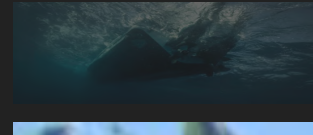
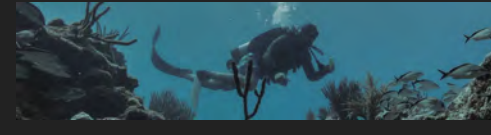
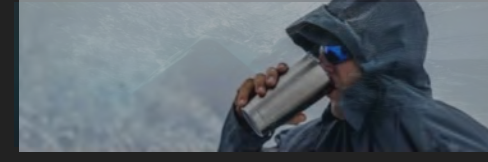
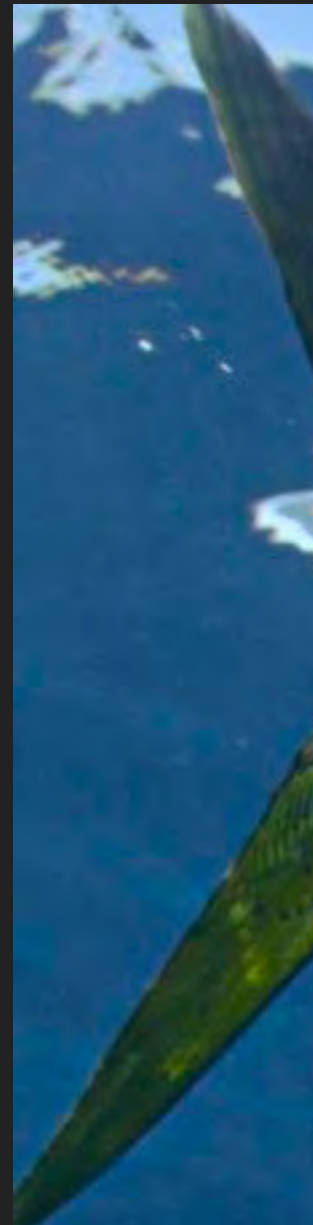
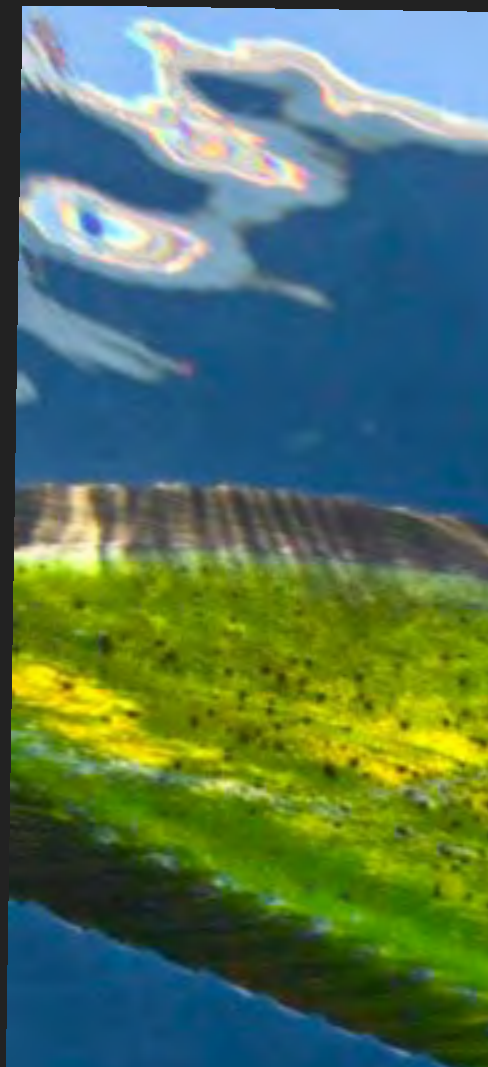
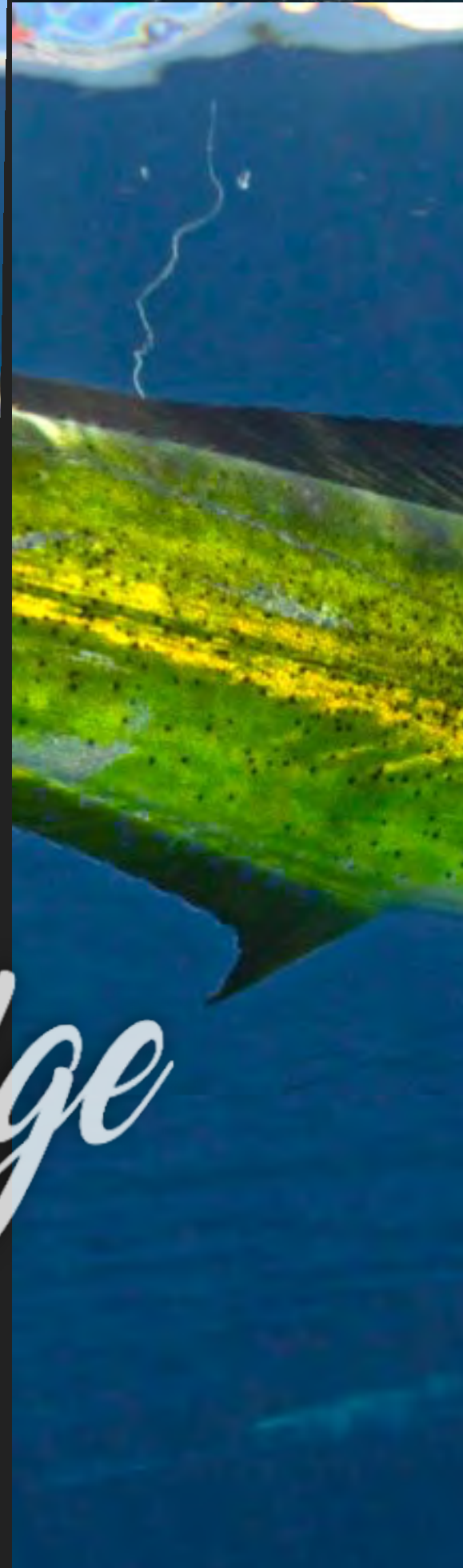
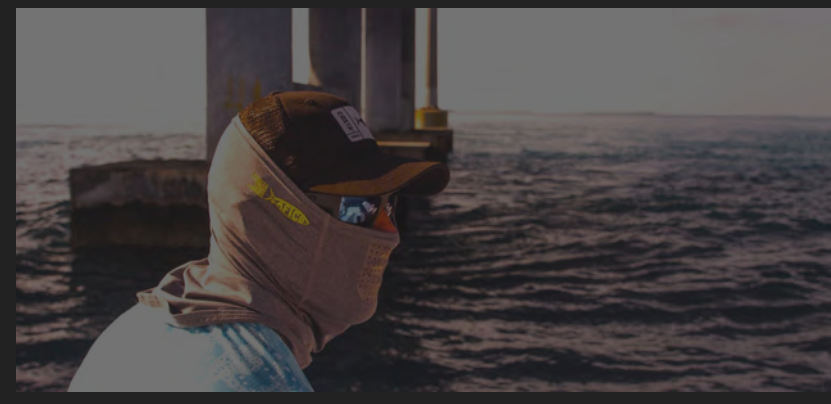




