

THE HUNTSMAN

SEASON 3



PARTNERSHIP INVITATION.

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AMELPA
productions

SEASON OVERVIEW & INVITATION

We are thrilled to announce the return of Australia's favorite hunting show for its third season. Following the success of our previous two seasons, we are eager to broaden our partnerships. We are actively seeking new and exciting Australian businesses specializing in hunting, outdoors, and adventure to collaborate with, grow alongside, and promote.

We are reaching out to you because we believe that we share a synergy of values, and that your products appeal both to our team and to our audience. With this in mind, we want to invite you to participate in Season 3 as a show sponsor.

The goal for Season 3 is to deliver a uniquely Australian hunting experience that has never before been captured on film: a public land hunting, pack rafting and expedition adventure. The season will focus on two major themes: showcasing the challenges and triumphs of public land hunting in Victoria's wild, rugged and demanding High Country, and reuniting our audience with beloved guests from past seasons, celebrating the showcasing the strength of community. Led by Chris Waters, the team will embark on pack rafting journey deep into unexplored state forest abundant with deer, goat, and pig populations. Establishing a well-provisioned base camp, each episode will chronicle the team's battle against the elements as they adapt to the rhythms of this untamed environment and pursue wild game. This season emphasizes adventure, personal stories, wild game food and the strength of community.

Season number: 3

Production timeline: June 2025 - July 2025

Release timeline: July 2025 - May 2026

Number of episodes: 10

Episode length: 15-20 minutes

Distribution platforms: The Huntsman Season 3 will be available via The Huntsman YouTube channel and website. We are also in the process of negotiating the screening rights to a number of national and international TV and streaming networks.

Genre: Hunting / Outdoor Adventure / Cooking

Target audience:

Hunting Enthusiasts: Established hunters and outdoor adventurers who seek thrilling, authentic hunting experiences and want to explore different hunting techniques, locations, and game species.

Nature Lovers: Audiences with a passion for wildlife, conservation, and the great outdoors. They appreciate the show's emphasis on ethical hunting practices, responsible game management, and environmental conservation.

Adventure Seekers: Viewers looking for adrenaline-pumping escapades and immersive journeys into the wild. They are drawn to the breathtaking landscapes and the thrill of the chase in remote Australian locations.

Sustainable Living & Healthy Food Advocates: Individuals interested in sustainable food practices and conscious meat harvesting. They find value and understanding the connection between responsible hunting and sustainable meat sourcing.

First-Time Hunters: Curious individuals considering hunting for the first time or seeking insight into the emotional and transformative experience of newcomers venturing into hunting.


Families and Outdoor Enthusiasts: Families and individuals who enjoy outdoor activities and appreciate shared experiences that foster a connection with nature.

Overall, "The Huntsman" appeals to a broad audience with its mix of adventure, education, and captivating storytelling, fostering an appreciation for the beauty of nature, responsible hunting practices, and the cultural significance of hunting in Australia.



SPONSORSHIP PACKAGES

Below you can find the sponsorship packages available for Season 3, as well as information pertaining to the additional promotional segments available for purchase for each episode.




PREMIER SPONSOR

\$ 15,000

- Product Placement & Intergration
- Primary Brand Placement (show)
- Primary Brand Placement (website)
- Social media content
- Access to raw video assests (UGC)
- Host Endorsements
- Hunting Trips Australia Advertising
- VIP Guest Appearance on show
- Season naming rights
- Event guest appearance

read more on page 4




CORE SPONSOR

\$ 5,000

- Product Placement & Intergration
- Brand Placement (show)
- Brand Placement (website)
- Social media content
- Access to raw video assests (UGC)
- Host Endorsements
- Hunting Trips Australia Advertising

read more on page 5




SUPPORT SPONSOR

\$ 2,000

- Product Placement & Intergration
- Brand Placement (show)
- Brand Placement (website)

read more on page 6



PROMOTIONAL SEGMENT IN EPISODE

\$ 1,500 PER EPISODE - 10 AVAILABLE

1-2 minute dedicated promotional segment that runs within a given episode. During this segment, the host openly and honestly showcases the product or line of products, outlining the unique features and providing honest thoughts. In this way, sponsors' products are not only naturally incorporated into the show's content and locations with placements but are also specifically highlighted and endorsed by the host, demonstrating the product's effectiveness and value within a real-world hunting scenario.

read more on page 4d



PREMIER SPONSOR

\$ 15,000

Becoming the Premier sponsor of The Huntsman Season 3 offers a multitude of benefits for your brand. As the Premier sponsor, you will enjoy prominent visibility and exposure to a dedicated and captive audience.

