

A large, detailed image of a fish, possibly a bass, splashing in water. The fish is the central focus, with its scales and fins clearly visible. The background is a bright, hazy scene with a sun or light source creating a lens flare effect. The overall color palette is warm, dominated by oranges, yellows, and browns.

OUTDOOR  
*Passion*

**The ultimate outdoor experience.**

# ***OUTDOOR PASSION***

A man wearing a tan baseball cap with "FRAN" on it, a white long-sleeved shirt, and an orange life vest is smiling while holding a large, silvery fish. He is on a boat on a body of water with mountains in the background under a blue sky with light clouds. The image is tilted slightly to the right.

**1-THE ONLY SHOW THAT USES DIGITAL HIGH DEFINITION VIDEO EQUIPMENT.**

**2-THE ONLY SHOW WITH ACTION PACKED FOOTAGE AND HOLLYWOOD STYLE EDITING FEATURING CAMERA WORK IN EVERY ANGLE TO CREATE THE ULTIMATE SHOW.**

**3-THE ONLY SHOW USING A PROFESSIONAL UNDERWATER CAMERAMAN AND EXPERT DIVER.**

**4-THE ONLY SHOW THAT CAN BE SEEN ON THE INTERNET, IN PODCAST AND THAT CAN ALSO BE DOWNLOADED.**

**5-THE ONLY SHOW THAT OFFERS DVDs, HD DVDs AND BLU-RAY DISC AS A TIE IN.**

**6-THE ONLY SHOW THAT OFFERS MANY DIFFERENT WAYS TO PROMOTE YOUR PRODUCTS:**

**A-30 SECONDS COMMERCIALS.**

**B-TECHNICAL SEGMENTS WITHIN THE SHOW ON YOUR PRODUCTS.**

**C-OPENING AND CLOSING BILLBOARDS.**

**D-NEW HOT ITEM OF THE WEEK SEGMENT.**

**E-PRODUCTS IN USE IN THE ACTUAL ON LOCATION FOOTAGE DURING THE FISHING OR HUNTING TRIP.**

**F-PROMOTION OF YOUR PRODUCTS IN THE COMMERCIALS ADVERTISING OUR PRODUCTIONS.**

**G-DIRECT MAILING OF YOUR ADVERTISING WHEN WE SHIP OUR PRODUCTS TO CONSUMERS.**

**H-PROMOTION OF YOUR PRODUCTS IN VARIOUS SWEEPSTAKES AND ACTIVITIES TO CREATE HIGHER RATINGS.**

# ***OUTDOOR PASSION***

## **OUTDOOR PASSION TV SHOW PATTERN**

**1-OPEN BILLBOARDS & OPENING (Audio-video).**

**2-INTRODUCTION TOPICS OF THE WEEK.**

**3-FILM PRESENTATION TAG IN (Audio-video).**

**4-FISHING OR HUNTING TRIP OF THE WEEK PART 1.  
Timing from item: 1 to 4 between 5 and 7 minutes.**

**5-COMMERCIAL BREAK NO 1. (With two tags in-out.)**

**6-FISHING OR HUNTING TRIP OF THE WEEK PART 2.**

**7-FILM PRESENTATION TAG OUT (Audio-video).**

**8-CONCLUSION TRIP OF THE WEEK.**

**9-COMMERCIAL BREAK NO 2.**

**10-PRESENTATION TAG NOVELTY MINUTE (Audio-video).**

**11-NEW ITEM OF THE WEEK SEGMENT.  
(NOVELTY MINUTE).**

**12-TECHNICAL BLOCK SEGMENT.**

**13-COMMERCIAL BREAK NO 3.**

**14-CONCLUSION.**

**15-CLOSE BILLBOARDS (Audio-video).**

**16-CLOSING CREDITS.**

# OUTDOOR *Passion*



## 1-OBJECTIVE

“**OUTDOOR PASSION**” is a series that has two main objectives:

-to entertain...and to familiarize the viewer with the most beautiful recreational facilities and the latest fishing & hunting techniques without forgetting other outdoor activities. Recognizing that nature and fish generate strong audience interest, breathtaking scenery and wildlife of the regions are highlighted to attract the widest possible attention.

