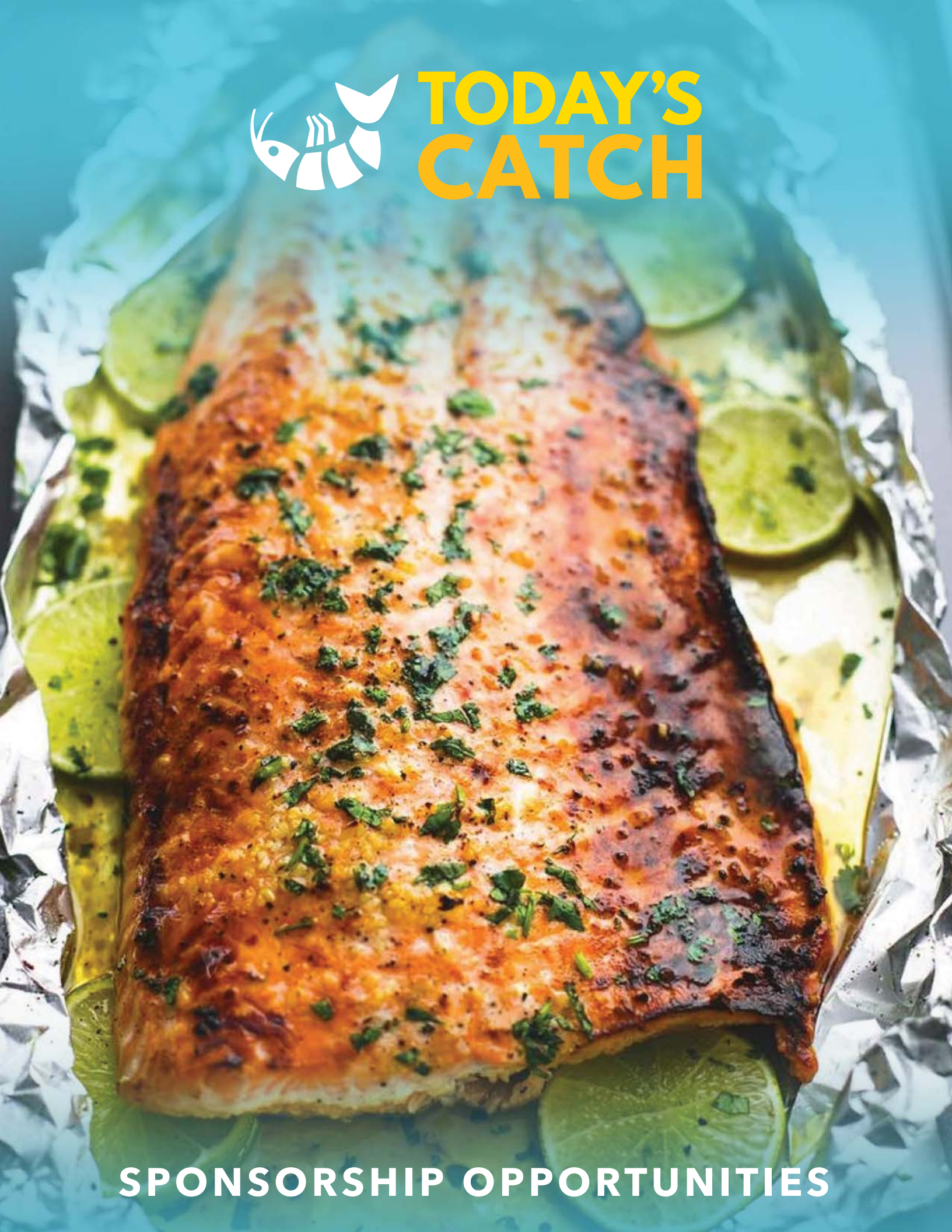




# TODAY'S CATCH



**SPONSORSHIP OPPORTUNITIES**



# TODAY'S CATCH

WATCH THE PILOT EPISODE NOW

## COOKING WITH FISHING GUIDES

**COOKING YOUR CATCH JUST GOT INTERESTING!  
LEARN FROM THE PROS AS THEY COOK UP SOME OF THEIR  
FAVORITE FAMILY RECIPES.**

South Texas cooking has a style all its own, that's why Reel Sportswear & the top fishing guides from the coast have put down their poles and tied up their aprons! Today's Catch welcomes you into the kitchen where we're sharing some of our favorite South Texas recipes. The guides show off their genuine Southern hospitality as they put together meals for friends and family.