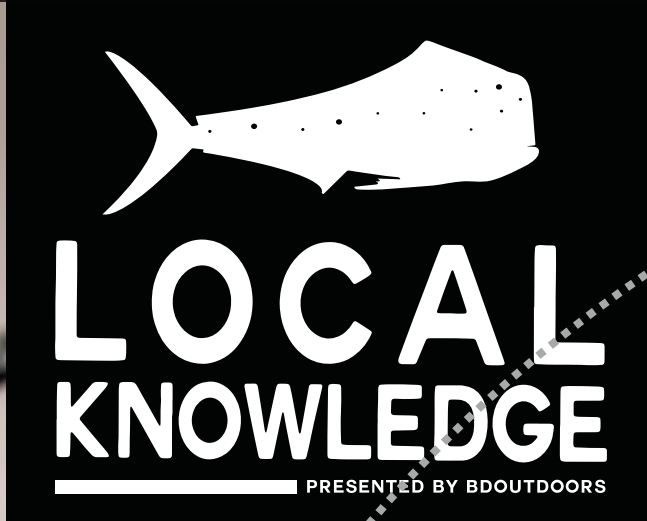
# SEASON -3- 2018



# Local Knowledge







THE MOST MEMORABLE PART OF A  
GREAT FISHING TRIP, IS USUALLY  
THE TRIP, NOT THE FISH.

*Local Knowledge*

## SEASON -3-

**Local Knowledge is not a “run of the mill” fishing show. Rather than shooting the average “grab and grin” shots along the “Fishing TV show circuit”, Local Knowledge focuses on the adventures, experiences and people that make our sport so unforgettable. The show is hosted by Ali Hussainy, co-founder of BD Outdoors and West Coast fishing junkie along with Rush Maltz a lifelong Key West charter captain. Local Knowledge explores fisheries and bites off the beaten path as well as the travel, characters and cultures encountered along the way.**



