



Fish'N The Arctic is a new emerging, multi media production company in Yellowknife, Northwest Territories, Canada. Home to thousands of untouched remote Lakes and Rivers, along with two of the largest lakes within Canada, Great Slave Lake and Great Bear Lake. Home to the worlds largest Lake Trout, Northern Pike, Arctic Grayling and Inconnu, plus an abundant list of other popular species. Further north, a coastline along the Arctic Ocean, where Arctic Char are found, is now quickly becoming the new home range for Pacific Salmon, migrating up the Mighty Mackenzie River, into new spawning locations throughout the watershed.

The story begins following host Ryan Gregory, on his fishing expeditions throughout the year in the vast and remote Arctic regions of the Northwest Territories and Nunavut. Be it fishing by boat, kayak, snowmobile, on foot or flying into remote locations, on the ice or out in the open water. Fish'N The Arctic strives to provide a unique visual experience of our adventures, while providing fisheries education, environmental awareness and entertainment, while supporting local Industry and Tourism through Television, You Tube, Social Media and Local Retail Support.

With continued support in 2020, 4 new episodes of Fish'N The Arctic premiered on NorthwesTel Community TV in August and are also broadcasting with Wild TV and The Water Network, September through December, 2020. This past summer, 3 new TV episodes were produced, along with additional You Tube content with Yellowknife Sport Fishing Adventures, capturing the beauty of Great Slave Lake and local Tributaries while catching Giant Lake Trout, Northern Pike and Inconnu and experiencing the types of trips provided by a local licensed NWT Outfitter. These episodes will broadcast later in the year on NorthwesTel Community TV, with Episode Trailers through the Fish'N The Arctic You Tube Channel, prior to broadcast dates. With 20+ years experience working in the fishing and outdoor industry, a background in Environmental Sciences, Competitive Fishing, Guiding and Wilderness Safety. Ryan has an extensive knowledge in sport fishing and being on the land, with a desire to help educate others by sharing his passion and experiences through showcasing his Fishing Adventures from the Arctic on film.

Picture yourself in a vast, pristine wilderness, full of untouched world class Sport Fishing opportunities in every direction, all you have to do is get there, which is part of the adventure. Home to many remote fishing lodges and local Outfitters, with more water than one can fish in a lifetime and a seemingly endless amounts of hard fighting, adrenaline pumping, Giant Predatory Fish! Fish'N The Arctic strives to provide valuable, useful and educational information to assist in making your next Arctic Fishing Adventure, the experience of a lifetime, while supporting Tourism and local businesses through media, marketing and promoting their brands during real life Arctic fishing experiences.

Thank you for taking the time to review this package and we look forward to talking with you soon about building a lasting partnership together, through  
***Fish'N The Arctic with Ryan Gregory.***



*Fish'N The Arctic / Ryan Gregory / Northwest Territories / Canada*

## Media Packages (2020-21)

### Fish'N The Arctic Testing Grounds Great Slave Lake / Yellowknife Area

Climb aboard the Custom FTA Kingfisher Falcon 2025 or the NEW 2021 Skidoo Expedition SE, provided by Polar Tech Recreation, as we explore Great Slave Lake. In between seasons we venture into the backcountry with a Fishing Kayak, Canoe or Paddle Board and sometimes we just simply sling on a Backpack and let our boots tell the story. Ryan and his team of experts have the knowledge and expertise to navigate, survive and film in harsh Arctic conditions, while representing your brand. We torcher test products in real life Arctic conditions, with giant Predatory Fish in the remote Arctic Wilderness. There are only 2 seasons in the Arctic, Summer and Winter and Fish'N The Arctic is dedicated to exploring both of them, while providing Education, Tips and Techniques, Travel Information and Product Reviews through Television, Social Media and You Tube platforms.

