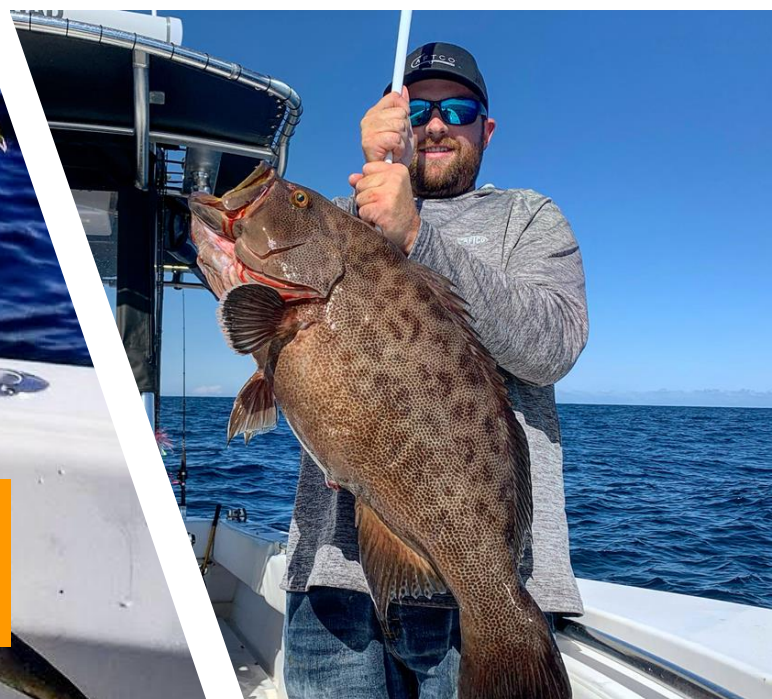


TROLL THE EDGE



2023 PROGRAM

LIQUID FIRE
FISHING TEAM



BROADCAST TV

CONTACT: mark@fishlf.com | (910) 376-4144 or bcurd@revmamedia.com | (423) 378-4299



A NEW PERSPECTIVE OF OUTDOOR AND FISHING ENTERTAINMENT

Troll The Edge TV is unique in that it brings the dynamics of family, fishing, business, relationships, and passion of the Henderson family over the last 20 years of spending time on the water together. A fresh perspective on fishing and outdoor entertainment will keep the audience engaged and drive their desire to keep tuning in.

The family element of engagement in an activity not age specific, resonates with a multitude of audiences. From young to more mature, there is a foundation of devotedness that brings back old memories, helps develop new ones, and drives a desire to create more opportunities to enjoy what we have all been provided.

Providing a pathway of long-term enjoyment is the focus while incorporating an appetite for learning, seeing the next on-water action, anticipating the next bite, and longing for the next tackle, rigging, or fishing tip.

Organic product inclusion provides subtle influence but direct encouragement to crave the brands. The exciting action of *Troll The Edge TV*, and variety of platforms on which the show is accessible, keeps the audience engaged. Non-scripted content allows the honesty of feelings in the moment to shine through. Each family member has their own personality and story to tell.

Leaving the audience with a genuine good feeling, 30 minutes of entertainment, and a desire to come back for the next episode to spend time on the water with the Henderson family and partners of the Liquid Fire Fishing Team is the goal for the show.

Troll The Edge TV provides:

- National Coverage - Year-round exposure across all time zones.
- Product Engagement - Professional endorsement with organic engagement to introduce your product line.
- Exclusivity - Partners products will not have competing items.
- Family Entertainment – Focus on fishing, family, and fun.

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Television / Social Media Influence



www.youtube.com/liquidfirefishing

www.youtube.com/channel/UCpjCv2UjPPBLDkUqhwUoFfw



www.instagram.com/liquidfirefishing/
www.instagram.com/trolltheedge/



www.facebook.com/liquidfirefishing/
www.facebook.com/TrollTheEdge/



www.twitter.com/fishliquidfire



www.linkedin.com/company/28161051/admin/





TROLL THE EDGE

LIQUID FIRE FISHING TEAM

Our family's Liquid Fire Fishing Team developed out of a love of time spent together on the water. Since 2005, we have been fortunate to compete in 15-20+ annual saltwater fishing tournaments; and, as seminar presenters, we enjoy the opportunity to share our experience with others.

Everything has come full circle as we have launched Liquid Fire Sportfishing.

Come join us in our fishing adventures!

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TV SERIES

TROLL THE EDGE

Multi-Platform Social
Media/Broadcast TV Series

Young viewers use social media,
streaming, and on-demand platforms
(phone, computer or TV).