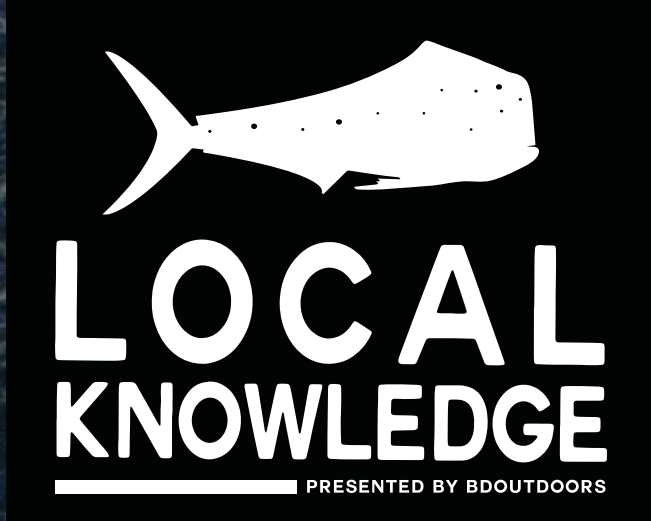




A NATIONALLY SYNDICATED  
TELEVISION SERIES ON  
DESTINATION AMERICA AND  
CBS SPORTS NETWORK







## WHY WOULD THE LEADER IN THE ONLINE FISHING SPACE WANT TO GET INTO TV?

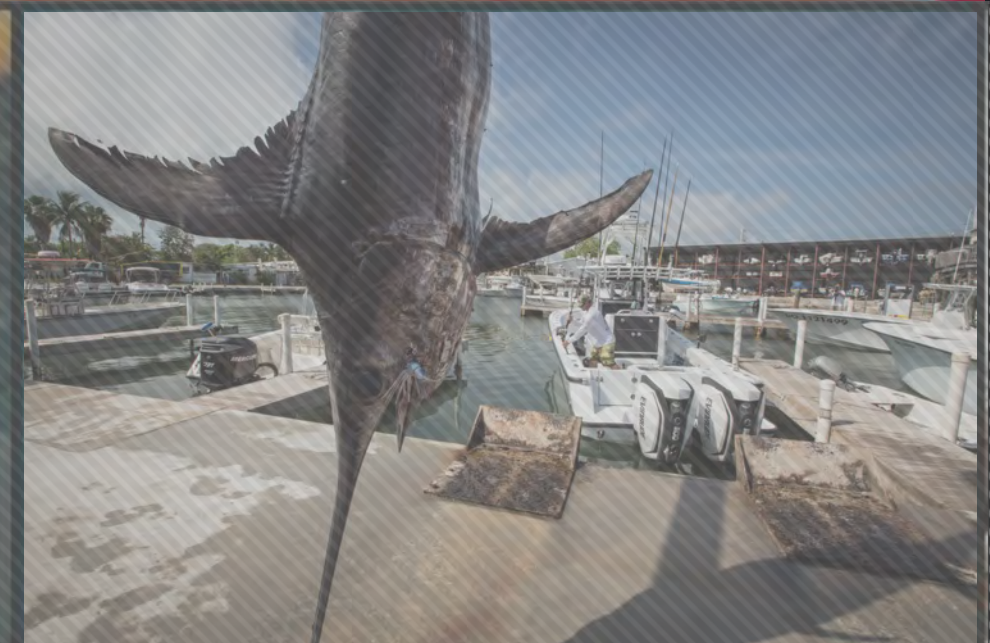
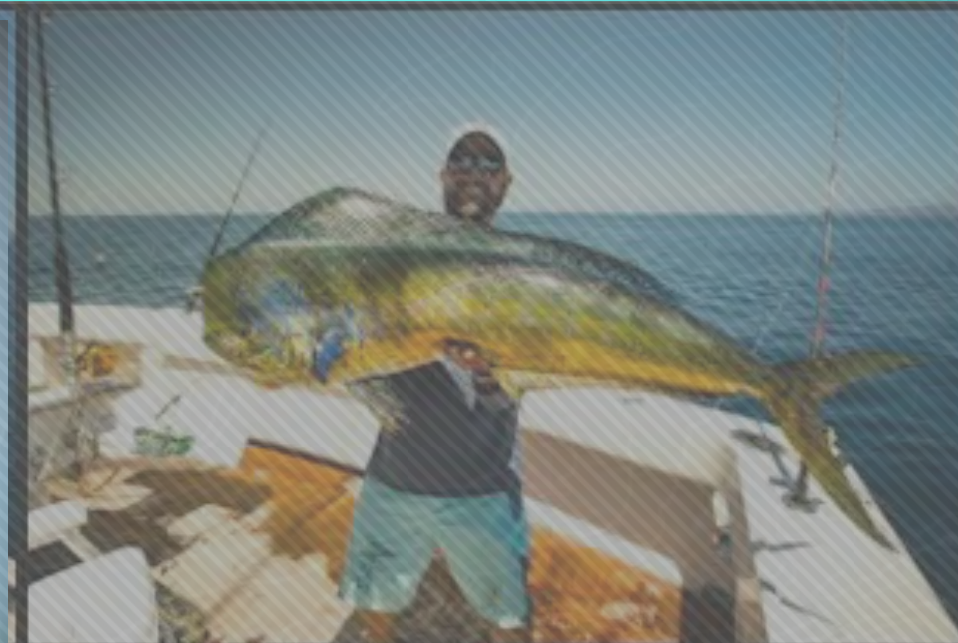
- ▶ The show creates and distributes high end, custom content for BD and our partners.
- ▶ We have extended the BD brand to a new audience of anglers around the globe.
- ▶ Local Knowledge connects BD and our partners to an East and West Coast audience.
- ▶ Most importantly, we LOVE sharing our passion with other anglers!





## Ali Hussainy – Co-host

Ali caught his first fish, a trout, with his grandfather at the age of three and that sparked a fire that has driven him to chase fish all over the globe. Ali brings his love of fishing and his quick-witted humor to the forefront of Local Knowledge. There is no shortage of good natured ribbing when Ali is around and he compliments his counterpart Rush almost perfectly. Ali also brings that same fishing passion to life as the CEO of BD Outdoors.







## Rush Maltz — Co-host

Rush's family moved to the Florida Keys when he was just one year old. It was in those early years when he found himself drawn to the sea. Since then, he has fished the Key's as a top charter captain for nearly 26 years. Rush's laid-back style disguises the intense, hard-working fisherman inside. Rush's sense of humor can hold his own against Ali. Together they share a lot of laughs and a little expertise as they explore some familiar and no so familiar fisheries.







# EAST COAST MEETS WEST COAST

We have been BLOWN AWAY by the response from both East and West Coast audiences. Local Knowledge has bridged that gap with compelling subject matter and perspectives. Tackle, techniques and tactics from both coasts resonate through the hosts and attract a diverse audience of anglers from around the world. Social media buzz has confirmed this combination works and they want more...



★★★★★ So cool, So. Cal....Tight Lines Ali  
By C. Ghoslin on May 25, 2016  
Format: Amazon Video

I have been following Ali and the BD guys for about a decade I think. And have been fishing the salt water knowledge. They work hard and have the passion that drives true fishermen that can't go a day without thinking about what's biting out there. For me fishing private boats to sport boats to charters I was born and raised in So Cal and these guys know how to put you on the fish. Listen to what they have to say and see how they fish. Don't be an "Internet fisherman" and trash everything you read. Get out there and sling some iron (mint preferred) and boat some forks. It's all about what Ali preaches, have fun and just get out on the water. I'll be at the islands this week for some of that early season bite. Keep Tight Lines!

Comment Was this review helpful to you? Yes No Report abuse

**Sandy Bussen** Good to see real fishermen catching real fish other than some tv host getting handed a rod with a bill fish on it. Good job I loved catching grouper and snappers growing up in florida.

