



# THE New Fly Fisher

*The art and science of fly fishing*



## Television Opportunity – The New Fly Fisher

For several years Orvis has been sponsoring an educational television series called The New Fly Fisher. The series is broadcast across the USA, Canada and internationally on networks such as PBS, World Fishing Network and Altitude Sports. The series has built a very large and loyal following of anglers over the past 15 years of production ([www.thenewflyfisher.com](http://www.thenewflyfisher.com)). Most episodes are shot at Canadian locations however this season they wish to shoot 4 to 5 episodes in the USA or at international locations. Best of all, they want to shoot these shows only at Orvis-Endorsed lodges.

The shows are fully dedicated to educating anglers and promoting your lodge. As a production on PBS, the series depends on support from the location where shows are shot in order to make this happen. Financial support of approximately \$12k is needed to help cover field production costs (i.e. flights, vehicle rental, camera gear, etc.). In exchange for this support, besides the broadcast, the producer will also provide to you: aerial footage of your facility shot in 4k, a 3-4 minute promotion video for use in your website, the completed episode will be uploaded to YouTube to continue marketing your lodge (plus you can link to this video in your website and also use it at trade shows), and a ½ page advertisement will be provided to go in their online magazine for three issues ([www.thenewflyfisherezine.com](http://www.thenewflyfisherezine.com)).

On the next page are sample episodes and references.

Participating in the creation of an episode of The New Fly Fisher at your location is an investment that will provide years of marketing and promotion of your business. Broadcast, both on television and online is an exceptional advertising tool to reach anglers who want to book trips to Orvis-Endorsed locations.

**For further information**, please contact the producer Colin McKeown at 613-836-8295 or [colin@jencor.ca](mailto:colin@jencor.ca).

## **Sample Episodes**

Hawk Lake Lodge (Ontario)

<https://www.youtube.com/watch?v=HUx9XMUMv20>

Hunt River Lodge (Labrador)

<https://www.youtube.com/watch?v=D96jFgXsYuU>

## **Orvis Lodge References:**

Hawk Lake Lodge (Ontario)

Owner Ted Putnam 617-820-4056

Pere Marquette River Lodge (Michigan)

Owner Frank Willets 231-745-3972