

Gourmet Fishing TV Show

Season I - 3 Episodes

2015

Show Runs 6 Weeks

3 Shows - 6 Airing

Charleston Market

myTV Charleston
WMMP Channel 36





Gourmet Fishing is a unique television show that educates it's viewers on fishing and cooking the seafood they catch. What separates Gourmet Fishing from similar shows, is that the host is the actual fishing guide and chef.

Each show will tackle a unique fishery, and the host, David Murray, will take viewers through the steps from selecting a spot to fish, creating a specific rig, selecting the proper bait and hooking and landing the fish. After a successful trip on the water, the host will prepare a gourmet dish from the catch or seafood of the day. Viewers will be taken on a culinary adventure using unique spices and herbs and many different cooking techniques. The final steps will be to prepare the catch with a side or two, a sauce and a unique finishing salt in a spectacular presentation.

Although Gourmet Fishing's motto is, "If I can do it, you can do it," local area fishing guides and chefs will be invited to join in on a few episodes to share their knowledge and experiences in their fishing and culinary fields.

The host, David Murray, has been fishing for over 30 years. His expertise includes the inshore species of the South Carolina lowcountry, the year-round nearshore species and the deep water pelagics: redfish, speckle trout, flounder, sheepshead, spadefish, king and spanish mackerel, tuna, dolphin, wahoo, snappers and groupers, sailfish and white marlin. David is also experienced in the waters of the Bahamas and South Florida. David started cooking with his Granddad about 25 years ago and during the last 10 or so years he's been perfecting his culinary skills, written a cookbook and also working with Variety Cooking as a video chef for their DVD collection.

Gourmet Fishing is based out of the Charleston, South Carolina area, but will travel the North America and the Caribbean to explore the vast and different fisheries throughout these areas. Also explored, will be the local cuisines and they will be incorporated with the local seafood and given a little of David's lowcountry flair.

Gourmet Fishing, "We catch fish and then, we cook our catch."

Sponsor packages are designed for our partners to benefit from utilizing multiple media sources to promote their businesses. By advertising with or sponsoring Gourmet Fishing, your company will be distributed to a vast audience in the Charleston market via myTV Charleston WMMP Channel 36 and all of Gourmet Fishing's media outlets.

Your company will be linked to Gourmet Fishing through www.gourmetfishing.com which will aggressively work to promote itself through the web, Facebook, YouTube, Twitter, and other multimedia outlets.

Packages and pricing can be customized to meet your needs and objectives. Advertiser provides commercials, graphics and content.

Presenting Sponsor Package

Includes two (2) 30-second commercial or one (1) 60-second commercials

Web link on each page of GF's website under in the crawling GF News at the top of the site.

Two (2) segment sponsorship billboard on the show, Opening and Close

Corporate sponsor recognition with your logo or picture with a company description w/ a link button on the GF home page

Company logo and/or picture will become part of the GF's Home page with link to website

Presenting Sponsor heading on the GF Web site

GF season consist of 6 weeks and 1 airings per week in the Charleston market, minimum
myTV Charleston, WMMP Channel 36

Charleston Market : 6 weeks / 1 airing per week Total of 6 airings

Total Exposure: 6 Airings

Total of 6 minutes of on air commercials

Investment: \$400.00 per 6 week season

\$66.67 per week

\$33.33 per (30sec) commercial airing

Any additional channel airing are at no cost to the sponsor

Platinum Basic plus Prime Web Package

Includes one (1) 30-second commercial or two (2) 15-second commercials

Web link on each page of GF's website under in the crawling GF News at the top of the site.

One (1) segment sponsorship billboard on the show

Corporate sponsor recognition with your logo or picture with a company description w/ a link button on the GF home page

Company logo and/or picture will become part of the GF's Home page with link to website

GF season consist of 6 weeks and 1 airings per week in three markets, minimum

myTV Charleston, WMMP Channel 36

Charleston Market : 6 weeks / 1 airing per week Total of 6 airings

Total Exposure: 6 Airings

Total of 3 minutes of on air commercials

Investment: \$150.00 per 6 week season

\$25.00 per week

\$25.00 per (30sec) commercial airing

Any additional channel airing are at no cost to the sponsor

Gold Basic plus Web Package

Includes one (1) 30-second commercial

Web link on each page of GF's website under in the crawling GF News at the top of the site.

GF season consist of 6 weeks and 1 airings per week in three markets, minimum

myTV Charleston, WMMP Channel 36

Charleston Market : 6 weeks / 1 airing per week Total of 6 airings

Total Exposure: 6 Airings

Total of 3 minutes of on air commercials

Investment: \$90.00 per 6 week season

\$15.00 per week

\$15.00 per (30sec) commercial airing

Any additional channel airing are at no cost to the sponsor

Gourmet Fishing®
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