Unlike Reply Message 1 February 16 at 6:21pm

★★★★★ I would not miss it  
By Amazon Customer on May 18, 2016  
Format: Amazon Video Verified Purchase

a breath of fresh air, I am a avid outdoorsmen and it was nice to see a show that really does what it says. As the name states Local Knowledge is everything the name says it is, the information that I have picked up by watching the program I myself.

**Tim Pezanowski** Have to share this....  
1 June 4 at 7:21pm

**Fishco Pesca Deportiva** Best ever Single fish TV show I ever saw in my life !!!  
What a job Ali Hussainy and Rush Maltz that is Local Knowledge !!!

Unlike Reply Message 1 May 13 at 2:49pm

**Jim Holton** this guy just summarize my addiction to fishing for swordfish! he's read my mind and told everyone my thoughts, I got so excited when they have the dart in em like I was there, I'll bet he gets excited every time he sees the video.

1 June 5 at 10:48am

**Richard Chudy** Really great work, guys. Suspect an upgrade to prime time slots might be in the cards. Best I've seen in fishing shows since Jose.

Unlike Reply Message 2 January 27 at 12:46pm

**Local Knowledge** Thanks Rich!  
Like Reply Commented on by Ali Hussainy (?) January 28 at 8:39pm

**Kevan Branchfield** Very cool. These guys are pioneers. Hope this takes off in other places.

Unlike Reply Message 2 February 9 at 7:44pm

**Ryan Ploeger** Great stuff LK team!!

Unlike Reply Message 1 April 27 at 8:13pm

**Brian Gutierrez** I want to launch a boat off the beach more than ever now !

Unlike Reply Message 1 February 2 at 4:03pm

**John Garrison** Another great show. Quickly becoming my favorite fishing show. Keep up the great work

Like Reply Message February 28 at 11:02am

**Juan Mejia** After watching that video I had to take some blood pressure medicine ,bad ass !

Like Reply 3 June 3 at 8:56pm

★★★★★ has to be one of the finest fishing and general outdoor websites on the planet  
By Harry T. on May 26, 2016  
Format: Amazon Video  
Outstanding show!!! Real fishermen doing real fishing. Not some fat old man with a camera crew.....These guys are for real, you should also check out BD Outdoors, has to be one of the finest fishing and general outdoor websites on the planet.

Comment One person found this helpful. Was this review helpful to you? Yes No Report abuse

**Alex Gorichky** Don't you mean Ruch...lol  
Awesome episode, gangsta net delivery and all..  
Can't wait for the next.

Unlike Reply Message 3 February 17 at 9:35pm

**Michael Bronson Hilliard** shared Mustad Hooks's video.  
June 5

Check out this excellent production! Speaking from experience to capture and present this 7 hour fight with this kind of quality is an outstanding achievement. Plus, the photography and editing with the suspense added in the middle makes great TV. Hats off, Local Knowledge!

Show Attachment

**Art McDonald** Now THAT was pretty kool - congrats guys - nice job!

Like Reply June 3 at 9:00pm

**Kristin Story** This is so amazing!!

Like Reply Message February 18 at 9:28am

**Chad Hickman** Sick just sick!!!

Like Reply 1 June 3 at 10:47pm



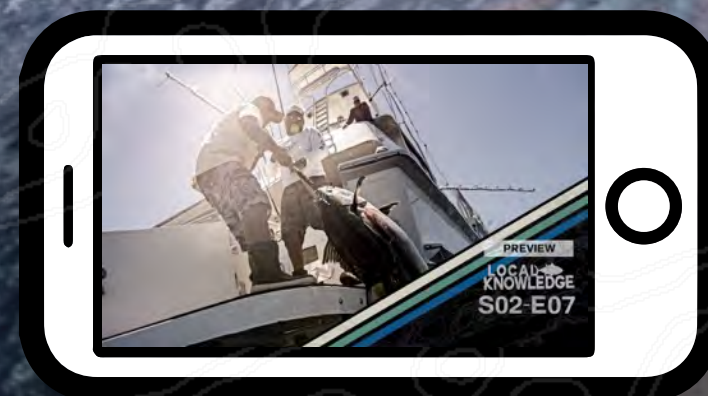


“People are still watching TV programming, but the way in which they choose to watch it is transforming rapidly.” – Business Insider, March 2015

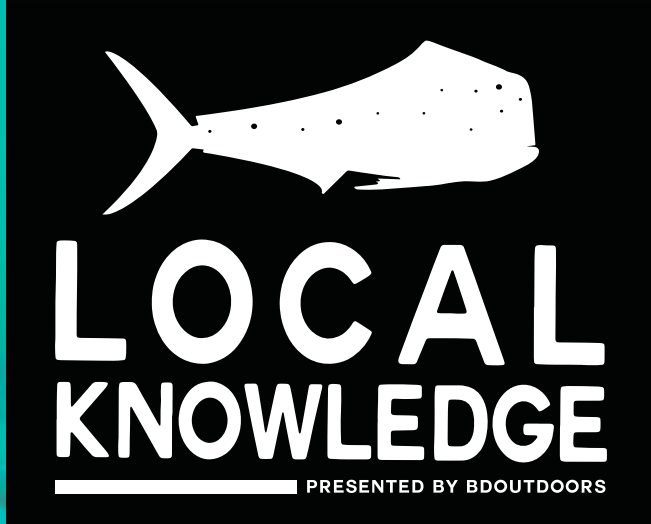
# 3 SCREEN APPROACH

TV doesn't just come from your cable provider any more. Consumers are chewing up content on a variety of devices beyond live TV. Local Knowledge delivers high quality content wherever and whenever our audience wants it. Today that means mobile phones, tablets, computers as well as Smart TV's and Over The Top (OTT) networks.

