

WHERE IN THE WORLD IS COLORADO BUCK...

COLORADO BUCK



FOR SHOW TIMES VISIT www.heycoloradobuck.com

IT'S A WAY OF LIFE
pursuit
CHANNEL

WILD





Where in the World is...
COLORADO BUCK

ALL TOTAL, COLORADO BUCK IS AIRED IN OVER 52 MILLION HOMES 3 - 4 TIMES, EACH WEEK!

THE PURSUIT CHANNEL ON BOTH:

- Dish Network, Channel 393, 3 times a week ~ Over 14 Million Potential Viewers!
- Direct TV Chanel 604, 3 times a week ~ Over 17 Million Potential Viewers!

SOCIAL MEDIA... On the Rise daily... and Growing fast!
 FaceBook - Instagram - YouTube

WILD TV - A CANADIAN NETWORK:

- Aired 3 days a week in potentially over 6.5 million households
- Wild TV is Canada's only CRTC Licensed Hunting and Fishing Television Network
- Viewer Info: 18 - 65 years of age, 79% Male, 21% Female, Average Income - \$65,000
- 43% of Viewers earn over \$75,000 per year
- The average Wild TV subscriber owns their own home, is married and spends approximately \$6,000 - \$12,000 on hunting, fishing and related products annually.



A LOOK AHEAD FOR 2018...

NOW ON >> AMAZON PRIME CINEMA QUALITY FILMS & INFLUENTIAL CONTENT

- New Collection - 30 Years of Shows: "The Life and Times of Colorado Buck"
- Raising the bar for Quality - Show & SM Content Production
- Consistently deliver Short Films for Social Media & YouTube throughout the year.

OUTFITTERS.TV

- OTV is the first and only Internet global distribution network providing outdoor related media via the Internet, cell phones and PDA devices
- Potentially available to over 300 million global high-speed Internet users with over 2 million hits per month
- Live radio podcast
- Direct product sales described as usage through dynamic ads to showcase a specific product at a particular time
- Mini-OTV is a 24 hour live stream of video content that is linked to the website. This creates the potential for double exposure.

MYOUTDOORTV.COM

- The Largest provider of outdoor programming on the Internet
- Estimated 3.6 million hits per month and streaming at a minimum of 300,000 videos per month and increasing
- "The Showroom" presents product videos created by manufacturers so viewers can see exactly how the item is used. Gear for hunting, fishing, boating, and other outdoors activities are featured.
- Research shows that in certain categories of outdoor products, 85% of consumers conduct research on the Internet before making a purchase.

THE HUNTING CHANNEL ONLINE

Receives an estimated 1 million hits per month.



SHOW DESCRIPTION

Where in the World is Colorado Buck? is a hunt story told by one of America's premier guides and outfitters, Colorado Buck. From week to week, Colorado travels the world in endless pursuit of trophy World Class game. From smelling the gunpowder, to digging with them through the snow-covered pass in search of elk in the Rockies, you will watch countless encounters that will have you on your toes. From calling in a roaring red stag in the lush mountains of New Zealand, to sneaking through the tall grass in the Dark Continent after an

SCI record book cape buffalo, Colorado shares his incredible hunts, decades of stories and his experiences.

His travels take him to such places as Kyrgyzstan, Mongolia, Africa, Australia, Canada, New Caledonia, Argentina, Russia, Alaska, England, Mozambique, Botswana, and Zimbabwe, just to name a few. He is featured as a worldwide big game hunter. His far-reaching travels find him in pursuit of exotic species most of us only dream about and some we have NEVER heard of!

TV SHOW APPEARANCES INCLUDE:

- Knight & Hale's Ultimate Hunting
- Mossy Oaks Hunting the Country
- Paul Newsome's Great Outdoors
- Benelli's American Safari
- Shooters
- Keith Warren's Hunting & Outdoor Adventures

Colorado has served as the primary host for the following shows:

- Where in the World is Colorado Buck?
- The Outfitter
- Hunting Across America

Colorado is a regular guest on ESPN Sports talk Radio, Houston, Texas and on Jim Ferguson's Great American Outdoor Trails Radio Magazine.

