

DNA

OUTDOORS



DIRT  NAP
M A F I A



IT'S A WAY OF LIFE
pursuit
CHANNEL

The Producers and Team "DNA" has a goal to take viewers on the hunt with the Dirt Nap Mafia as we call them. With an eye for fresh vantage points to cinematic predator hunting, team DNA will be on the hunt for Feral Pigs by any means deemed legal and guaranteed to keep you on the edge of your seat. Follow Team DNA and cohorts as they predator hunt across the U.S. Team DNA. member quote, "It's our business to rid the population of pasture roaches, and business is good." What is Dirt Nap Affliction? Simply Team "DNA" is predator hunting with a purpose and passion with their own flare for hunting Hogs and Coyotes as they rid these nuisance animals for farmers and ranchers.

Team DNA Outdoors (Dirt Nap Affliction) is Latterly Proud to bring you the newest action filled Thermal hunting, Wild Boar & Coyote round up you'll ever see. Swine are territorial animals by nature and one of the most intelligent predators out there. DNA is taking the hunt to the next level. By hitting the skies with helicopter views to find these sounders and take them out via air and with ground support. Team DNA will outsmart these swine every time by hiding in the shadows of darkness in the dead of night with top-of-the-line thermal scopes. Wild Boar often invade properties and kill off the natural vegetation that farmers depend on. Team DNA works with land-owners across the United States to help rid their land of these dangerous and destructive predators. So, post up and enjoy the hunt!



TEAM DNA





Kayla Melancon



Mike Melancon



Corey Burrell

Wesley Lantz



JD Dudley





FREDDIE CALVERETTE



**Jason
Allen**



**KATRINA
SLIGAR**



DNF
OUTDOORS

Pickin Tha Hunt With Jason Allen



“Pickin Tha Hunt” With Jason Allen episodes will be our special trips that Team DNA will partner up with Texas Country Artist Jason Allen to take someone special on a hunting trip of a lifetime. On these episodes, Team DNA picks a special someone to go on a hunt, and Jason will Pick a different Country Artist to join in for an up close and personal campfire show. Together, we are Pickin Tha Hunt!!!!

Since 2008, Pursuit has been delivering extensive high-quality outdoor content to millions of viewers unserved by any other full-time outdoor network. The unique basic-tier package delivery with the major satellite distributors provided access to an audience that was ripe with outdoors men and women and jump-started the fastest growing outdoor network in history. Today, the continued growth of Pursuit's linear distribution now married with an industry-leading OTT distribution platform, makes Pursuit the industry leader in total home and user delivery

OUR VIEWERS

Male 25-54	56%
Male 35-64	62%
Adults 25-54	65%
Adults 35-64	70%
Female 25-54	20%
Teens	11%
Greater than \$75k	34%
Greater than \$100k	21%

Current Nielsen validated Universe Estimate is 25 million homes and still experiencing growth in distribution. The signal is active nationally in all DMA's (Designated Market Areas) through some of the largest and most successful distributors in America. *According to a recent Nielsen UE report, Pursuit Channel was one of only ten networks to show growth out of more than 140 national networks. The industry's leading OTT distribution model, Pursuit UP, is available to 75 million users across some the nation's premiere streaming channel platforms. Pursuit content available to more consumers than ever before regardless of their preferred method of content consumption, without any subscription fee required.



*Target
Audience*



- **“Our Audience”**

- **Outdoor Enthusiast**

Dedicated and seasoned sportsman, highly active, variety of hobbies, hunting sensibilities, patriotic. Hunters looking for hunting tips, hunting techniques and education.





Hitting the Target

Middle-class families in smaller cities or towns with solid blue collar jobs



- Median Age 18 - 53 Years
- More likely to own a pickup truck 88%
- More likely to buy Premium DIY Products 65%
- Earn over \$100k annually 20%
- Annual income of 61,000 56%
- Teens 10%
- Female audience 24%
- Male 66 %
- Some college 76%
- Married
- Owns a Dog
- Owns a Home
- Owns a 3+ acre lot
- Dedicated and seasoned sportsman, highly active, variety of hobbies, hunting sensibilities, patriotic.
- Hunters looking for hunting tips, hunting techniques and education.
- Whether hunting with friends or enjoying the solitude of nature, our target viewer is a highly active hunter who emphasizes strategy, tracking and is highly driven to succeed.
- Most likely to have participated in hunting in the past 12-months than the National Average.

Secondary TV Viewers



Upscale, boomer-aged couples living in closed-in suburbs and Rural Areas

- Age: 51-65 years old
- Education: Bachelor's degree/Graduate degree
- Annual HHI: \$150K - \$200K
- Home value: \$350K - \$750K (broad range)
- Household size: 3 persons
- Age of children: n/a
- Length of residence: 10+ years
- Cutting-edge technology
 - Family Concussions
- Environmentally-progressive and future-focused
- Long-term investing/saving over imminent financial gain
- Emotionally-driven, future-positive messaging
- Morality-driven actions, like helping others and the planet
- Live in outer-city neighborhoods or Rural Areas
 - Educated
- Posses some worldly, cultural knowledge
- Environmentally-conscious
- Socially and politically outspoken and confident
- Diverse and savvy investors
 - Philanthropic
 - Outdoor Traveler



DNA Outdoors Dedication

DNA Outdoors will deliver advertising to a captivated audience through in-depth sponsorship opportunities including but not limited to.

- Product placement in shows
- Endemic endorsements
- Social Media and Celebrity appearances at sponsor events
- Billboard placements in the show
- Commercial opportunities
- Logos on trucks
- Logos on shirts worn in the show
- DNA Outdoors YouTube channel

DNA - Pursuit Network Partnership Packages

Branded TV Packages	4th Quarter			1st Quarter	
	Year	Episodes	2024	Episodes	2025
Title Partnership (Includes Commercial & Digital Packages)	2024	52	\$22,500.00	52	\$22,500.00
Commercial Plus - Billboard In Show Mentions	2024	52	\$12,000.00	52	\$12,000.00
Commercial and In Show Billboard	2024	52	\$10,000.00	52	\$10,000.00
Commercial with In Show Mentions	2024	52	\$10,000.00	52	\$10,000.00
Commercial Only	2024	52	\$7,500.00	52	\$7,500.00
In Show Billboards	2024	52	\$5,550.00	52	\$5,550.00
Logo on Truck	2024	52	\$3,730.35	52	\$3,730.35

Digital Media	Year	Days	Digital Only
YouTube Channel Video Ads	2024 -25	180	\$4,000.00
Social Media Video Ads	2024 -25	180	\$3,500.00
Social Media Influencer Post	2024-25	180	\$1,750.00
POS	2024 -25	180	\$1,000.00