*November - May = ICE Fishing Season / May - November = Open Water Season*

*Cameras: I phone 11 Pro Max with DJI Ozmo4 Gimble, GoPro Max 360, GoPro 7, GoFish Lure Camera, DJI Mavic Drone, Zoom Mic Recorder*

\*Product / Service Integration

\*Social Media Mentions, Tags & Direct Links

### Vlog Episode (5-10min) - FTA Production

Fish'N The Arctic Tackle Testing Grounds - Great Slave Lake

**\$2,000**

### You Tube Episode (20-30min) - FTA Production

Fish'N The Arctic Adventures - Great Slave Lake and surrounding Area

**\$5,000**

### TV Grade Episode (22min Commercial Cut) - X1A Productions Partnership

Multi-Day Trips - Outfitter Fly-ins, Boat, Snowmobile, Backpacking, Kayak Fishing  
NWT/Nunavut Outfitter Support

**\$10,000 +Travel Expenses**

### NWT/Nunavut Fishing Expedition Episode - X1A Productions Partnership

Tourism & Fisheries Research Integration

Multi-Day Backcountry Adventures

**\$\$TBD**



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## Season 3 Partnership Packages (2021)

Season 3 is shaping up to be the biggest season yet, with new partnerships on the horizon, while expanding our viewership and taking the visual experience to yet another level. Fish'N The Arctic is continually working to build partnerships with local businesses in Yellowknife, NT and their brands, to provide representation through experiences of FTA trusted brands and services, that are beneficial to those that live the outdoor lifestyle.

\*Opening / Closing Billboards

\*Partnership Recognition, Social Media Tags & Direct Links, FTA Website Link, You Tube Episodes

### Bronze

Product Integration

**\$3K**

### Silver

Catch of the Day / Close Captioning - Advertising Segments

Discounted Commercial Time / Custom Vlog Episode

**\$6K**

### Gold

Arctic Guide Corner / Conservation Corner / FishNT / Arctic Safety - Advertising Segments

Commercial Bumpers / Discounted TV Commercial Time / Custom You Tube Episodes

**\$15K**

### Diamond

ARtech Corner (Reserved) / ARCTIC Tackle Box / ARCTIC Gear - Advertising Segments

Commercial Bumpers / TV Commercial Time / Custom You Tube Package

**\$30K**

### Title Sponsor

\*Custom Package with Social Media, You Tube and Network TV Components

\*Fish'N The Arctic Featured Trips - Yellowknife Sport Fishing Adventures.

**\$\$TBD**



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## Current Partnerships (2020-21)

### Polar Tech Recreation - Yellowknife, NT

- FTA Custom Kingfisher Boat - Falcon 2025 and Evinrude Etec G2 Outboard
- 2021 Ski-doo Expedition SE Snowmobile
- BRP Recreation Products, Garmin Marine Electronics, Titan Trailers, Sthil, Honda Generators
- ARtech Corner Sponsor

**Reference** - Joey Sutton; Owner - [Joey@polartech.ca](mailto:Joey@polartech.ca)

### NorthwestTel Community TV

- Season 1 & 2 TV Premier Exclusivity - August 2020
- Production Funding Support and Founding Sponsor

**Reference** - Mike Gravitis; Manager - [mgill@nwtel.ca](mailto:mgill@nwtel.ca)

### Northwest Territories Film Commission

- Fish'N The Arctic TV - Season 1 & 2
- Production Funding & Marketing Support

**Reference** - Camilla MacEachern; Manager - [camilla\\_maceachern@gov.nt.ca](mailto:camilla_maceachern@gov.nt.ca)

### Yellowknife Sport Fishing - Yellowknife, NT

- Local NWT Tourism Partner
- Fish'N The Arctic Featured Trips - 2021 - FTA Guided Sport Fishing Trips

**Reference** - Captain Andrew Moore; Owner - [yksportfishing@icloud.com](mailto:yksportfishing@icloud.com)

### Northwest Territories Tourism

- Fish'N The Arctic TV - Season 1 & 2
- NWT Tourism Operator Support

### Poison Graphics

- Fish'N The Arctic Custom Boat Wrap and Window Graphics
- Fish Wreck Design with Art by Nick Laferrier