Exclusive Sponsorship Position:

While there is no limit on the number of core and support sponsors, there is only one premier sponsorship opportunity. Signing on as the premier sponsor provides you with this exclusive prestigious position.

Season Naming Rights:

Whenever The Huntsman Season 3 is mentioned in an advertising capacity (print, digital, social media), it will always be in conjunction with the text "presented by [premier sponsor name]".

Guest Appearance/VIP Experience:

A representative from the premier sponsor companies will be invited to make guest appearances on an episode to share and experience firsthand the thrill of the hunt and what it's like to be involved in the production.

Primary Social Media Tagging:

Whenever content for The Huntsman Season 3 is posted on social media (Facebook, Instagram, TikTok), the premier sponsor's relevant accounts will be tagged.

Product Placement, Integration, and Host Endorsements:

Products supplied by the premier sponsor will be featured and showcased within the content via product placements and integrations.

Exclusive Sponsorship Category:

The Huntsman Season 3 has restricted sponsorship opportunities to one sponsor per product category. Coming on board as a sponsor locks in your place within a given category and ensures that we are not working with or promoting your competitors' products.

Premium Brand Placement (website):

The premier sponsor will enjoy the prominent and premium placement of their branding on The Huntsman website.

Premium Brand Placement (show):

The premier sponsor's logo will appear at the start of every episode as well as the end of every episode, highlighted as the major sponsor.

Hunting Trips Australia Advertising:

Included in sponsorship is 12 months of digital banner advertising on the Hunting Trips Australia website, which generates over 80,000 views each month.

Australian Hunters Club Advertising:

Sponsors also have the opportunity to tap into Australia's fastest-growing hunting club, providing discounts to members, and featuring in Australian Hunters Club advertising. See page 9 for more information.

Access to Raw Video Assets (UGC):

Core sponsors are provided access to a library of raw video footage of their products filmed during the production of the show, with a limited license that allows the use of this content in the sponsor's own social media marketing campaigns. We just ask that sponsors tag or link to the relevant The Huntsman social media platforms when posting this content. Video files will be made available to sponsors periodically over the course of the filming process. There is also a provision for sponsors to use this raw video content for other marketing applications (print, web, YouTube, broadcast) on request.

Event Guest Appearance:

The option to have host Chris Waters attend a business event, expo, or conference representing the sponsor's brand.



CORE SPONSOR

\$ 5,000

Signing on as a core sponsor of The Huntsman Season 3 presents your brand with a host of compelling advantages. As a core sponsor, you will unlock valuable opportunities for exposure and visibility within a dedicated community of outdoor enthusiasts, nature lovers, and adventure seekers.

Exclusive Sponsorship Category:

The Huntsman Season 3 has restricted sponsorship opportunities to one sponsor per product category. Coming on board as a sponsor locks in your place within a given category and ensures that we are not working with or promoting your competitors' products.

Product Placement, Integration, and Host Endorsements (episodes - primary content):

Products supplied by the support sponsor will be naturally featured and showcased within episodes via product placements and integrations.

Product Placement, Integration, and Host Endorsements (exclusive behind-the-scenes episodes - secondary content):

Products supplied by the core sponsor will be naturally featured and showcased within the 'behind the scenes' content via product placements and integrations. This content will be exclusive to The Huntsman YouTube channel, Facebook page, Instagram account, and TikTok account. There will be a total of 10 behind-the-scenes episodes.

Social Media:

Throughout the production and initial screening period, social media content in the form of Instagram Reels, YouTube Shorts, and TikTok videos will be produced and shared on The Huntsman social channels. At times, this content will feature core sponsors' products and, where appropriate, will include endorsements. In the event a core sponsor's product is featured in the content, their social platforms will also be tagged.

Brand Placement (website):

Core sponsors will have their branding featured on The Huntsman website.

Brand Placement (episodes - primary content):

Core sponsors will have their branding featured alongside other sponsors at the end of every episode (10 episodes in total).

