



UPDATE: JULY 2009

Fish Daytona© is a local internet television program about fishing the greater Daytona Beach area. The show is dedicated to all fishing fanatics who love to fish the east-central coast area of Florida. The show has been on internet TV (beta version) since 2008 to the entire high speed internet viewing audience.

The show is being hosted by various local fishing experts such as Captain Rick zipping around on a 25' Angler "Get 'R Wet". Rick specializes in fishing & diving the hot spots offshore Ponce Inlet and the Florida Keys. Other hosts include: 30+ year prized tournament fishing veteran, Captain David McGaha who will get onboard vessels with other longtime area Captains who've been fishing the waters of Volusia, Flagler and Brevard for decades. These folks will bring their local knowledge of the waterways to the internet tv, helping promote fishing in the greater Daytona Beach area!

Each edition (Webisode) of "Fish Daytona©" will feature hot offshore and inshore angler action, tons of tips, useful techniques, fish recipes, an environmental friendly focus, hot spots where and when the fishing is on, a call-in and blogging interaction, discussions with industry professionals, and advice on all aspects of the fishing industry geared towards anglers of all ages helping them to increase their enjoyment and education on the water.

The highlight of the show is the weekly spotlight focus on a local area angler and the hot spot of the week -whether it's fishing from the shore, pier, boat, kayak or canoe!

Fish Daytona -an internet television show - will be the launch point for the remaining "Fish Daytona©" agenda, which includes this interactive website, future instructional online videos, internet workshops, tournaments that raise money and/or awareness for selective non profit groups, kids fun fishing school and much much more!

Currently the show is airing short 5minute or less segments as we increase our sponsorships. A variety of sponsorship opportunities exist for those who would like to support this endeavor and its goals. We can develop an involvement plan to suit your specific branding and publicity needs. We appreciate your support of "Fish Daytona©" and our aim of bringing new opportunities to the area's fishing and tourism community. The following packages are offered on a first come first serve basis:

Presenting Sponsors: As the Presenting Sponsor you get: (1) :30 second commercial produced for your business- valued at \$500-\$750; (3) thirty second ads run per show; (1) logo billboard on opening credits; (1) your product highlight on master show open; exclusivity of your product or service; (1) five second sponsor recognition per show; (1) logo billboard on the closing credits; (1) logo patch or embroidery worn on host clothes during filming shows; (1) link from website to your site; (1) logo decal on boat; (1) guest co-host appearance on show; **COST: \$250-400 per episode**

Segment Sponsors: You get: (1) :15 second commercial produced for your business- valued at \$350-\$550; (2) fifteen second ads run per show; (1) logo billboard on opening credits; (1) your product highlight during your segment; (1) link from website to your site; (1) logo on boat; (1) guest co-host appearance during segment; **COST: \$50-200 per episode**

Apparel/Prop Sponsorship: You provide your item which will be worn and/or used by our cast & crew during the show; (1)credit at beginning; middle or end of show; Our "wish list" includes: shirts, jackets, hats, sunglasses, fishing/boating/tackle & supplies, **COST: \$50-150 per episode**

Charter Sponsorship: Charter Reservation/Booking Services on our website; (1) Charter profile page; (1) 15 second commercial produced and aired during show up to 3 times; **COST: \$50 per month**

Web Link Sponsors: (1) Web link on our website directly to your business website **COST: \$25 per month**

Advertisers: Air your previously produced commercial during the shows commercial breaks. **COST: \$15-\$30 per show.** If you need a commercial, we are offering full thirty second commercial production at very affordable rates!

If you would like further information, please visit us online at www.FishDaytona.com or call us directly at (386) 788-1596. Once you decide your partnership plan with us, send a letter of intent stating how you want to underwrite or provide sponsorship as stated above. We will then send you contractual agreements. We look forward to showcasing your product to the top sellers list!

Sincerely, New Vision Videos/ Fish Daytona© Producer/Creator

Producing Affordable Local Internet Television & Videos!

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