2022 MEDIA KIT

Capt Blair Wiggins

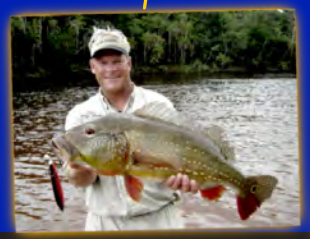
Discovery

Looking forward to hearing from you!

Blair@BlairWigginsOutdoors.com

BWO

Capt Blair Wiggins



Whether he is on the bow of a boat, in the woods or out in the field, Capt. Blair is more at home in the outdoors than most people can imagine. Over the past 30+ years Capt. Blair has been a professional fishing guide, tournament angler and television host.

His lifetime of fishing experience paid off BIG in 2006 when he won the $100,000 FLW Redfish Series Championship. Blair and his partner also went on to win the FLW Redfish Eastern Division Tournament in 2008 along with numerous top 5 finishes throughout the lifetime of the FLW Redfish Tournament Series, the IFA Redfish Series, the FLW Kingfish Series and many other tournaments over the years.

"After 22 years of Addictive Fishing Television, I'm taking it up a few notches and adding more than just fishing to what I share with my audience. Fishing will still be a major part of the shows, but there are so many more things that I do in the outdoors and it's time to share everything. For all the years I've been on TV most of my viewers think I just fish. Those who have know me personally for years have always said I should film everything I do in the outdoors. Well, the time has finally come to do it."

The new show is called Blair Wiggins Outdoors (BWO). The major part of BWO television will still be mostly fishing, but the opportunity is there for other outdoor activities like hunting, boating, diving, conservation education and the list is virtually endless. On the television side BWO will cover all aspects of fishing, not just salt water. The rest of BWO will be an internet show consisting of the catch, clean and cook aspect of the outdoors. The internet show will be called Blair Wiggins Outdoors and More.

"It's some thing I have been wanting to do for a long time, and the time has come to grab the bull by the horns and go for it!"

Capt Blair Wiggins

AF ADDICTIVE FISHING

Creating premium outdoors content is our specialty.

The BWO production team brings many years of experience to the table, we work for it. Beating up good equipment in rugged environments insures we capture the best of the outdoors and with our knowledge of the current marketplace we bring those stories to our viewers. Blair Wiggins has made sure of it for the past 23 years!

His commitment and loyalty to the client's brands has been legendary. Feel free to contact any sponsor that supports Capt. Blair and see for yourself.

Capt Blair Wiggins

Discovery Channel

Reaching 130 million TVHH weekly on Cable, Dish and Directv
The network is seen and cleared in all 210 DMA television market.
The median annual income is $70,000 - 85% have internet access from home - 77% own their own home

Reach - 130 Million Households Timeslot – starting 7am Saturday mornings 2nd quarter.

Neilsen Rating - .35 share Destination America Block Data 20 Shows total in Block

Addictive Fishing was rating a .35 to .45 according to Nielsen ratings

BLAIR WIGGINS OUTDOORS

Timeline of events:

1965 - First saw the light of day.

1970 - Started fishing with my dad on the St. John's River catching bluegill and bass

1975 - Started waterfowl hunting

1980 - First large redfish, started venturing offshore catching pelagic fish & commercial fishing

1983 - Graduated high school, went to college and fished and hunted

1986 - Joined the USAF

1989 - Married my high school sweetheart

1990 - Started working on the space shuttle and later that year started prepping for my captains license

1991 - Received captains license and started guiding part time

1994 - Quit Lockheed and started guiding full time

1995 - First television appearance with O'Neill Williams. Ended up doing numerous shows with O'Neill.

1996 - Filmed with Rick Murphy with Sportsman's Adventures

1998 - Started Addictive Fishing Television

2000 - Started fishing redfish and flats fishing tournaments

2006 - Won FLW Redfish Championship

2007 - Director of IMGs Professional Fishing Academy

2008 - Won FLW Redfish Tournament East

1998 to 2021 - Hosted Addictive Fishing Television

2021 - Started Blair Wiggins Outdoors

ALL INCLUSIVE PACKAGE

BLAIR WIGGINS OUTDOORS

BWO Deliverables:

- Exclusive show partner for product category
- Premier in-show product placement
- 30 Second Commercial spot in all broadcast airings
- 13 new episodes telecasts in Q2 Discovery, 26 repackaged airings for Q3 & Q4 on Bally Sports
- 30 Second commercial spot in all internet videos, where applicable.
- Minimum one in show feature per season highlighting product, produced in partnership with sponsor
- Premium video production package
  - Minimum six custom 1-3 minute content marketing feature videos (product video, branding sizzle reel, lifestyle piece)
  - Minimum six custom 1 minute videos produced from feature videos
  - Minimum seven custom 15-30 second videos for Instagram and other social media platforms
- One opening or closing billboard presentation and audio call-out per episode
- 30 second commercial spot - provided by clients
- Logo placement in all show promo videos distributed by BWO: Facebook, Instagram, TikTok, YouTube (All popular social media outlets) plus hashtags
- Logo placement in all banner advertising
- Premium logo placement on show website header
- Premium sponsor page on show website featuring company and product info with link to sponsor.
- Included with the All Inclusive Sponsorship Package is the Blair Wiggins Outdoors & More internet show

Package Price $120K* **

* Pricing reflects new sponsorship for Capt. Blair Wiggins
** Product placement and unique advertising pricing available

Capt Blair Wiggins

LIMITED EXPOSURE PACKAGE

BLAIR WIGGINS OUTDOORS

Networks – Discovery Channel Q2, Bally Sports (Formerly Fox Sports Sun), Online and On Demand Apps

Deliverables:

- Show partner for product category
- Premier in-show product placement
- 13 new episode telecasts in Q2 Discovery, 26 repackaged airings for Q3 & Q4 on Bally Sports
- Minimum one in show feature per season highlighting product produced in partnership in with sponsor
- Premium video production package
  - Minimum three custom 1-2 minute feature content marketing videos (product video, branding sizzle reel, lifestyle piece)
  - Minimum three custom 1 minute videos produced from feature videos
  - Minimum three custom 15 second videos produced from feature videos
- One opening or closing billboard presentation and audio call-out per episode
- Logo placement in all show promo videos distributed by BWO: Facebook, Instagram, TikTok, YouTube (All popular social media outlets) plus hashtags
- Logo Placement in all banner advertising
- Premium logo placement on show website header
- Premium sponsor page on show website featuring company and product info

Package price $80K* **

* Pricing reflects new sponsorship for Capt. Blair Wiggins
** Product placement and unique advertising pricing available

Discovery

Bally SPORTS SUN

BLAIR WIGGINS OUTDOORS

BWO & MORE

BWO & More will produce weekly content for maximum exposure to channel.

- **Premium video production package**
  - **Three custom 2-3 minute feature content marketing videos (product video, branding sizzle reel, lifestyle piece)**
  - **Three custom 1 minute Facebook videos produced from feature videos**
  - **Use and mention of sponsor product during internet videos**

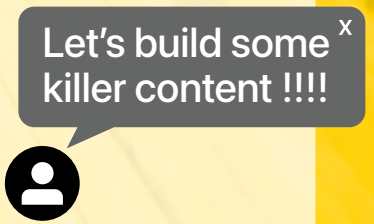
Package price starting at $15K* **

* Pricing reflects new sponsorship for Capt. Blair Wiggins
** Product placement and unique advertising pricing available

We handle full product shoots for everything from fishing to hunting, cooking to airboating and more.

We shoot from land, water, boats, drones, and everything in between.

Blair Wiggins can tell a story, let him do what he does for your product or brand!



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