Full length episodes are available free of charge and promoted through [BDOutdoors.com](http://BDOutdoors.com) to over 800,000 monthly unique visitors.

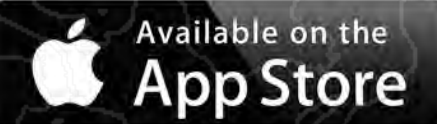
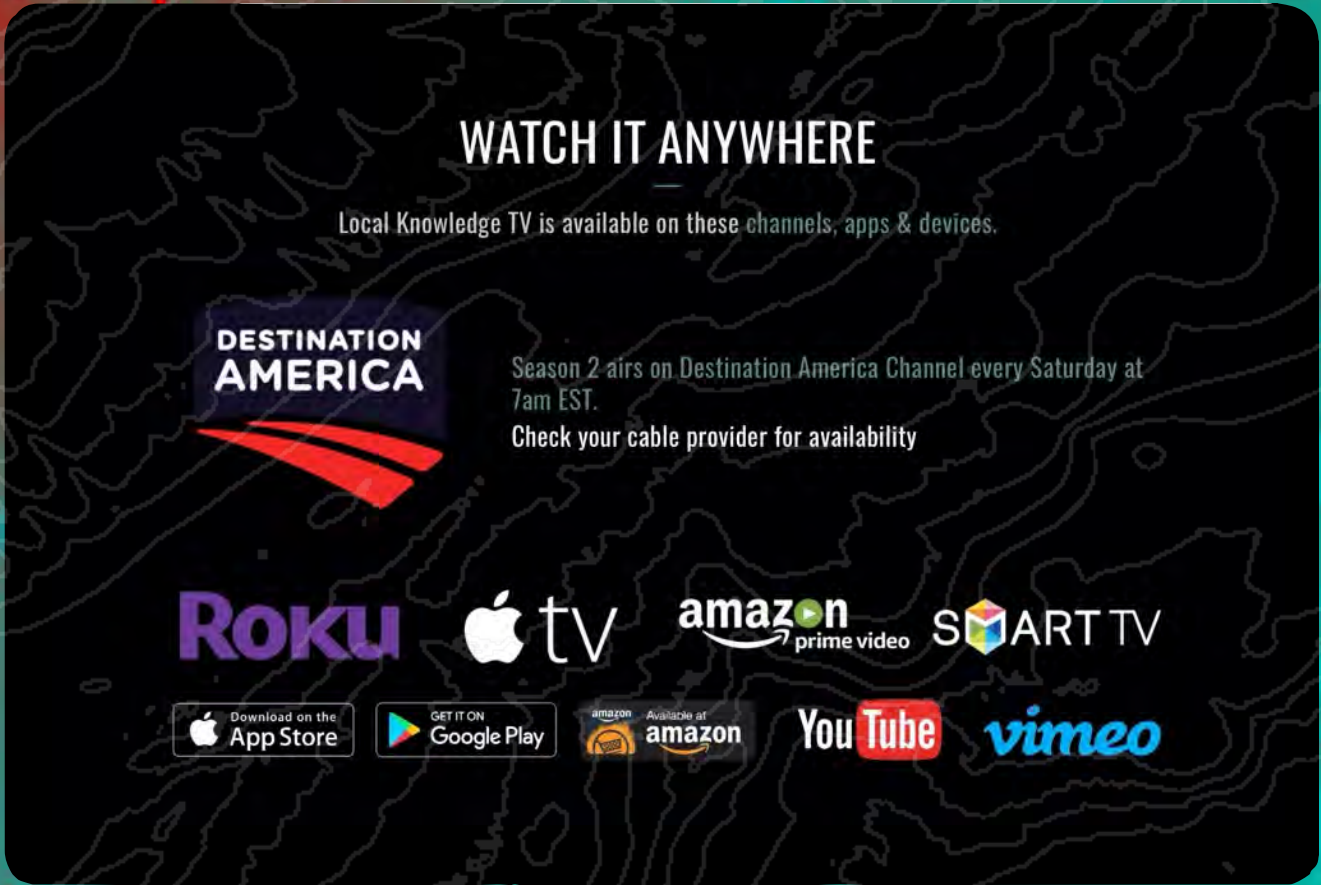
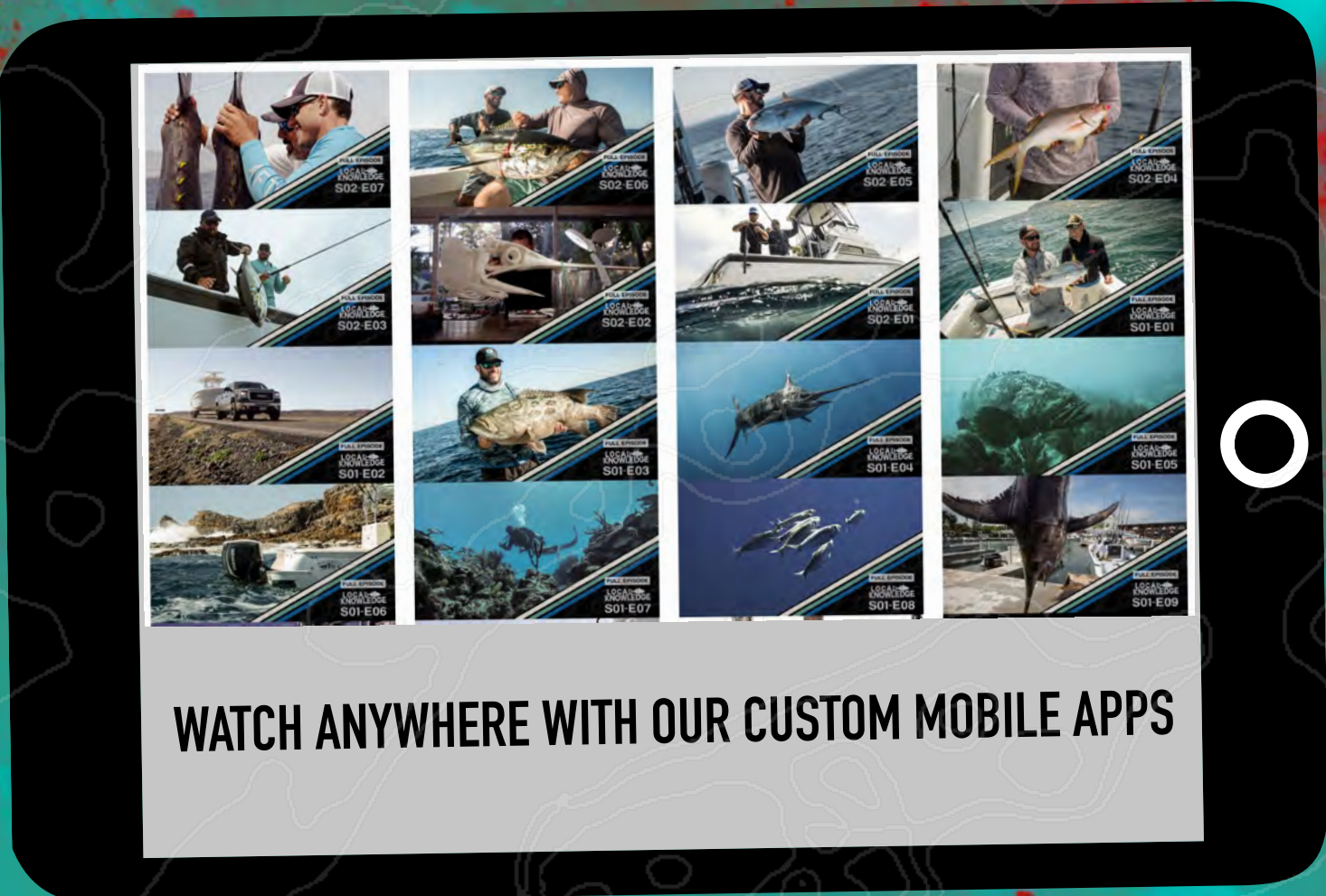