AWARDS & ACCOMPLISHMENTS

- 2016 Inductee — "Legends of the Outdoors" National Hall of Fame
- Nominated for Viewer favorite and Best TV Show opener for "Where in the World is Colorado Buck?"
- Recipient of the "Viewer Favorite On-Camera Personality Award"
- "The Outfitter" is the only program to be selected by viewers of The Sportsman Channel as one of the top three "Favorite Hunting Shows" three years running
- Recipient of the "Viewer Favorite Hunting Show Award" for Favorite Hunting show, Viewer Favorite on Camera Personality and Best Editing

Colorado has an extensive background with television and radio. Besides hosting his own programs, Colorado has been featured or guest hosted on a number of well-known TV and radio shows. In addition, Colorado's expertise and experience have been on display within a number of successful books and video series about the sport of hunting.





“WE ARE CALLED TO GIVE BACK!” ~ COLORADO BUCK

CHARITIBLE ORGANIZATIONS

Colorado Buck and friends are doing their part to give back to the community. Each year, over 80 million people have the ability to enjoy the wonders of hunting in the great outdoors. Unfortunately, millions more cannot for reasons outside of their control. Colorado Buck is dedicated to bringing the magic of wildlife hunting and fishing to those unable to experience it themselves through three programs – Lil Spikes Experience, Freedom Hunters, Disabled Hunters and numerous veteran organizations and programs.

With the help of our partners and sponsors, Colorado Buck is doing his part to share the unique experience of hunting with those who have never had an opportunity to share in the joy. We hope that one day, all individuals, no matter their background, ailment, or physical ability, will have the opportunity to enjoy God's nature and hunting in the great outdoors.

Charities that Colorado supports: Casey's Heart- Helping the Homeless, Wishes for Warriors, Wounded Warriors, the Purple Heart Outdoor Tour and The Venado Macho.

NON-PROFIT ORGANIZATION 2018 PROJECTS

- Continued Support of our Veterans
- Continued Support of our Children
- Continued Support of our Disabled



"I've had some incredible experiences around the world in my lifetime. Here is very memorable hunt of a rogue elephant harvested on the Dark Continent. In seperate places of the world this picture may

be disturbing to some, but for the people here in Africa, we were able to bring peace to a region from this dangerous species, and we were able to feed hundreds in this native community." ~ Colorado Buck



COLORADO BUCK ENTERPRISES

DREAM CATCHER PRODUCTIONS

Film production company producing the successful TV show, "Where in the World is Colorado Buck?" www.heycoloradobuck.com



DREAM CATCHER RANCHES

Recreational paradise containing a Dream Catcher lodge, a water source built and stocked with the finest game fish available, food plots strategically placed and planted and stocked with the Dream Catcher Bloodline of whitetail deer.

DREAM CATCHER BLOODLINE OF TROPHY WHITETAIL DEER, BRED FROM GENETICS THAT ARE EXPECTED TO REACH OVER 300"



BIG GAME HUNTS ARRANGED AROUND THE WORLD.

Here are just a few recognized Celebrities that Colorado has guided through hunts include the following:

- Darren Hall - Pro Baseball Player
- David Hale & Harold Knight of Knight & Hale game calls
- Walter Parrot - Multi-World and National Turkey Calling Champion and TV Personality
- Chuck Jones - Outdoor TV Personality
- Paul Newsome - TV Personality
- Fuzzy Zoeller - Professional Golfer
- John Michael Montgomery - Country Music Singer
- David Dellucci - Pro Baseball Player
- Todd Van Poppel - Pro Baseball Player
- Don Corley - Multi-Grand Slam holder and Hunting Icon
- Tom Knapp - Shooting and TV Personality
- Mike Morgan - TV Personality
- Johnny Morris - Owner, Bass Pro Shops



- Terry Labonte - NASCAR Driver
- Jim Cote - NASCAR Pastor
- Aaron Tippin - Country Music Singer
- And Many, Many More...

