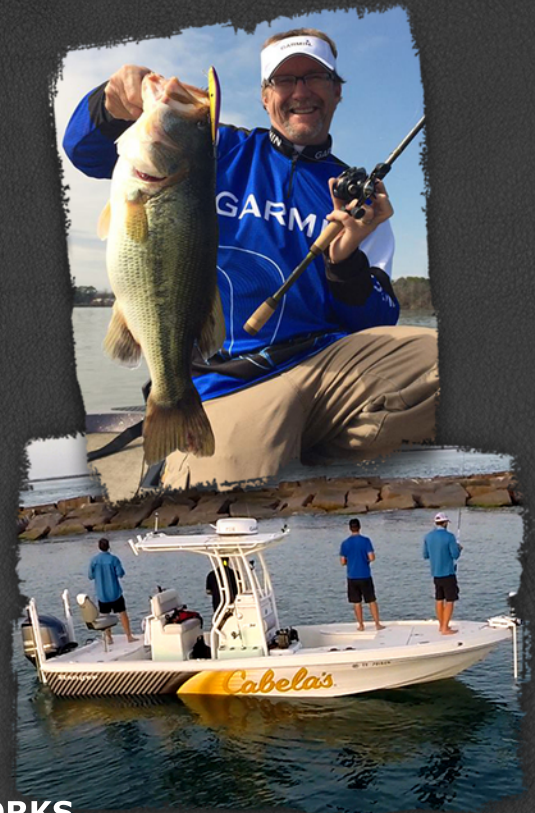
Americana Outdoors® is one of the longest running television programs on air. Available 52 weeks a year on numerous television networks, nationally and internationally, this program continues to be one of the most diverse and most watched on television today.

Featuring a large range of content, Americana Outdoors® showcases a variety of top destinations, conservation messages, the latest in products, and some of the nation's top anglers and hunters, while providing the viewing audience with both entertainment and education in every episode.

Every season, viewers have become accustomed to seeing coverage of exciting whitetail hunts, bugling elk, gobbling turkeys and wing shooting. Also viewers experience top level fishing events nationwide as well as being treated to fishing action featuring bass, redfish, walleye, tuna and more, all of which make up Americana Outdoors® presented by Garmin.

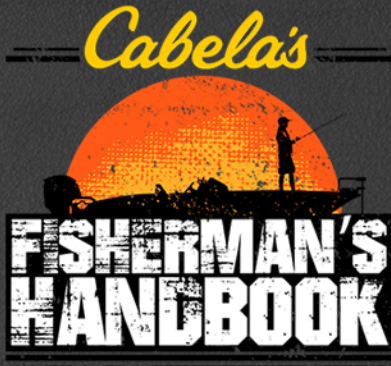
Americana Outdoors® offers a wide range of ways to provide content:

- Nationally televised on eleven networks
- Dedicated website covering fishing, hunting and other outdoor recreational activities
- Bi-Monthly e-Magazine highlighting outdoor industry news
- Social Media such as Facebook, Instagram, and Twitter
- 24/7 access on Digital Platforms such as Outdoor Action TV on Roku and GONE TV on Amazon
- Nationally-recognized pro staff as on-air talent



AIRS 1,100+ TIMES A YEAR ON THESE NETWORKS





Wade Middleton presents Cabela's Fisherman's Handbook™ and continues the tradition of showcasing top destinations while featuring educational fishing tips provided by touring pros, guides, and industry representatives. Nationally televised, this half-hour program delivers one of the largest audiences of any fishing program on the air today.

Each episode has Wade Middleton at various destinations fishing with the top pros in the industry, which results in action that educates and entertains. Promotional partners receive the greatest value possible as a result of their products and services reaching such a large number of viewers.



AIRS 390+ TIMES A YEAR ON THESE NETWORKS





The Association of Collegiate Anglers and the Cabela's Collegiate Bass Fishing Series™ features several college bass fishing events held all over the nation. These include events such as the oldest major college fishing event in the nation, the BoatUS Collegiate Bass Championship, as well as the Cabela's Big Bass Bash, Collegiate Bass Fishing Open, and the Texas Lunker Challenge. In addition to these events, the Series also features the most television exposure of any scholastic series, a dedicated website, as well as contingency and discount purchase programs that no other series can offer.

Beyond the events, the Association of Collegiate Anglers has also launched the first School of the Year Program, which is based on performance on the water at all collegiate bass fishing events nationwide.

The Association of Collegiate Anglers also provides support to colleges nationwide by helping them create fishing clubs, school run events, discount purchase programs, contingency programs, and more. We are collegiate bass fishing and we are dedicated to its growth.

Additionally, on-site activation at the major televised events, including live streaming, as well as social media support, ensures this property has ample deliverables to provide the greatest possible exposure.

