

# PURE **PH** HUNTING





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## INTRODUCTION

Join Host Willi Schmidt as he continues to prove that Pure Hunting opportunities still exist for any hunter who is willing to put in the effort to take advantage and experience them.

Experience real hunting and real stories the way most hunters enjoy the outdoors. Enjoy the true hunting experience, as it really happens, regardless of the outcome or success of the hunt.

Real People, Real Adventures and Real Passion as only Real hunters know it.

This is Pure Hunting!



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# PURE HUNTING



## SERIES OVERVIEW

There's no hormone-fed deer picked out ahead of time, no fences to keep them in, no evening banter over wine and cheese, or comfy beds in some five-star Lodge. There's no scouting from the comfort of a pickup truck, or bait to bring the game in close. There are no luxury blinds to keep warm in while waiting for a guide to say when to pull a trigger, and there are no 4-wheelers to haul out the kill from the middle of nowhere.

It's just him; his wits against their instinct, his months of preparation and training against the wild, his sheer guts and determination against the elements and terrain, and his physical and mental toughness pushed to their limits in pursuit of the ultimate prize. He is the hunter; they are the hunted.

And now audiences can live the adventure in a way they've never been able to before, through a groundbreaking approach to hunting television production that puts viewers completely in the moment on a REAL HUNT. This isn't the same old reality television, it's Hyper-Reality Adventure, utilizing high production value and the latest filmmaking techniques to not just entertain, but enthrall viewers. It's not another lo-fi-handy-cam hunting show... It's a heart-pounding, visually powerful, intense hunting experience with regular guys hunting on their own real hunts.

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## SHOW FEEL & STYLE

Over the last few years, hunting television has experienced a big return to “real” hunting. Many shows are boasting free range, DIY hunting, regular hunters and real challenges. Still many of these shows take the same lo-fi, documentary approach to television production: following along behind with a camera as the hunter whispers, “There’s a big buck over there.” Is it “real”? Of course, but is it entertaining, is there a story being told, or does the viewer feel like they are part of the experience? NO! Truth be told, many of these shows are not put together well and are dry as dirt. Those that try to pump up the excitement and adrenaline simply cover up poor film-making and low production value with lots of flash-cuts, heavy metal music tracks and cheesy effects.

For 5 years, Pure Hunting has been raising the bar: telling a hunting story as they actually happen in a very cinematic way with high production value that most hunters can relate to. Each episode features a real hunt, but has an epic, film-like style, and it is a highly-edited and visually well crafted. The intensity of the production matches the intensity of the hunt itself. Rather than the standard, documentarian approach seen everywhere else, the style of this series puts you in the shoes of the hunter. You don’t just watch it; you experience it.

## SHOW FORMAT

Each episode follows a narrative that builds from start to finish, as a film would. We use a story telling approach where Willi Schmidt records his adventures in his journal, giving us the opportunity to narrate and bridge between action scenes as necessary. However, we always feel like we’re in real time and living the adventure along with the hunter(s) at each step. Every week we will see our hunters going through the complete journey of the hunt. The audience will see what it takes for an everyday hunter to prepare for a hunt and then watch as the preparation pays off in the outdoors where the animals they pursue live. We’ll show the hunt in its entirety: The preparation, how it happens, the hurdles and obstacles they face, the equipment they choose to get them through, regardless of the outcome of the hunt.

The series will cover the entire spectrum of hunting, from bow to rifle, from the Rockies in the West to the last frontier of Alaska, from birds to big game, providing opportunities to showcase a broad range of gear in each category. But whether it’s elk in the Sangre De Cristos, ducks in the Nebraska panhandle or whitetails in the heartland of America, it’s always an adventure on... Pure Hunting.

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## THE ADVENTURER

Willi Schmidt is a real life, everyday hunter. He continues to work hard to stay in top physical condition and he is not afraid to travel to new destinations on his own to find new hunting adventures. He has no hesitations about hunting in difficult terrain or challenging environments. He is driven and has a passion for it, as any pure hunter is. He is determined to continue to work hard and become a better hunter everyday.

Of course if you asked him yourself, he wouldn't tell you any of that. What he'd tell you is that he loves to hunt; that he loves to share his successes, failures and love of the outdoors with others; and that a big mission of his in life is to do his part to rescue our hunting heritage by showing America that pure, honest, affordable hunting still exists for the average hunter. Also, he's a really nice guy to boot.

Even if no cameras were pointed at him, Willi would be doing what he loves to do: HUNT Unlike most current TV hunters, Willi doesn't hunt to be in front of cameras, he hunts because it's in his blood. In the year prior to Pure Hunting, he completed four elk hunts in one year, a bighorn sheep bow hunt and a mule deer hunt, just because it's his passion; and this was in between his hunts required for a previous TV series.

He has been involved in hunting as early as he can remember, starting by following his father into the field, migrating to upland and waterfowl and gradually moving up to big game species. He started bow hunting in 1992 and now is one of the rare hunters who enjoys hunting with every method. Willi is also an ardent conservationist who has a first-hand love of our world's precious landscapes and wildlife, and believes strongly in the importance of protecting them for his children and grandchildren to come.

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## SPONSORS

The series will cover the entire spectrum of hunting, from bow to rifle, from out back in the Rockies to wing shooting in Argentina, from waterfowl to big game, providing many opportunities to showcase a broad range of gear in each category. But whether it's elk in the Sierras, doves in Argentina, or big whitetails in America's Heartland, it's always an adventure on...Pure Hunting.







# PURE HUNTING



## AN UNPARALLELED MARKETING PLATFORM FOR YOUR BRAND

Sportsman Channel is the only television network providing 100 percent hunting, shooting, and fishing programming ~ 24 hours a day, seven days a week.

Launched in 2003, Sportsman Channel is the only television and digital media company fully devoted to the more than 82 million sportsmen in the United States, delivering entertaining and educational programming focused exclusively on hunting, shooting, and fishing activities. Sportsman Channel is now available in HD. Check with your local cable and satellite provider. Sportsman Channel reaches more than 32.5 million U.S. television households and is a part of the nation's largest multimedia company targeted exclusively to serving the information and entertainment needs of outdoor enthusiasts.

Visit [www.thesportsmanchannel.com](http://www.thesportsmanchannel.com)  
Follow on Twitter, @SPORTSMANchnl ([www.twitter.com/SPORTSMANchnl](http://www.twitter.com/SPORTSMANchnl))  
Become a Fan on Facebook, [www.facebook.com/sportsmanchannel](http://www.facebook.com/sportsmanchannel)  
Download Sportsman App at [www.itunes.com/appstore](http://www.itunes.com/appstore).

Administrative offices and headquarters are in Southeastern WI, with satellite offices in Denver, CO, New York, NY, and Atlanta, GA. Sportsman Channel's satellite and network facility is located in Atlanta, GA.

### Airing Information:

- Airing in Q3 and Q4 of 2017 Prime Time, Day and Time TBD.
- We will be guaranteeing 3 airings per week for 26 weeks in Q3 and Q4.
- Pure Hunting will be promoted by Sportsman Channel and OSG across their many marketing platforms.
- The Host of Pure Hunting will be featured in network advertising and promotion.
- A series focused on North America big game hunting: it will provide the best showcase for products performing in the field through every type of terrain, weather, and distance.

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