More mature viewers use
conventional, streaming, and on-
demand broadcast TV.

Each episode will premiere on
multiple platforms and remain
available indefinitely. Each
premiered episode will receive four
promotions throughout the year.





8 STATES VISITED **16 EVENTS**

2023

70 ACTIVATIONS / PROMOTIONS

1.35M ATTENDEES



Social Media



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2023 PROJECTS

TROLL THE EDGE



6-Episode Mini-Series

Fishing Tournaments

16 Events

Charter Fishing

Gulf Stream,
Offshore,
Nearshore,
Live Bait,
Bottom Fishing



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MEET THE TEAM

Mark Henderson Team Captain/Boat Owner

Mark's efforts for gaining sponsorship, promoting the fishing team, and communicating with fellow teams are the tasks that no one else is quite suited to do.

Mark began his tournament career as the designated angler in 2004 on the "Hi-Speed Wobble," but gladly passed those duties over to Josh in 2005 with the start of our own Liquid Fire Fishing Team and took over the gaffing responsibilities for the next five years. After Crockett assumed the "angling" duties in 2010, Mark passed the gaff to Josh.

In addition, Mark maintains much of our social media efforts. He is our team's spokesperson and main contact for sponsors. Although the entire team participates in fishing schools and events by working our booth, most duties of speaking during fishing schools' seminars, radio shows, and TV interviews, are gladly turned over to Mark.

In his younger days, Mark was a sportswriter for a newspaper. In his spare time, he has written blogs for sponsors and his KMT Journals featured on our website and previously published in the *Fisherman's Post* and on Kingfishconnection.com. He has been honored with features in *Saltwater Sportsman Magazine*, *Sportfishing Magazine*, *Florida Sportfishing Magazine*, among others.

Mark was a fixed operations director in the auto industry for 15+ years. For several years, Mark had a desire to jump into the marine industry and gladly accepted a position with TACO Marine. In less than a year's time, he was promoted from Strategic Product Category Manager to OEM Sales Manager and Product Manager. You will often see his face on TACO Marine product videos on Facebook, Instagram, and YouTube.



MEET THE TEAM

Josh Henderson Team Co-Captain

Josh was the designated "team angler" beginning in 2005 until he aged out of the Junior Angler status. His patience and level-headedness while fighting a fish were just the traits needed to land big fish.

In 2010, Josh handed off the angling duties to his younger brother, Crockett, and then assumed the "gaffing" responsibilities. (Many tournaments required the junior to angle the fish for award eligibility.) The same qualities he poses as an angler, lends Josh to being an accurate "gaffer" as well! In addition to handling the gaffing duties, he also throws a nice "pancake" with 12–14-foot cast nets. Josh has logged many miles behind the wheel of the *Liquid Fire* getting the team safely to the fishing grounds and back.

Together, he and Crockett claimed the 2006 SKA Division 12 Junior Angler Title. In addition to this title, Josh claimed over 15 Junior Angler top-three finishes.

Josh's understanding of technology (from building our original website, to editing most of the *Liquid Fire* videos and team graphics/logo) keeps our team on the cutting edge of the sport when marketing for our sponsors.

Spending the remainder of his career as a service manager in the auto industry was not Josh's goal. In 2018, he made earning his captain's credentials a priority in order to bring *Liquid Fire Sportfishing* to life. He is employed full time at Ocean Marketing as a regional sales manager.



MEET THE TEAM

Crockett Henderson Team Angler/Team Co-Captain

In 2010, Crockett graduated from being team "videographer" to taking on the responsibilities of designated "team angler." At that time, his brother aged out of the junior angler status. Like Josh, Crockett poses the patience and knowledge necessary when trying to land money-winning king mackerel. While Crockett's skills as the "videographer" are missed, his work "on the rod" has proven to be outstanding. In addition, Crockett's responsibilities are maintaining GPS coordinates and tying rigs as well as preparation of the boat, equipment, and tackle prior to tournaments.

Crockett earned the SKA Yamaha Professional Kingfish Tour "Top Junior Angler" title during the 2008, 2011, and 2012 seasons. In addition, he and Josh were the 2006 SKA Division 12 Junior Angler Champions. As an SKA Junior Angler, Crockett claimed more top three finishes than we can count. In his final year as a Junior Angler, he also won the SKA Division 1 Title.

Passion and fire describes Crockett's personality best. He has missed only one tournament that the Liquid Fire team has fished since 2004, and his desire for the team to succeed is paramount.