University of North Alabama
2017 Champions



AIRS 213+ TIMES A YEAR

ON THESE NETWORKS

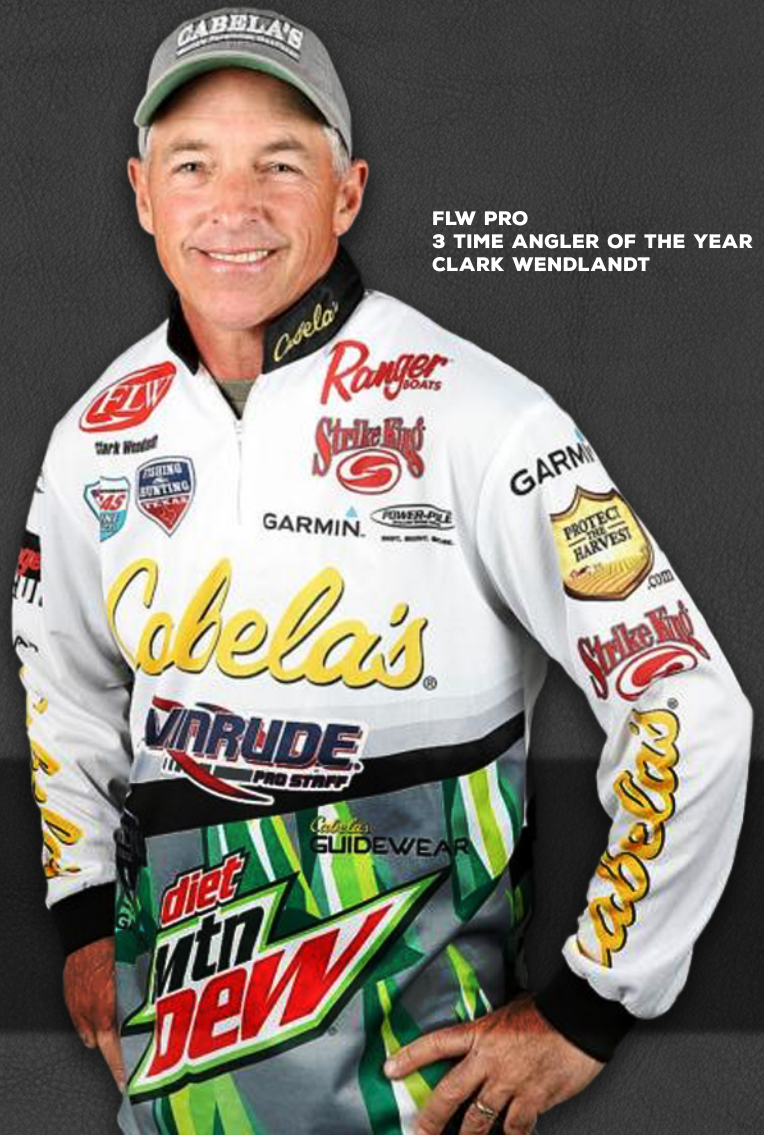




Fishing & Hunting Texas®, one of the oldest names in outdoors television, is back and better than ever.

As the host of Fishing & Hunting Texas®, Clark Wendlandt is one of the oldest and best known names in outdoors television, Clark shares insight each week on destinations, tactics and products from on the water and in the field.

The highly rated show can be seen on a variety of networks such as Pursuit, FOX Sports Southwest, GONE TV on Amazon SVOD, and Outdoor Action on Roku.



FLW PRO
3 TIME ANGLER OF THE YEAR
CLARK WENDLANDT

AIRS 120+ TIMES A YEAR ON THESE NETWORKS





WHITETAIL DIARIES



**YAMAHA
FEATURED PRODUCTS**



Yamaha's Whitetail Diaries™ brings viewers the best whitetail deer hunting stories from across the nation. Long noted as one of the highest-rated and most-watched deer hunting programs on air today, Yamaha's Whitetail Diaries™ highlights stories of North America's most sought-after game animal: The Whitetail Deer.

Every episode of the series incorporates product features, storytelling, insight about tactics, and conservation messages. Hosted by Wade Middleton this program is seen on a weekly basis regionally, nationally and internationally on as many as eleven networks.

Yamaha's Whitetail Diaries™ now entering its 9th season offers advertisers a wide range of ways to deliver their message to include numerous digital platforms as well as various social media assets all year long.



**WADE MIDDLETON
WTD HOST**

**AIRS 520+ TIMES A YEAR
ON THESE NETWORKS**



Cabela's DEER GEAR

Every episode of Cabela's Deer Gear™ allows viewers who enjoy whitetail hunting and the gear associated with it an opportunity to see a diverse range of products used, reviewed, and put to the test. This unique program allows manufacturers, industry personnel and experts to provide their own personalized messages and demonstrations of their products and services within each episode.

In addition to all the gear featured within each episode, viewers are also treated to messages about how to get the most out of their hunting locations with tips on whitetail management, creating food plots, herd management, proper conservation and more!

Cabela's Deer Gear™ offers companies a variety of opportunities to help grow sales and exposure via airings on national television, commercial airings, social media exposure, and product promotional giveaways.



**AIRS 140+ TIMES A YEAR
ON THESE NETWORKS**





Only a few short years ago, who would have ever imagined, that inshore anglers would be fishing for Redfish in a professional format? The idea, formulated from a love of fishing, continues to grow and provide inshore anglers an opportunity to display their talents on the intercoastal waterways.