Today's Catch offers excitement with a new interactive cooking show straight from the fishing professionals. For 8 episodes this season, the best fishing guides on the Texas Coast and various special guests will teach viewers how to prepare their favorite recipes, share a few cooking tips and make some delicious drinks they can share with their friends and family.

This season the show will air 8 (30 min) episodes that will include live streams via facebook & our website. The live streaming capability will introduce a new interactive viewing experience. Each episode we'll show you our favorite app, drink & entrée, followed by a Q&A segment. In addition, [www.todayscatch.stream](http://www.todayscatch.stream) offers additional recipes and extra content.

FOR MORE INFORMATION VISIT [WWW.TODAYSCATCH.STREAM](http://WWW.TODAYSCATCH.STREAM)



## SPONSORSHIP OPPORTUNITIES

Today's Catch™ is an ideal opportunity with a substantial, sophisticated Audience who appreciate your commitment to the community.

### **PRESENTING SPONSOR** \_\_\_\_\_ **\$5,000**

#### **BENEFITS:**

- Sponsor link & Branding on the Today's Catch™ website.
- Banner advertisements on various pages throughout the website.

#### **UNIQUE BENEFITS:**

- (4) Four - 30 sec. commercials during live broadcast per episode.
- Product Placement throughout each episode.
- Recognition on all marketing & promotional collateral: flyers, e-mail blasts, posters, etc.
- Mentions, tags & engagement on all social media posts / campaigns
- Premium location on website home page & Banner Advertisements
- Additional banner ads on website.

### **ADVERTISING SPONSOR** \_\_\_\_\_ **\$2,500**

#### **BENEFITS:**

- Sponsor link & Branding on the Today's Catch™ website.
- Banner advertisements on various pages throughout the website.

#### **UNIQUE BENEFITS:**

- (2) Two - 30 sec. commercials during live broadcast per episode.
- Product Placement
- Mentions, tags & engagement on all social media posts / campaigns
- A location on website home page & Banner Advertisements

### **EPISODE SPONSOR** \_\_\_\_\_ **\$250/per episode**

#### **BENEFITS:**

- Sponsor link & Branding on the Today's Catch™ website.
- Banner advertisements on some pages throughout the website.

#### **UNIQUE BENEFITS:**

- (1) one - 30 sec. commercial during live broadcast for one episode.
- Mentions, tags & engagement on all social media posts / campaigns
- A location on website home page



# TODAY'S CATCH

# METRICS

Each episode of Today's Catch provides wide exposure through a variety of media outlets and marketing channels. Please use the information below as an introductory guide to the types of advertising, public and community relations opportunities afforded by becoming a sponsor. \*Numbers are taken straight from Facebook Insights for our first pilot episode release. Numbers are expected to increase using Facebook live.

*\*Refer to your sponsor package for specific recognition opportunities and requirements. Each sponsor should provide a high-quality color and black-and-white logo (.EPS or vector logos preferred) to Today's Catch™ production team with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print. Video commercial advertisement resolutions should be 720p or 1080p and must be sent with appropriate time to meet production schedule. Email all logos, artwork & videos to [andrew@reelsportswear.com](mailto:andrew@reelsportswear.com)*

## METRICS (FIRST EPISODE)

- Unique Views: 4,245
- Reach: 13,514

## AUDIENCE

- Men, 25-54
- Women, 25-54

## ENGAGEMENT

- 319 Reactions
- 61 Shares
- 34 Comments

## LOCATION

- Texas

*\*Metric numbers shown are from our first episode of Today's Catch. We estimate from 5k - 10k views per week & over 200+ comments during the live stream episodes.*

## SOCIAL MEDIA ADVERTISING

- Mentions, Reminders, Announcements & Posts on Facebook, Instagram, Youtube & Twitter.
- Sponsor advertisement during live feed & Endorsement in feed posts.

## ONLINE WEBSITE ADVERTISING

- [www.todayscatch.com](http://www.todayscatch.com)
- [www.reelsportswear.com](http://www.reelsportswear.com)

## EMAIL ADVERTISEMENT

- EPK (Electronic Press Releases) to 58 news outlets
- Weekly announcements & episode reminders
- 2 per week during season (8 weeks) (1400 subscribers)