WATCH

WE UNDERSTAND NEW AGE MEDIA CONSUMERS WANT TO WATCH WHERE AND WHEN THEY LIKE. WE HAVE MADE LOCAL KNOWLEDGE AVAILABLE JUST ABOUT ANYWHERE CONTENT IS CONSUMED.





**HAVE YOU EVER WONDERED WHAT MOST TV SHOWS DO TO  
PROMOTE THEMSELVES? US TOO...**



- ▶ **BD Outdoors boasts the largest Sportfishing audience on the web with a huge social footprint and email list. While other shows rely solely on the network to promote and attract visitors, BD uses our quiver of marketing tools to ensure every episode receives maximum exposure.**
- ▶ **Over 800k monthly visitors see Local Knowledge promoted on the BD home page.**
- ▶ **Every episode has its own promo video delivered to our 95k opt in email list.**
- ▶ **Episodes are promoted on the BD Facebook and Instagram pages as well as many of our partner pages.**
- ▶ **Additional show advertising via Facebook, Instagram and Google Ads.**





## PROMOTION

OUR TEAM WILL USE EVERY RESOURCE AT OUR DISPOSAL TO PROMOTE LOCAL KNOWLEDGE AND OUR PARTNERS. FOR SEASON ONE WE USED AN ARRAY OF MARKETING AVENUES AND THE RESULTS WERE IMPRESSIVE.

BD Outdoors

Editorial

41 Articles 962,000 page views

Front Page Placement

36 Placements 4,800,000 impressions

Forum

17 Posts 361,012 page views

Email Blasts

15 Eblasts 1,443,060 delivered



## Social

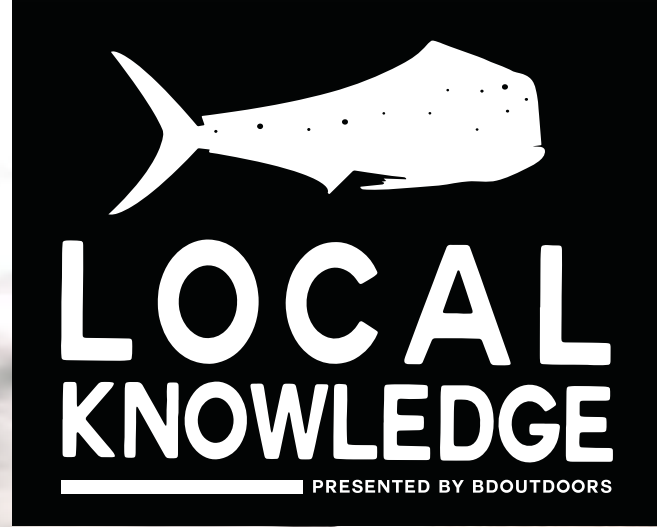
Facebook Totals

Reach	Likes	Comments	Shares	Video Views
4,316,342	29,106	1,051	4,935	1,303,752

Instagram Totals

Likes	Comments	Video Views
39,846	470	47,802





**OUR PARTNERS NEED QUALITY MULTIMEDIA CONTENT AND FRANKLY, IT'S EXPENSIVE TO CREATE. THE SHOW WILL TAKE US TO THE RIGHT LOCATIONS WITH THE RIGHT PRODUCTS TO KNOCK OUT THIS CONTENT AND DELIVER TANGIBLE VALUE TO OUR SHOW SPONSORS.**



**Each episode of Local Knowledge is promoted with several teaser reels cut for web, Facebook and Instagram. After each shoot, our partners receive full access to a library of professional still photos and multimedia for their social outlets and promotional needs.**



- Organic product placement will be of paramount importance in every episode, promo reel and stills.
- Each partner will receive a custom video package highlighting their products and/or brands.