Not only is there a renewed excitement of inshore angling, but the Redfish Tour is also a great format to educate people on the importance of maintaining our precious fishing resources. Since the banning of netting, our inshore fisheries have flourished much quicker than anyone could have imagined. From this, the Inshore Fishing Association was formed and continues to thrive. In accordance to Inshore Fishing Association's mission statement; we will keep our goals of competition, recognition, and education as the center of our focus.

Now in their second decade of providing a quality tournament experience, and having awarded several million dollars in cash and prizes, the Redfish Tour is proud to number their friends and members in the thousands!

**AIRS 140+ TIMES A YEAR
ON THESE NETWORKS**



Cabela's **NWT** NATIONAL WALLEYE TOUR



Offering premier, tour-level competition for walleye anglers across the North, the Cabela's National Walleye Tour is the largest, most prestigious and lucrative walleye fishing series in the nation, with over one million dollars in cash and prizes on the line during the season. The show covers all of the tour events and features insight from professional anglers as well as new and innovative products for walleye fishing.

The National Walleye Tour offers unprecedented sponsor bonuses, television coverage and over 100% payback at each event.

**AIRS 280+ TIMES A YEAR
ON THESE NETWORKS**





Texas Team Trail offers a premier tournament series designed exclusively by fishermen for fishermen. The best venues. The best payout. Period. And with so many contingency options, Texas Team Trail events deliver more opportunity, for more anglers, than any other circuit in Texas.

Each event is coordinated and executed by industry professionals with decades of experience in the tournament fishing business. Every event also has dedicated television coverage on numerous national and regional networks featuring multiple cameras on site to capture all of the events.

Texas Team Trail's mission is to provide competitive team tournaments designed for working men and women across the state of Texas. This mission also includes budget-friendly entry fees, 100% payback and the best angler contingency rewards in the business.

Kurt Luker with a 13.97lb Bass
Texas Team Trail - 2017 Belton lake



AIRS 190+ TIMES A YEAR ON THESE NETWORKS



DIGITAL ASSETS



The launch of Outdoor Action TV - a new dedicated hunting and fishing channel available via Roku - gives passionate outdoor enthusiasts a variety of recent programming at their fingertips, direct to their television, 24/7 and also available online at www.outdooractiontv.com.

This channel was built for the avid outdoorsmen and women who crave adventures, stories, tips, and tricks from the field and on the water! As the channel expands, new series and more content will be added continuously, making this the go to place for outdoor viewers to find desired content on demand.

- Hundreds of hours of outdoor programming available on demand 24/7
- TV series and webisodes all about the outdoors
- New shows and programming added each week
- Available to 13+ million households and growing
- Broadcast opportunities include airing your programming, with commercial content



NOW ON
Roku



watch on
amazon

The GONE TV network is the leading "on demand" television network for people that love shows about hunting, fishing, and the great outdoors!

GONE TV is currently live as an "add on" subscription service on Amazon Prime and will soon launch the GONE TV app in mid November 2016. This direct-to-consumer experience will provide an "on demand" network available anytime, anywhere on all mobile devices, computers and smart TVs.

The GONE TV is a partnership between CarecoTV, the leading outdoors TV production company and TV 4 Entertainment the leader in the creation of generic-specific broadband TV networks. To have your program featured on GONE TV contact Shelley Giesecke at shelley@carecotv.com. GONE TV features outdoor programming like:

WEBSITES & SOCIAL MEDIA



WEBSITES:

OutdoorActionTV.com
CarecoTV.com
AmericanaOutdoors.com
CollegiateBassChampionship.com
FishingandHuntingTexas.com
NationalWalleyeTour.com
TexasTeamTrail.com
IFATours.com
WhitetailDiaries.com
DeerGearTV.com

FACEBOOK:

Facebook.com/AmericanaOutdoors
Facebook.com/FishermansHandbook
Facebook.com/CollegiateBassChampionship
Facebook.com/FishingHuntingTexas
Facebook.com/NationalWalleyeTour
Facebook.com/TexasTeamTrail
Facebook.com/IFARedfishTour
Facebook.com/WhitetailDiaries
Facebook.com/DeerGearTV
Facebook.com/OutdoorActionTV
Facebook.com/GONETV

INSTAGRAM:

@Americana_Outdoors
@CollegiateBass
@Deer_Gear_TV
@FishingHuntingTexas
@FishermansHandbook
@Whitetail_Diaries
@Gonetvnet

YOUTUBE:

YouTube.com/CarecoTV
YouTube.com/AmericanaOutdoors1
YouTube.com/FishermansHandbook
YouTube.com/CollegeBassFishing
YouTube.com/FishingHuntingTexas
YouTube.com/NationalWalleyeTour
YouTube.com/TexasTeamTrail
YouTube.com/IFATours
YouTube.com/WhitetailDiaries
YouTube.com/DeerGearTV

TWITTER:

@Live_Americana
@CollegiateBass
@DeerGearTV
@FishHandbook
@TX_Fish_Hunt
@OutdoorActionTV
@Gonetvnet



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