

GUIDELINES

PRESENTED BY



MAVERICK
BOAT GROUP

Guidelines TV 2019 -14045 Cain Ave, Port Charlotte, FL 33953 - GuidelinesTV.com GuidelinesTV@yahoo.com



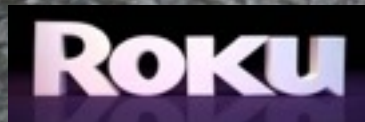
- **Why invest your business with Guidelines TV?**
- Guidelines TV focuses on the rapidly growing web based and streaming TV market.
- Our partners will have the ability to showcase their products in our high quality episodes once a month, as well as a rotation of product showcases.
- Your show hosts have an existing relationship with the highly sought after male 18-49 demographic
- We offer a focused product spotlight in which you control the content, and share on your own social platforms!
- Cross-Promotion via social media outlets, seminars, trade shows, contests, podcasts and web sites.
- A 100% digital show allows us to focus on quality promotion of your products with no constraints to a network advertising schedule.
- Real-time correlation between airing of episodes/product showcases and your product sales.

WAYPOINT

OUTDOORS TV



Guidelines TV strives to take your marketing to the future of outdoor television with our sharp focus on web based and streaming TV, along with the ever growing social media outlets.



By the year 2021 it is estimated that nearly half the households in the United States will be using some sort of streaming TV service as an alternative to standard cable. Last year alone 22 million households “cut the cord”, up 33% from year 2016.

“TechCrunch.com 2017”

“emarketer.com”

As a digital based outdoor TV program we can focus on promoting your product in real time, and more important, we can focus on the content that you want your market to see. We offer social media spotlights highlighting your product, resulting in a more direct approach to your marketing strategy. An important part of Guidelines TV will be the social media uploads and high quality photos that you as a company will in turn be able to share on your own social media platforms, websites, promotional material, etc. We have the flexibility of producing a high energy, high quality fishing show, with the perfect blend of product placement and entertainment. Your hosts have been a part of some of the largest companies in the industry, and have proven that if they use it, people will buy it!



Captain Jay Withers Biography



- Born: Middletown, Ohio
- Moved to Port Charlotte in 2002
- Full-time charter captain for over 15 years
- 2005 Inshore fishing association lure division champion (Englewood, FL)
- 2005 Flatsmasters "Summer Redfish Classic" Champion (Punta Gorda, FL)
- 2005 4th Place F.L.W. redfish tour (Englewood, FL)
- 2009 Professional Tarpon Tournament Ladies Day Champions
- 2010 2nd place Guy Harvey Ultimate Shark Challenge Grand Championship (Sarasota, FL)
- 2010 Professional Tarpon Tournament Champion (Boca Grande, FL)
- 2011 3rd Place Guy Harvey Ultimate Shark challenge (Punta Gorda, FL)
- 2012 2nd place Mad Fin Shark (Punta Gorda, FL)
- 2015 Professional Tarpon Tournament Champion (Boca Grande, FL)
- 2016 2nd Place Inshore Fishing Association (Sarasota, FL)
- 2017 3rd Place Florida Pro One Man Challenge (Apollo Beach, FL)
- Front Cover of several industry leading magazines
- Owner of Red Zone Apparel & Artculus Jig Company
- Ambassador for top companies such as Maverick Boat Company, Yamaha Outboards, Shimano, Power Pole, Humminbird, Minn Kota, Frogg Toggs, Zman, Mustad, Ingman Marine, Decked
- Viewed in the industry as a top tier tournament angler and fishing guide

Colorblind Media

Venice, Florida

27.0998 N 82.4543 W

We feel that using a top tier production company is vital to the growth of our brand. That's why we chose Colorblind Media. Owned by fisherman and experts in digital media, Colorblind Media is one of the leading forces in outdoor content production. They work with some of the biggest names in the industry including but not limited to:

- Orvis
- Engel Coolers
- Captains for Clean Water
- Florida Outdoor Experience
- Reel Animals
- The Gypsy Angler
- Bote Boards
- Yeti Coolers
- Howler Bros.
- Ocearch
- Costa Del Mar
- Florida Sportsman Reel Time

"Colorblind Media is a boutique production house focusing on the creation of short documentaries, branded content and television programming. We are visual storytellers passionate about producing high end digital media while inspiring viewers".

Cavin Brothers





Our Goal:

To bring real ROI to our partners through innovative product spotlights, high end digital media and multi-platform advertising. This is the future of outdoor media!