>> GIVING HUNTERS THE ULTIMATE HUNTING EXPERIENCE SINCE 1986.



WHY SPONSOR COLORADO BUCK?

- Colorado Buck has been producing one of the longest running, year-around, shows in outdoor television history.
- Colorado's genuine personality easily connects with every hard working american who loves hunting and the great outdoors.
- Over the years and through the filming of his adventures, Colorado Buck has become a nationally known figure.
- Over 52+ million homes 3-4 times each week. That is a potential of 156+ million impressions per week!
- The 2006 Viewer's Favorite On-Camera Personality Award proves Colorado's exposure level and popularity.
- 2005 Viewer Favorite Hunting show, 2006 Viewer Favorite on Camera Personality and 2007 Best editing are proof that sponsors and advertisers will be associated with a show of the highest quality. "Nominated in 2010, in 2 categories, for Viewer Favorite on Camera Personality AND "Best Show Opener 2010!"
- Aligning your product or service with a growing celebrity with a down home attitude will add credibility while building brand loyalty.

Our Strategic Plan with Complimenting Sponsors & Partners...

>> Connecting our sponsors & partners MAXIMIZES Brand Exposure for all involved!

INDUSTRY SPOTLIGHT & NATIONAL STATISTICS

- Based on the 13.8% increase in the number of National Instant Criminal Background Check System in 2007, the industry is on pace to set records for firearm sales.
- In 2016, more than 87 million Americans, or 38% of the U.S. population age 16 and older hunted, fished or observed wildlife. They spent \$120 billion that year pursuing those activities.
- There are currently 12.5 million hunters age 16 and over, along with 1.6 million hunters age 6-15.
- Sales of ammunition jumped 32% to \$626 million between 1993-2004 and after 2008 skyrocketed to almost uncountable numbers.
- All total, sales of various hunting and shooting products/services has surged 8% since 2003 to an estimated \$23 billion dollars in 2007, with an average of \$1814 spent per hunter and after 2008 – BILLIONS and BILLIONS.
- Hunting equipment comprises nearly 24%, or \$5.4 billion, of total spending.
- The top 5 states in total hunting expenditures for 2016 are Texas, Pennsylvania, Michigan, Wisconsin, and Missouri.
- Half of U.S. hunters have household incomes of \$75,000 or more according to the Sporting Goods Manufacturing Association.
- Metropolitan residents (the most likely to have cable and Internet access) account for over 60% of all hunters.



The cover of the report features a background image of a man in a cowboy hat and camouflage vest walking through a field of tall grass, carrying a rifle on his shoulder. The title "COLORADO BUCK" is written in a large, stylized, black font at the top. Below it, "IMPRESSIONS FOR 2017" is written in a smaller, black font. A dark grey box in the center contains a list of categories. At the bottom, the total impressions are listed, along with a small asterisked note.