EXPERT  
TEAM







ACQUIRING QUALITY CONTENT IN THE MARINE ENVIRONMENT IS OUR SPECIALTY. OUR PRODUCTION TEAM BRINGS YEARS OF EXPERIENCE IN FISHING AND BOATING PRODUCTION TO DELIVER STORIES TO OUR AUDIENCE WITH AN IMMERSIVE PERSPECTIVE. FROM THE SKY TO THE SEAFLOOR AND ALL THE GREAT PHOTO OPS IN BETWEEN, WE USE THE BEST EQUIPMENT IN THE HARSHTEST ENVIRONMENTS TO GET THE SHOTS THAT BRING OUR PARTNERS PRODUCTS TO LIFE.

- ▶ We can handle full product shoots from rod and reel to boat and motor.
- ▶ We shoot from boats, helicopters, and maybe even skateboards.
- ▶ We have cameras that can get wet, and others that do anyways...
- ▶ We can use whatever camera you've heard buzz about and own most of them.
- ▶ We have editors that can help our editors edit stuff that looks cool.







**Q1 & Q2 2016**

**Reach – 65 Million House Holds**

**Timeslot – 7am EST**

**Neilsen Rating – .35 share**

**Destination America Block Data**

**20 Shows total in Block**

**DESTINATION  
AMERICA**

## **Local Knowledge ranked #3**

**#3 in Total Males reached**

**#1 in Men 25 – 54 Years Old**

**#1 in People 18-49 Years Old**

**#1 in Men 18-49 Years Old**

**Local Knowledge performed 30% better than any outdoor show on NBC Sports in the same period**

**Local Knowledge was one of the debut shows in Amazon's Instant Video outdoor channel. To date, Local Knowledge has ranked at the top of the new effort.**

**44 Million Households (estimated)**

**Amazon Stats as of 7/8/16:**

**Ranked #1 in Total Minutes Streamed – 125,442**

**Ranked #1 in Unique Viewers – 8,257 viewers**

**Ranked #1 in Retention Rate – 15.19 minutes**



**STACKING UP  
RATINGS**

**LOCAL KNOWLEDGE SEASON 1  
APPEARED ON DESTINATION AMERICA  
AND QUICKLY BECAME ONE OF THE TOP  
PROGRAMS IN THE SATURDAY AND  
SUNDAY OUTDOOR BLOCK**





# SEASON -3- 2018

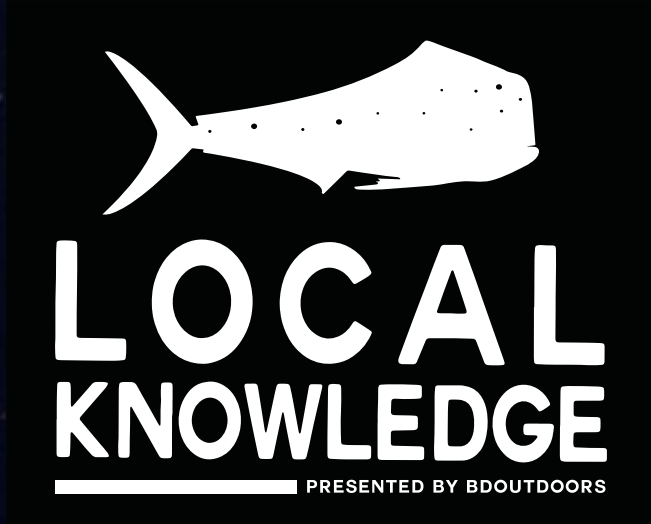


## Q2 AND Q3, 2018 Destination America

- ▶ Reaching 65 million TVHH weekly on Cable, Dish and Directv
- ▶ The network is seen and cleared in all 210 DMA television market
- ▶ The median annual income of \$69,700
- ▶ 85% have internet access from home
- ▶ 77% own their own home.







# TAKE A RIDE WITH US







## PREMIER PARTNER SPONSORSHIP

Networks — Destination America Q2 , CBS Q1 2018, Online and On Demand Apps

### Deliverables:

- Exclusive show partner for product category
- Premier in-show product placement
- 30 Second Commercial Spot in all broadcast airings
  - 13 new episodes and 26 re-airings for 39 telecasts in Q2
  - 39 re-airing telecasts in Q3
- 30 Second pre-roll commercial in all internet and on demand viewings
- One in show feature per season highlighting product produced in partnership in with sponsor
- Premium video production package
  - Five custom 2-3 minute content marketing feature videos (product video, branding sizzle reel, lifestyle piece)
  - Five custom 1 minute Facebook videos cut from feature videos
  - Five custom 15 second Instagram videos cut from feature videos
- One opening or closing billboard presentation and audio call out per episode
- Production of one 30 second commercial spot
- Logo placement in all show promo videos distributed by BD, Facebook and Instagram
- Logo placement in all banner advertising (1.5 million impressions per month)
- Premium logo placement on show website header
- Premium sponsor page on show website featuring company and product info
- Sponsor logo apparel will be featured on at least 8 episodes