Crockett earned his captain's credentials in 2016 and has been a Captain with TowBoatUS Beaufort/Swansboro, NC, since 2017. He also mates for his brother, Josh, on the *Liquid Fire Sportfishing* vessel with hopes to be captain of a twin vessel for the business in the near future.



MEET THE TEAM

Audrey Henderson Team Manager

Audrey was dubbed "Little General" early in our fishing ventures by Ben Beasley of the "High Speed Wobble," with whom we fished our first year on the SKA divisional tour in 2004.

As the nickname suggests, she manages many of the endeavors on which our team embarks. In addition to responsibilities for all team paperwork (licenses, registrations, loans, insurance), Audrey coordinates our booth setup and providing our sponsors' marketing materials at annual fishing schools featuring our team.

As our travel coordinator, she works out the logistics of lodging, boat slips, and transportation to get us where we need to be.

Audrey always makes certain that our guys are outfitted, have plenty of food and drink on the boat, and are protected from the sun.

You will usually see her present at weigh-ins to cheer on the team and take photos of the *Liquid Fire* coming to the scales.



Liquid Fire Sportfishing

GULF STREAM, OFFSHORE, NEARSHORE, LIVE BAIT AND BOTTOM FISHING CHARTERS

The Passion Is Real – Fishing, Entertaining, Educating So Fishing Can Be Entertaining!



NEARSHORE CHARTERS
LIVE BAITING, BOTTOM FISHING

With Liquid Fire Sportfishing's nearshore Crystal Coast fishing charters, you can catch a wide array of species including Flounder, Red Drum, nearshore Spanish Mackerel and King Mackerel, bottom fish such as Gag Grouper, Black Sea Bass and so many more!