COLORADO BUCK

IMPRESSIONS FOR 2017

- PUBLICATION ADVERTISING
- SOCIAL MEDIA
- TELEVISION
- ONLINE PRESENCE
- RETAIL SIGNAGE / IN STORE PROMOTIONS

TOTAL IMPRESSIONS: 220,344,149*

* DOES NOT INCLUDE DISPLAY OR PROMOTION IMPRESSIONS FROM RETAIL AND DEALER LOCATIONS

COLORADO BUCK ~ SOCIAL MEDIA

SOCIAL MEDIA SOURCES ~ CUMULATIVE FOLLOWERS IMPRESSIONS

Instagram, Facebook, Twitter, Youtube, YUDU Outdoors

269,658

41.02 MM

FACEBOOK	JAN-17	FEB-17	MAR-17	APR-17	MAY-17	JUN-17	JUL-17	AUG-17	SEP-17	YTD TOTAL
LIKES	105	739	2,356	5,276	13,042	19,167	19,842	15,344	15,285	91,156
TOTAL LIKES	14,477	15,216	17,572	22,848	35,890	55,057	74,899	90,243	105,528	105,528
POSTS	65	62	54	34	30	60	29	40	39	413
TOTAL POST	1,846	1,908	1,962	1,996	2,026	2,086	2,115	2,155	2,194	2,194
IMPRESSIONS	344,557	235,273	250,151	125,014	157,870	184,576	265,215	168,437	288,967	2,020,060

INSTAGRAM	JAN-17	FEB-17	MAR-17	APR-17	MAY-17	JUN-17	JUL-17	AUG-17	SEP-17	YTD TOTAL
FOLLOWERS	8,431	10,016	11,459	11,512	9,287	5,435	10,291	10,203	8,945	85,579
TOTAL FOLLOWERS	86,548	96,564	108,023	119,535	128,822	134,257	144,548	154,751	163,696	163,696
POSTS	44	36	37	30	24	57	23	31	33	315
TOTAL POSTS	119	155	192	222	246	303	326	357	390	390
IMPRESSIONS	3,808,112	3,476,304	3,996,851	3,586,050	3,091,728	7,652,649	3,324,604	4,797,281	5,401,968	39,135,547



OUTDOOR TELEVISION

WHERE IN THE WORLD IS COLORADO BUCK? IMPRESSIONS

Pursuit Channel & WILD TV ~ Potential Impressions

156 MM



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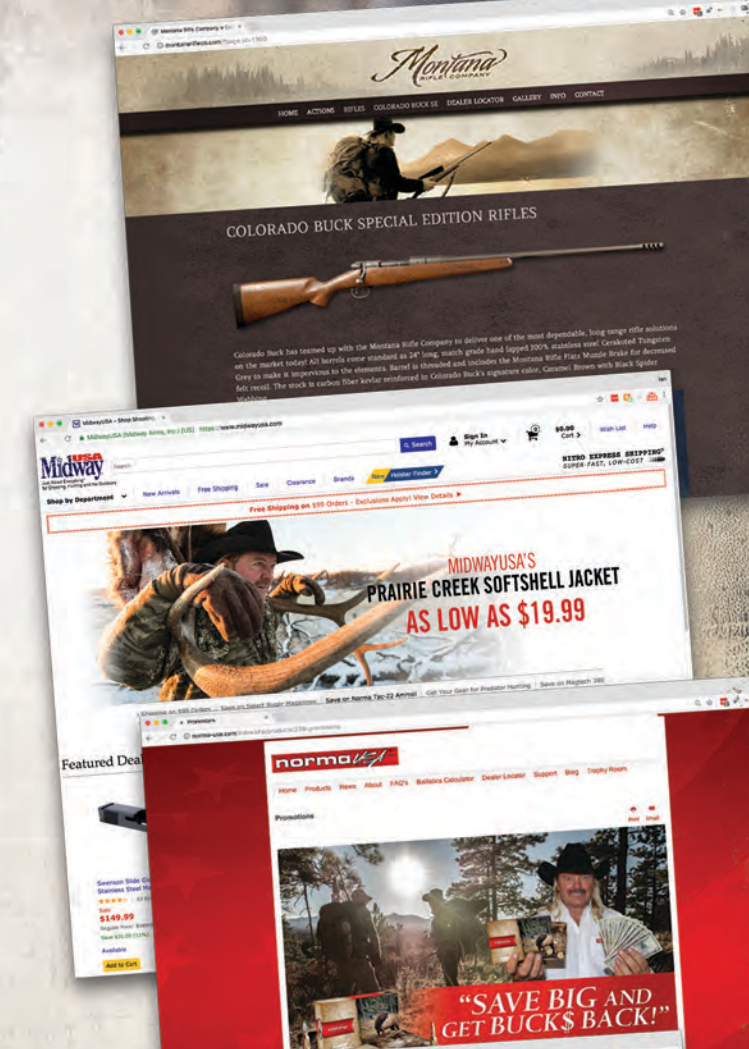
ONLINE PRESENCE