### Arctic Response Canada

- Safety Training & Safety Equipment
- Medical/Safety Personnel & Support for Expeditions

### Yellowknife Motors

### Yukon Expedition Sleds

### Overlander Sports

### Gagnon Sports

### Fish Wreck Boat Wraps

### X1A Productions



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# PROMOTIONAL PLAN 2020/2021

## Television Broadcasting

- \*NorthwestTel Community TV (Commercial Free TV)
  - Season 1 FTA - (4 Episodes) – 2020
  - Season 2 FTA - (3 NEW Episodes) - 2021 (Social Media Integration)
- \*Wild TV (Commercial TV & Associated WEB Platforms)
  - Season 1 FTA - (4 Episodes – 2020)
  - Sept. 28, 2020 (Qtr:4) 3 - months
- \*The Water Network (Partner Company with Wild TV)
  - Season 1 FTA - (4 Episodes – 2020)
  - Sept. 28, 2020 (Qtr:4) 3 - months

## Season 2 - Episode Draft - 2020

**TV Episode 1** Great Slave Lake, East Arm Expedition, Part 1 - Down rigging for Giant Lake Trout with Captain Andrew Moore from Yellowknife Sport Fishing Adventures

**TV Episode 2** Great Slave Lake, East Arm Expedition, Part 2 - Vertical Jigging Giant Lake Trout with Special Guest Stefan Goodman - FTA Team Member

**TV Episode 3** Jet Boat River Fishing Adventure - Giant Inconnu & Northern Pike with Captain Andrew Moore from Yellowknife Sport Fishing Adventures

(All S2 TV Episodes in Post Production with X1A Productions)

**Season 1 Episodes - <https://vimeo.com/user/55111040/folder/1399040>**



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## Fish'N The Arctic You Tube Channel

<https://www.youtube.com/c/fishntheartic>

### Post Production Schedule - (Fall 2020)

- Float Fishing Arctic Char & Backpacking the Tree River, Nunavut
- Great Slave Lake, East Arm Expedition - Season 2 Extended Episodes
- Great Slave Lake, Fly Fishing Northern Pike
- Fish Wreck / Poison Graphics - Boat Wrap Road Trip
- GoFish Camera - Underwater Strikes
- Arctic Safety with Yellowknife Sport Fishing Adventures / S2TV Ep1 Teaser
- Yellowknife Motors - 2020 Silverado Trailering / S2TV Ep2 Teaser
- Trophy Fish Handling with Yellowknife Sport Fishing Adventures / S2TV Ep3 Teaser

### Production Schedule

- Ice Fishing - Lake Trout, Pike, Inconnu, Walleye, Whitefish, Burbot - (Nov.2020-May2021)
- Great Slave Lake Ice Fishing Expedition - (April 2021)
- 2021 Skidoo Expedition SE 900ACE - Walkthrough - (November 2020)
- Yukon Expedition Sleds Nomad Toboggan - Walkthrough - (November 2020)
- Fish'N The Arctic Testing Grounds - Great Slave Lake
- Season 3 - 12 New Episodes - Mixture of Television and You Tube

## Fish'N The Arctic - Social Media

- \*Facebook - <https://www.facebook.com/FishnTheArctic/>
- \*Instagram - <https://www.instagram.com/fishntheartic/>
- \*Twitter - <https://twitter.com/FishnTheArctic>
- \*LinkedIn - <https://www.linkedin.com/in/fishntheartic/>
- \*Fish'N The Arctic Blog - <https://fishncanada.com/category/ryan-gregory/>

## Fish'N The Arctic - Events

- \*Special Events - (Open Houses, Fundraising Events, Parades)
- \*NWT Arctic Anglers 4<sup>th</sup> Annual Family Fishing Derby - TBD
- \*Trade Shows - TBD
- \***(Due to COVID-19 Pandemic FTA Appearances are on hold)**

Fish'N The Arctic  
Website Coming  
Fall 2020  
[www.FishNtheArctic.com](http://www.FishNtheArctic.com)



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