The series is set within an environmentally conscious framework. It proposes 13 topics which will be aired as programs of 30 minutes each.

Each show will be broadcast many times per week, starting in January ending 26 weeks later in July. Outdoor Passion is broadcast coast to coast all over U.S.A. & Canada in both standard and high definition.

This production was initiated to satisfy the persistent demands of an outdoor oriented public:

-there's been a 15% increase in outdoor activity over the last three years.

-the number of anglers reaches 10,000,000 participants in Canada and 68,000,00 in the U.S.A.

Adding to these figures campers, backpackers and nature fans, creates an extraordinary large audience.

-97.6% of participants in these sports show assiduous viewing habits; whether television, video or DVD.

## 2-INTRODUCTION

Fishing, hunting and outdoor practices are an intensely human experience; its disciples live through many emotional stages: discovery, wonder and dreams are part of the pattern that accompany his or her growth in the sport.

From this premise, the team of specialists upon which rests this series will maintain a high level of excitement and stay far away from the stereotypical Saturday or Sunday morning programming that has wearied many enthusiastic anglers and hunters.

2002  
Golden Moose Awards  
Golden Moose Awards  
2006  
Golden Moose Awards  
2006  
Golden Moose Awards

**Outdoor Passion proud winner of six Golden Moose award for Best Camera Work and Best Freshwater Fishing Footage.**

This series, thanks to a highly professional team and their privileged contacts within the sportfishing, hunting and outdoor industry has a unique collaboration vital to the successful execution of this production.

The common pool of technical and financial resources opens the way to the best fishing/hunting and outdoor activities areas in the world.

The series reflects in a dynamic and humorous way the varied personalities and/or events involved. The viewers addiction to their favorite pastime will not go by unnoticed.

At the heart of each program is a fourteen minute fishing/hunting or echo tourism trip. Back in another outdoor location, Rob Martier will supply the appropriate commentary and introduction. Professional outdoorsman Ray Carignan also presents the latest technical information on these sports in the form of a technical block. The novelty minute of the week also adds a particular style to each show.

The topic of each program relates directly to the different areas, and the varied pertinent techniques used.

The series emphasize on high quality digital audiovisuals, underwater footage, special effects, state of the art computer-generated graphics and split-image camera work. The program format will insure viewers attention throughout the series: from the interested outdoor addict to the general public.

### **3-TECHNICAL NOTES**

The footage was produced with the following state of the art equipment:

- HDCAM high definition 1080 60i, digital video recording equipment.
- 16:9 wide screen aspect ratio video format.
- underwater scenes were shot in HDV and HDCAM digital video.

### **CONCLUSION**

The great popularity of this program rest on:

- a judicious choice of filming areas covered by "OUTDOOR PASSION".
- the quality of the production team and its effectiveness.
- the ever increasing public demand for a series of this nature.
- winner of multiple awards including: OWC-Alcan National Outdoor Communications Awards and Golden Moose Awards.

# ***OUTDOOR PASSION***

## **OUTDOOR PASSION VIEWING MARKET.**

**Outdoor Passion is broadcast all over U.S.A. and Canada. OUTDOOR PASSION is available in 211 markets that includes the top 60 markets.**

**New York, Los Angeles, Chicago, Philadelphia, SF / Oak, San Jose, Boston, Dallas / Fort Worth, Washington DC, Detroit, Atlanta, Houston, Seattle / Tacoma, Cleveland, Tampa / St Pete / Sarasota, Minneapolis, Miami / Ft Lauderdale, Phoenix, Denver, Pittsburgh, Sacramento / Stockton, St. Louis, Orlando / Daytona / Melbourne, Portland (OR), Baltimore, Indianapolis, San Diego, Hartford / New Haven, Charlotte, Raleigh / Durham, Nashville, Milwaukee, Cincinnati, Kansas City, Columbus (OH), Greenville / Spartanburg / Asheville, Salt Lake City, San Antonio, Grand Rapids / Kalamazoo, Birmingham, Norfolk / Portsmouth / Newport, New Orleans, Buffalo, Memphis, W Palm Beach / Ft Pierce, Oklahoma City, Harris / Lancaster / Lebanon / York, Greensboro / High Point / Winston Salem, Louisville, Albuquerque / Santa Fe, Providence / New Bedford, Wilkes Barre / Scranton, Jacksonville / Brunswick, Albany / Schenectady / Troy, Dayton, Fresno / Visalia, Little Rock / Pine Bluff, Charleston / Huntington, Tulsa, Austin, Richmond / Petersburg, Mobile / Pensacola.**