WEBSITE ~ HEYCOLORADOBUCK.COM

- Total Unique Visitors YTD 22,794
- Total Visits YTD 32,175
- Total Page Views/Impressions YTD 51,903

WEB ADVERTISING ~ AFRICANHUNTING.COM

- Norma Banner Ads - Annual Impressions 3.04 MM



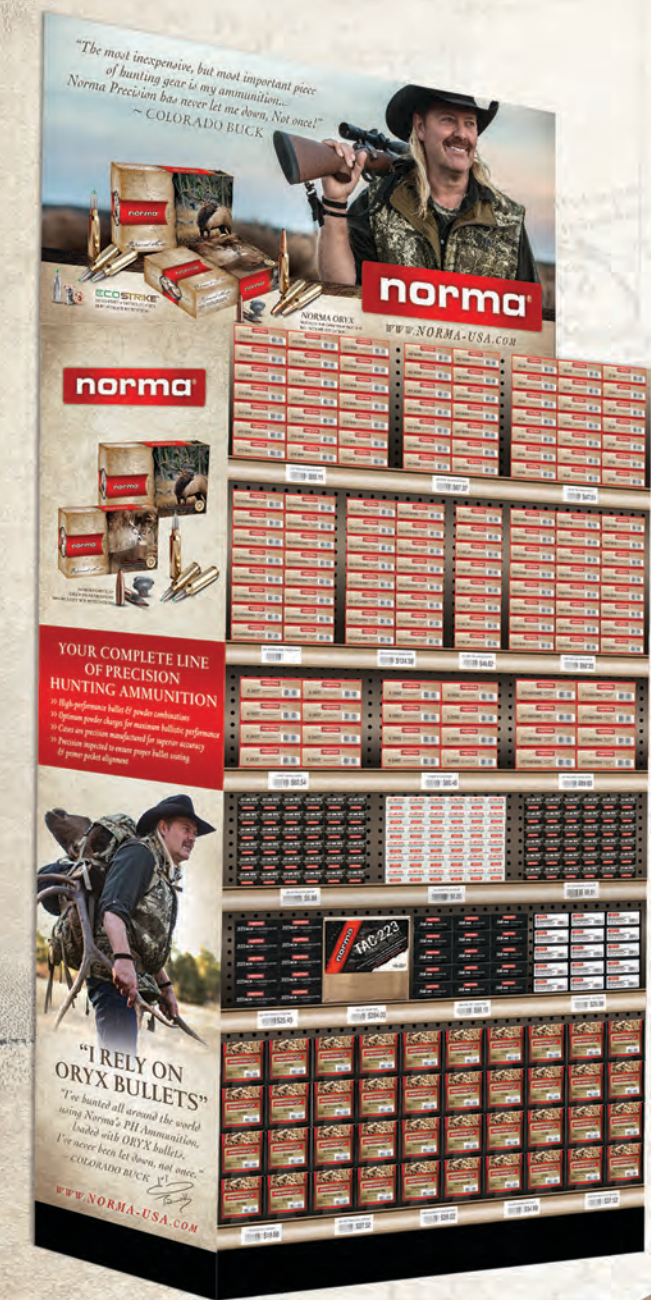
Here's an overall example of exposure with our presenting sponsor Norma Precision Ammunition.