**Package Price**  
**\$100,000**

Local Knowledge





Local Knowledge

## FEATURE PARTNER SPONSORSHIP

Networks — Destination America Q2 , CBS Q1 2018, Online and On Demand Apps

### Deliverables:

- Exclusive show partner for product category
- Premier in-show product placement
- 30 Second Commercial Spot in all broadcast airings
  - 13 new episodes and 26 re-airings for 39 telecasts in Q2
  - 39 re-airing telecasts in Q3
- 30 Second commercial spot in all internet and on demand viewings
- One in show feature per season highlighting product produced in partnership in with sponsor
- 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 cut from feature videos
  - Three custom 15 second Instagram videos cut from feature videos
- One opening or closing billboard presentation and audio call out per episode
- Production of one 30 second commercial spot
- Logo placement in all show promo videos distributed by BD, Facebook and Instagram
- Logo Placement in all banner advertising (1.5 million impressions per month)
- Premium logo placement on show website header
- Premium sponsor page on show website featuring company and product info
- Sponsor logo apparel will be featured on at least 8 episodes



**Package Price**  
**\$75,000**





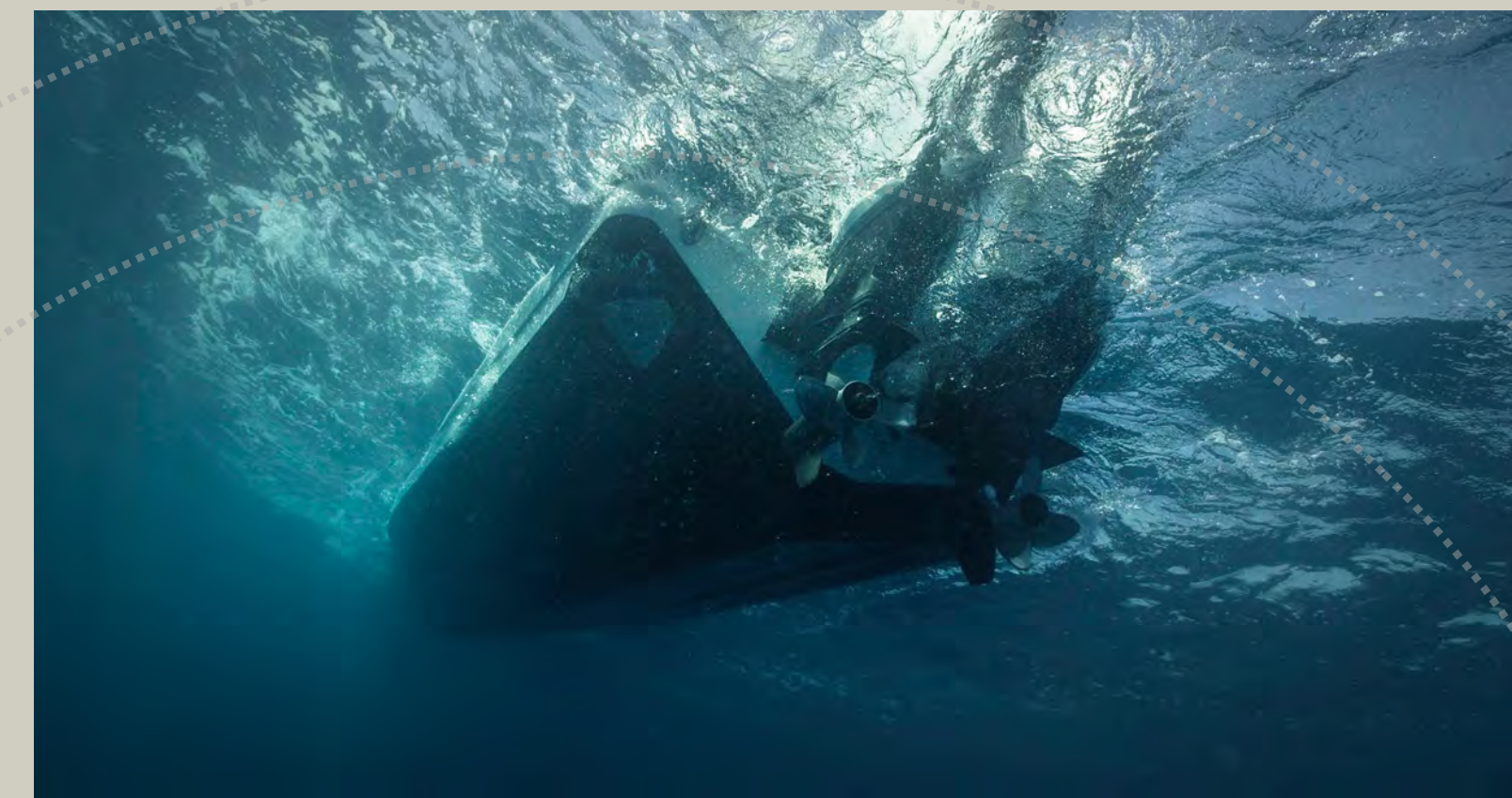
Local Knowledge

## PRODUCT PARTNER SPONSORSHIP

Networks — CBS Q2 and CBS Q1 2018 , Online and On Demand Apps

### Deliverables:

- Exclusive show partner for product category
- Premier in-show product placement
- Premium video production package
  - One custom 2-3 minute feature content marketing videos (product video, branding sizzle reel, lifestyle piece)
  - One custom 1 minute Facebook videos cut from feature videos
  - One custom 15 second Instagram videos cut from feature videos
- One opening or closing billboard presentation and audio call out per episode
- Logo placement in all show promo videos distributed by BD, Facebook and Instagram
- Logo placement on show website
- Logo sponsor page on show website featuring company info
- Sponsor logo apparel will be featured on at least 4 episodes



**Package Price**  
**\$35,000**





# *Local Knowledge*

**WE HAVE AN AUDIENCE WHO  
CRAVES THIS STUFF!  
LET OUR PASSION REFLECT ON  
YOUR PRODUCT, BRAND OR  
DESTINATION.**