**Outdoor Passion is currently available to over 62 million US households.**

**Outdoor Passion is available in 60 Canadian markets that includes the top 10 markets. Edmonton, Calgary, Regina, Red Deer, Saskatoon, Winnipeg, Brandon, Toronto, Ottawa, London, Windsor, Kingston, Peterborough, Sudbury, Montreal, Quebec City, Sherbrooke, Vancouver, Victoria, Moncton, Fredericton, Halifax, St-John's.**

**Outdoor Passion is currently available to over 10 million Canadian households.**

**So almost 100% of all areas of U.S.A. and Canada are reached.**

***THE BEST POTENTIAL OF ACTIVE CONSUMERS IN  
THE WORLD!***

# ***OUTDOOR PASSION***

## **Basic Demographic Information:**

### **Outdoor Passion Viewers are Active Consumers**

**Average Annual Household Income: \$65,000.00**

**43% earn over \$75,000.00 per year.**

**Viewer age; 18-65**

65% of viewers have ordered an item  
after seeing it advertised on Outdoor Passion

93% of viewers have ordered an item from a catalog  
36% of the general public have ordered an item from a catalog

59% of viewers have ordered an item from a direct response ad  
29% of the general public have ordered an item from a direct response ad

50% of viewers have consulted the advertiser web site.

### **26% of viewers plan to purchase a new truck**

80% of viewers own a truck  
18% of the general public own a truck

### **30% of viewers plan to purchase a boat**

60% of viewers own a boat  
11% of the general public own a boat

62% of viewers own a home

The average Outdoor Passion viewers spend approximately \$10,000.00 on fishing and hunting related products annually.



# ***OUTDOOR PASSION***

## **REFERENCES**

### **1-Princecraft Boats.**

Mr. Simon Perreault: 819-364-1903 [simon.perreault@princecraft.com](mailto:simon.perreault@princecraft.com)

### **2-Brecks Inc. (Mooselook, Williams)**

Mr. Mark Stiffel: 819-563-2115 [marks@williams.ca](mailto:marks@williams.ca)

### **3-Frabill, Inc.**

Jeff Kolodzinski: 262-677-4740 [jkolodzinski@frabill.net](mailto:jkolodzinski@frabill.net)

### **4-Raytech Electronics**

Mr. Mario Raymond: 450-975-1015 [Mario.Raymond@raytech.ca](mailto:Mario.Raymond@raytech.ca)

### **5-TTI Companies (Tru-Turn, Daiichi and Xpoint hooks)**

Mr. Wes Campbell: 334-567-2011 [wes@tticompanies.com](mailto:wes@tticompanies.com)

### **6-Gentec International (Zeiss Optics)**

Mr. Alan Topp: 905-513-7733 [atopp@gentec-intl.com](mailto:atopp@gentec-intl.com)

### **7-Lowrance Electronics**

Mr. Curtis Atwater 1-800-661-3983 [Curtis.Atwater@navico.com](mailto:Curtis.Atwater@navico.com)

### **8-Mercury Marine**

Mr. Adrian Rushforth: 905-567-6372 ext. 230 [adrian\\_rushforth@mercmarine.com](mailto:adrian_rushforth@mercmarine.com)

### **9-Lindy Fishing Tackle**

Mr. Ted Takasaki: 218-829-1714 [ted@lindylittlejoe.com](mailto:ted@lindylittlejoe.com)

### **10-Sheldons. L.L.C. Companies**

Mr. J.E. "Chuck" Byrd: 318-377-8818 [chuckbyrd@cox-internet.com](mailto:chuckbyrd@cox-internet.com)

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