NORMA PRECISION'S 2017 PUBLICATION ADVERTISING

PUBLICATION ~ FULL PAGE PRINT ADS	IMPRESSIONS
BUGLE MAGAZINE - Total Annual Reach (6 Issues x 844,835 RPC*)	5.07 MM
NRA - AMERICAN HUNTER - Total Annual Reach (12 Issues x 931,314 RPC*)	11.2 MM
NRA - AMERICAN HUNTER - Total Digital Subscribers (12 Issues x 38,381 RPC*)	184,996
GRAY'S JOURNAL - Total Annual Reach (7 issues x 178,370 RPC*)	1.24 MM
MULE DEER FOUNDATION - Total Annual Reach (6 Issues x 186,000 RPC*)	1.12 MM
SAFARI CLUB INTERNATIONAL - Total Annual Reach (7 Issues x 144,107 RPC*)	1.00 MM
SPORTING CLASSICS - Total Annual Reach (5 Issues x 65,450 RPC*)	327,250
FAIR CHASE - Total Annual Reach (4 Issues x 22,500+ RPC*)	90,000+
*RPC (Readers Per Copy)	TOTAL 20,232,246



In addition, Norma Precision Ammunition showcases Colorado Buck for all their... IN-STORE RETAIL SIGNAGE & SEASONAL PROMOTIONS



RETAIL STORES

NORMA RETAIL LOCATIONS NATIONWIDE 150+ Locations
Cabela's & Sportsmans Warehouse
• DISPLAY TOPPERS & SALES PROMOTIONS - Pop Up Tents & Shelf Talkers

DEALER STORES

NORMA DEALERS PUSH NORMA PH FALL REBATE CAMPAIGN 250+ Locations
• SALES PROMOTION - Pop Up Tents & Shelf Talkers

COMBINED PROMOTIONAL PROJECTS BETWEEN SPONSORS IS AVAILABLE.



In addition to Norma Precisions overall growing impressions, we are collaboratively working with Midway-USA, Nikon and Montana Rifle Co. to maximize Colorado Buck's exposure acrossed all sponsorship and partner platforms; from Print Advertising in all major publications to Online Impressions, our impression numbers are looking very impressive for 2018.

OUTFITTER RELATED INFORMATION

With Colorado Buck, you can gain exposure for your business, name, logo and product/service information through network television and Internet sites worldwide! If you are an outfitter, booking agent or have a product or service to sell, then you know that the 3 key ingredients to success are: EXPOSURE... EXPOSURE... EXPOSURE!

HOW COLORADO BUCK CAN HELP YOUR BUSINESS

You provide the trip, hunting or fishing, and cover any and all cost once the crew (usually 2-3 people) arrives at your camp or destination. It is important for Dream Catcher Productions to get as many shows as possible while on location, especially in the case of outfitters of multiple species. This provides a benefit since it breaks up the cost by expedition, and it gives the Outfitter and/or Booking Agent multiple shows and airings.

We will film and edit the trip for television, promotional DVDs for your company and a loop tape to display during shows, personal events, etc. Once edited, each show will be shipped prior to airing for proofing and contact information verification. Each show will be submitted to each of the networks airing Colorado Buck related material.

These shows will air six times per year. Each year we submit 26 shows per network for a year's worth of programming. The first two quarters (13 weeks) we submit 13 shows and they air on "each network" once. Then on week 14, the first show will run again and become show #14, show #2 will become show #15 and so on. This gives everyone involved the maximum exposure possible.

REMEMBER...

The key to our efforts is gaining exposure for clients. Colorado Buck is seen in over 52+ million homes* 3 times a week around the world. In addition to programming, your company name and logo will appear on the Colorado Buck website as well as the OUTFITTER section AND the TV SHOW section.



SPONSORSHIP OPPORTUNITIES

PACKAGES AVAILABLE TO INCLUDE ALL NETWORKS:

PLATINUM SPONSORSHIP

INCLUDES:

- Two 30 second Commercials to run every week
- One Billboard at open or close
- Personal appearances at all Consumer Shows
- In-show product placement
- Sponsor will be placed on our website with a direct link to yours
- 40 Impressions every week. That is approximately 197 Million TV impressions, not including the internet networks!
- \$XXX,XXX for 12 months...