Access to Raw Video Content (User-Generated Content):

Core sponsors are provided access to a library of raw video footage of their products filmed during the production of the show, with a limited license that allows the use of this content in the sponsor's own social media marketing campaigns. We just ask that sponsors tag or link to the relevant The Huntsman social media platforms when posting this content. Video files will be made available to sponsors periodically over the course of the filming process. There is also a provision for sponsors to use this raw video content for other marketing applications (print, web, YouTube, broadcast) on request.

Hunting Trips Australia Advertising:

Included in core sponsorship is 12 months of digital banner advertising on the Hunting Trips Australia website, which generates over 80,000 views each month. See page 8 for more information.

Australian Hunters Club Advertising:

Core sponsors also have the opportunity to tap into Australia's fastest-growing hunting club, providing discounts to members, and featuring in Australian Hunters Club advertising. See page 9 for more information.



SUPPORT SPONSOR

\$ 2,000

Signing on as a support sponsor of The Huntsman Season 3 is a fantastic opportunity to promote your business and products on a budget, while still showcasing your products to tens of thousands of Australian hunters and outdoor enthusiasts. This package is a great way to start the working relationship and test whether or not it's worth supporting future seasons based on the results.

Exclusive Sponsorship Category:

The Huntsman Season 3 has restricted sponsorship opportunities to one sponsor per product category. Coming on board as a sponsor locks in your place within a given category and ensures that we are not working with or promoting your competitor's products.

Product Placement & Integration:

Products supplied by the support sponsor will be naturally featured and showcased within episodes via product placements and integrations.

Brand Placement (website):

Support sponsors will have their branding featured on The Huntsman website.

Brand Placement (show):

Support sponsors will have their branding featured alongside other sponsors at the end of every episode.

Social Media:

Throughout the production and initial screening period, social media content in the form of Instagram Reels, YouTube Shorts, and TikTok videos will be produced and shared on The Huntsman social channels. At times, this content will feature core sponsors' products and, where appropriate, will include endorsements. In the event a core sponsor's product is featured in the content, their social platforms will also be tagged.



DEDICATED PROMOTIONAL SEGMENTS

\$ 1,500 PER EPISODE

For every episode of Season 3 of The Huntsman, there is an opportunity for a 1-2 minute dedicated product promotional segment. During this segment, host Chris Waters will speak directly to the audience about the product(s), explaining their functionality, highlighting key benefits, and providing his personal endorsement.

Pricing and Product Integration

Promotional segments are priced at \$1,500 per episode. To ensure a product is showcased effectively, it must be provided to our team in advance. This allows us to use the product prior to filming and during the episode.

Authentic Promotion

To maintain authenticity, we integrate these segments into the episode's storyline or as part of a 'tips and tricks' segment. This approach allows us to discuss the product in a genuine and technical manner, avoiding a 'salesy' or fake feel.

Season 3 will feature between 8-10 episodes, offering up to 10 opportunities for sponsors to purchase dedicated promotional segments.

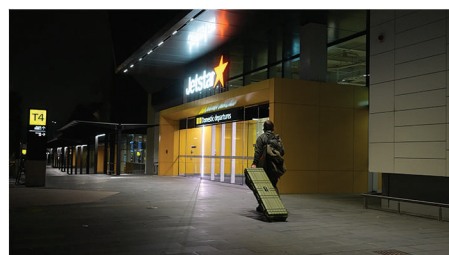
Below are examples of promotional segments from Seasons 1 & 2.



Neogard neoprene rifle cover, Season 1 Episode 5



Lowa Rangers III boots, Season 2 Episode 1



Evolution Gear Rifle Case, Season 2 Episode 7



VISUAL GUIDE



CURRENT PARTNERS



Chidinma Chukwuemeka
Lowa Marketing Executive

Chris Waters & "The Huntsman Show," has been an exceptional partner for the LOWA boots brand. His authentic content and genuine enthusiasm for our products have proven invaluable across our marketing channels. We've leveraged Chris's high-quality material for advertisements, social media campaigns, and website content, all of which have resonated strongly with our target audience.

Since collaborating with Chris, LOWA has experienced remarkable growth in the Australian market. His influence and credibility among hunters have significantly boosted our brand visibility and appeal.

Working with Chris has been a seamless and productive experience. His professionalism, reliability, and understanding of our brand values have made him an ideal ambassador for LOWA. We look forward to continuing this fruitful partnership and reaching even greater heights in the Australian market."



CONTACT

All enquires for season 3 of "The Huntsman" should be addressed to the following contact.

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