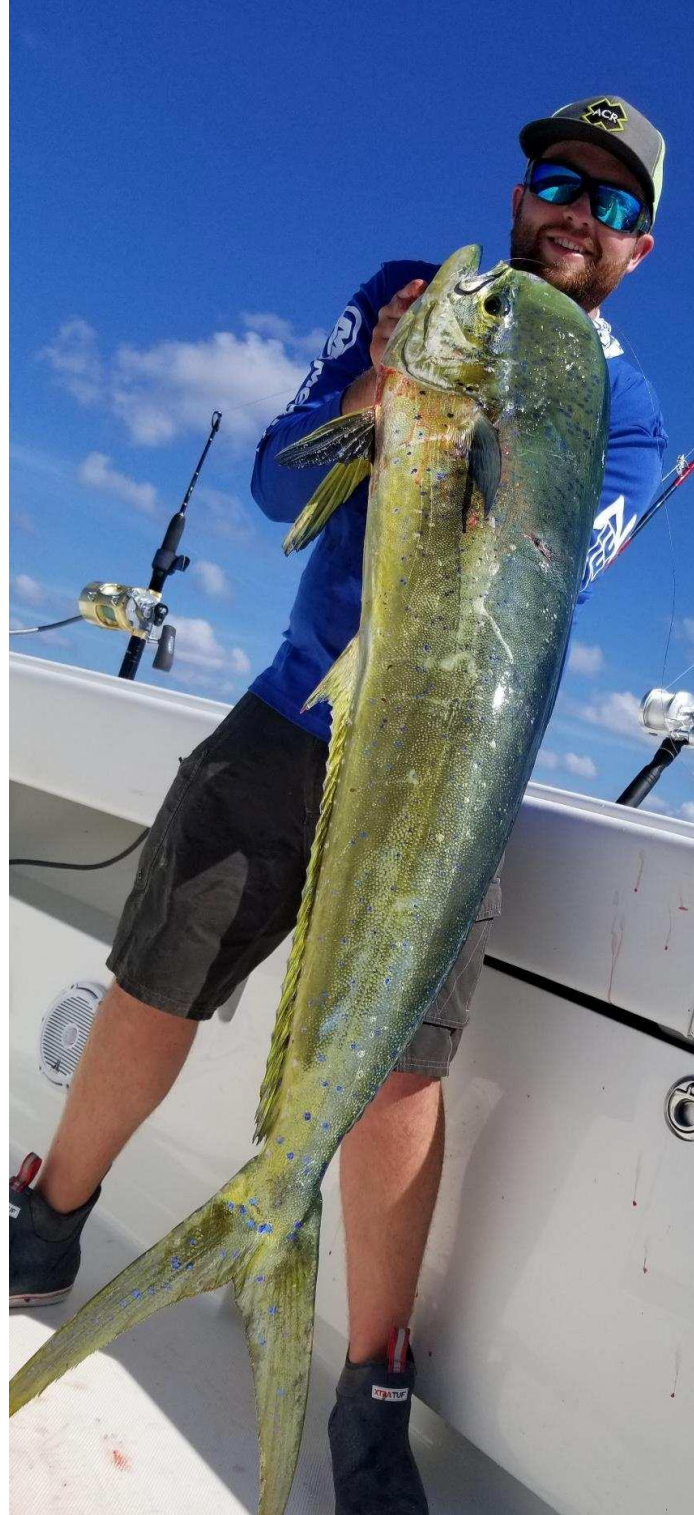
BOTTOM FISHING CHARTERS
SWANSBORO & BEAUFORT CHARTERS

Offering half day, 3/4 day and full day fishing charters, Captain Josh can help you catch King Mackerel, Dolphin, Amberjack, Barracuda, Shark, Black Bass and Grouper. Our charters leave from either Bogue Inlet in Swansboro up



OFFSHORE CHARTERS
MAHI-MAHI, WAHOO, TUNA

Let Captain Josh Henderson guide you to the Crystal Coast's best offshore fishing with our Gulf Stream fishing charters. There you'll catch offshore pelagic species like Mahi-Mahi, Wahoo and Tuna. Full day Gulf Stream trips are available for your



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TROLL THE EDGE

On the Road Again!



Rolling Billboard

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TROLL THE EDGE

PARTNERSHIP PROGRAM



Liquid Fire partnership funding is to allow dedicated time to the development and growth of **“Troll The Edge TV”** with primary focus of providing a positive ROI for program partners. The 2023 Partnership Program is structured with limited positions to ensure that invested partners will receive prominent logo placement on assets and full access to the team for the year.

The program is a valuable opportunity for brands to join the Liquid Fire Fishing family story as it unfolds in front of an engaged and growing audience. Unlike traditional advertising, the Liquid Fire Fishing program has the power to build brand loyalty, product awareness and drive sales using an authentic voice that their coveted followers trust.

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TROLL THE EDGE

Troll the Edge TV - Deliverables

- ***Troll the Edge*** will air nationally on **Destination America** network television.
 - Slotted airtime:
 - Between 7:00 – 8:00 a.m. EST – 1/23/23, 1/29/23, 2/5/23, 2/12/23
 - Total of three weeks airing.
 - This airing covers all time zones.
 - Plus, **Destination America** has unrestricted authority to broadcast at any time.
 - Data from these time slots based on history of **Destination America** viewership in chosen timeslot... excess of 450,000 viewers.
- Airs on ROKU, YOUTUBE, and FACEBOOK for streaming and social media outlets.
- The premier of each show to be promoted on social media four (4) times per year.
- All shows will be available for On-Demand viewing.
- Sponsor will be included in all promotions to be on INSTAGRAM and FACEBOOK.
 - Liquid Fire also has active TWITTER and LINKEDIN pages established.
 - www.TrollTheEdge.com – Domain has been secured and is under development.
 - Partners will also receive clickable hyperlinks to their landing page similar to the www.fishLF.com page:
 - <https://www.fishLF.com/liquid-fire-fishing-team-sponsors.php>
- A network of partners, sponsors, collaborators, and friends in the industry will be sent the shows and promotional assets so they can promote the show on their social media outlets and views.
- **All photo and video media assets of *Troll The Edge* are shared with partners at NO additional charge for their business use and great ROI.**

Troll the Edge TV – “Why Destination America?”

- Program environment is a strong fit with traditional outdoor programming:
 - By reaching viewers with a penchant for outdoor activities and the outdoor lifestyle.
 - By offering a natural fit with traditional outdoor shows with a focus on:
 - **Fishing**
 - Troll The Edge
 - **Nature**
 - Alaska: The Last Frontier | Railroad Alaska | Edge of Alaska | Man vs. Bear | Swamp Logger
 - **Adventure**
 - Alaska: The Last Frontier | Railroad Alaska | Edge of Alaska | Man vs. Bear | Swamp Loggers | Moonshiners | America: Facts vs. Fiction
 - **Food**
 - BBQ Pit Wars | BBQ Pitmasters | Carnival Eats | Man, Fire, Food | Man's Greatest Food | Steak Out with Kix Brooks | Wild Food
 - **Travel**
 - Going RV On Location | Buying Alaska | Buying Hawaii | Buying the Bayou | Buying Rockies | Buying the Yukon
 - **Home**
 - Log Cabin Living | Extreme Homes | Buying the Bayou | Buying Rockies | Buying the Yukon | Maine Cabin Masters | Pool Kings

- Destination America has a DISTRIBUTION of 35,000,000 homes with:

- Demographics people from 25-64
- Median Age of 54
- Split Gender Engagement:
 - 53% Female
 - 47% Male
- Median Household Income - \$55,900
- County Size
 - A&B 63%
 - C&D 37%
- Home Ownership of 75%

Source: Nielsen Media Research ACM MIT/AMRLD; Viewing = C3. Period: 2018 (01/01/18-12/30/18); HHL D UE based on Mar '19 (02/25/19-03/31/19). Daypart: Prime (M-Su 8p-12a). Median Age/Skew Base: P2+; Median HHI Base: Households; County Size/Homeowner Base: P18+.

