



Don't let this marketing opportunity be
"the one that got away"

Dear [FirstName]

If you know a fisherman - you'll know they're obsessed with the next big catch. So when the TV show *Fishin' Trip* was screened every week on Foxtel, 130,000 viewers nationally were caught hook, line and sinker – and they were reeled in for a full half hour.

We're talking about a captive audience of passionate fishermen and women, avid outdoor enthusiasts and their families – your target market – glued to their screens for 30 minutes. And we're giving your organisation a chance to be part of it.

In terms of your marketing communication this opportunity delivers a receptive audience, open and responsive to your message. It's the ideal vehicle for [Company Name] to generate brand and product awareness, maximise exposure within key target markets and ultimately generate new sales. Now that's a good catch.

The enclosed sponsorship proposal provides a background to *Fishin' Trip*, the longest running fishing program on Australian television. It outlines how the show, due to its enormous following, is now moving to free to air TV on Southern Cross Ten with a potential audience of 4,072,000. Its host Jason Kennedy is an icon and celebrity in the fishing world and the driving force behind the show's success.

[FirstName], please take a moment to read the enclosed proposal because just like a good fishing story, this one's getting bigger by the minute. So to make sure that you don't miss the boat, I'll contact you in the next fortnight to discuss this opportunity. In the meantime, please feel free to contact me on 0409 936 114 if you have any questions.

Yours faithfully,

Jason Kennedy
Fishin' Trip Producer