Covers ALL Networks and Outlets / Social Media / Internet, etc.

DIAMOND SPONSORSHIP

INCLUDES:

- One 30 Second Commercial every week
- Product Exclusivity
- 1 billboard ad per episode at open or close
- Sponsor will be placed on our website with a direct link to yours
- 30 Impressions every week. That is approximately 148 Million TV impressions, not including the internet networks!
- \$XXX,XXX for 12 months...

Covers ALL Networks and Outlets / SM / Internet, etc.

GOLD SPONSORSHIP

INCLUDES:

- One 15 Second Commercial every week
- Product Exclusivity
- 1 billboard ad per episode at open or close
- Sponsor will be placed on our website with a direct link to yours
- 30 Impressions every week. That is approximately 148 Million TV impressions, not including the internet networks!
- \$XXX,XXX for 12 months...

Covers ALL Networks and Outlets / SM / Internet, etc.

SEGMENT SPONSORSHIP

INCLUDES:

- This Segment is brought to you by... "Your Company." 2x per episode
- Approximately 52+ Million TV impressions not including the internet networks!
- \$XX,XXX for 12 months... Covers ALL Networks and outlets / SM / Internet etc.

CLOSED CAPTIONING SPONSOR

INCLUDES:

- Sponsor will get tagline that says "closed captioning provided by..." Name of sponsor will appear along with logo
- Approximately 52+ Million TV impressions not including the internet networks!
- \$XX,XXX for 12 months... Covers ALL Networks and outlets / SM / Internet etc.

OUR CONTRIBUTING SPONSORS & PARTNERS



PROUD SUPPORTER & LIFETIME MEMBER OF



Where in the World is...
COLORADO BUCK





IMAGE PROPERTY OF POLARIS INDUSTRIES, Inc.
Used for this promotional booklet only.

OUR INVITATION TO

POLARIS®

"For decades, we've used outdoor products we rely on and believe in to get our job done. Whether we're on the ranch or in the mountains, the tools we need and use are important to us. It makes our life easier, but most importantly it adds to our success. It has been our goal to introduce, connect, influence and educate our fans to great stand alone products that help move us forward. This is our Success Story—Our partners help us move forward."

We believe "Nothing worth having comes easy... and hard work reaps good rewards." Our fans and guided customers like this motto and how it's relatable to their way of life. This gives us every opportunity to connect with them.

Please consider this Sponsorship Media Kit an invitation to join our team. We desire to carry your flag and be a part of your next big adventure."

~ Colorado Buck

SPONSORSHIP PRODUCTS SHARE IN THE SUCCESS OF OUR BUSINESS.

Our business manages over 83,000+ acres of property from Texas to New Mexico and throughout the Rockies.

We have many opportunities to educate and influence new potential customers for you...

- The Television Fans of our show – **Where in the World is Colorado Buck?**
- Our large list of Successful / Wealthy Guided Clients
- Our Social Media & Online Followers
- Consumer Show Appearances: DSC, SCI, MDF, NRA, and etc.
- Non-Profit Organization Veteran Hunts ~ 10+ events for 2018
- Our Established Partners & Sponsor Teams
- Retail Customer Influenced through In-Store Signage
- And many more new friends all around the world...



DELIVERING A SOLID MESSAGE OF QUALITY, PERFORMANCE & VALUE IS EVERYTHING!

WE CAN CONNECT THE DOTS BETWEEN POLARIS AND THE CONSUMER...

WE'D LOVE TO BE A PART OF YOUR BRAND STRATEGY.



DREAM CATCHER PRODUCTIONS ~ Colorado Buck TEXAS, USA
Please contact us for more information regarding sponsorship opportunities with Colorado Buck.