- Additionally, the show is accessible through the following affiliate apps:

- Discovery Channel D-Go
- Destination America D-Go
- Amazon Marketplace
- AVODs
 - Pluto TV
 - VUDU Fandango
- Outdoor Action by Careco TV
- Pursuit Up on Pursuit Network

Title Sponsorship – (One Available)

\$15,000 – Includes:

- **Six-Episode Series**

Title Sponsor will receive:

- **30 second commercial spot**
 - Embedded in each episode
 - Present on all platforms
 - *(Commercial must be supplied by Sponsor)*
- **Sponsor name attached to series title, *Troll The Edge***
- **Opening Billboard Ad with logo and tagline in each episode**
- **Product placement (clear and in-focus exposure) in each episode**
- **Sponsor website presentation in each episode**
- **Social media tag listed first in all posts made by**
 - **Liquid Fire Fishing Team**
 - ***Troll the Edge TV***
 - **Revma Media**
 - **Motor Driven Films**
- **All photo and video media assets of *Troll The Edge* are shared with partners for their business use.**

Presenting Sponsorship – (One Available)

\$12,500 – Includes:

- **Six-Episode Series**

Presenting Sponsor will receive:

- **30 second commercial spot**
 - **Embedded in each episode**
 - **Present on all platforms**
 - *(Commercial must be supplied by Sponsor)*
- **Sponsor name attached to series title, *Troll The Edge***
- **Opening Billboard Ad with logo and tagline in each episode**
- **Product placement (clear and in-focus exposure) in each episode**
- **Sponsor website presentation in each episode**
- **Social media tag listed in all posts made by**
 - **Liquid Fire Fishing Team**
 - ***Troll the Edge TV***
 - **Revma Media**
 - **Motor Driven Films**
- **All photo and video media assets of *Troll The Edge* are shared with partners for their business use.**

“Liquid Fire Tips” Sponsorship – (One Available)

\$12,500 – Includes:

- **Six-Episode Series**

“Liquid Fire Tips” Sponsor will receive:

- Organic tips content during each episode
- Sponsor name in segment title of each episode of *Troll The Edge*
- Product placement (clear and in-focus exposure) in each episode
- Sponsor website presentation in each episode
- Social media tag listed in all posts made by
 - Liquid Fire Fishing Team
 - *Troll the Edge TV*
 - Revma Media
 - Motor Driven Films
- All photo and video media assets of *Troll The Edge* are shared with partners for their business use.

Premium Sponsorship – (Four Available)

\$10,000 – Includes:

- **Six-Episode Series**

Premium Sponsor will receive:

- **Opening Billboard Ad with logo and tagline in each episode**
- **30 second commercial spot**
 - **Embedded in each episode**
 - **Present on all platforms**
 - *(Commercial must be supplied by Sponsor)*
- **One Product Feature in one episode of the six-episode series**
 - *Chosen product to be agreed upon for the feature*
- **Product placement (clear and in-focus exposure) in each episode**
- **Sponsor website presentation in each episode**
- **Social media tag listed in all posts made by**
 - **Liquid Fire Fishing Team**
 - ***Troll the Edge TV***
 - **Revma Media**
 - **Motor Driven Films**
- **All photo and video media assets of *Troll The Edge* are shared with partners for their business use.**

Featured Tip Product Sponsorship – (Six Available)

\$3,000 – Includes:

- **Six-Episode Series**

Featured Tip Product Sponsor will receive:

- **Logo and tagline**
 - Attached to one segment in one of six episodes
- **Part of “Liquid Fire Tips”**
 - Product placement (clear and in-focus exposure) in each episode
- **Sponsor website presentation in each episode**
- **Social media tag in posts made by**
 - Liquid Fire Fishing Team
 - *Troll the Edge TV*
 - Revma Media
 - Motor Driven Films
- **All photo and video media assets of *Troll The Edge* are shared with partners for their business use.**



CONTACT

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