



THE PLACE TO BE

2026

Partnership Proposal

THE TV SHOW

My Fishing Place is **Australia's only panel-style fishing show** - hosted by three brothers, Dazza, Kezza and Big Red - who combine on-location adventure footage with engaging studio banter.

After **5 seasons airing nationally** on 7Mate and 7Plus, the boys are back with new gear, and frothing for an all new series of epic adventures.

Now the boys are **taking the show to the next level**, with awesome new fishing locations, a new team, and new brand partners... but the same down-to-earth relatability that audiences love.



WE'RE BACK BABY!

MEET THE BOYS



DAZZA

Dazza has been hooked on fishing since catching his first catfish with a stick and line as a kid. These days, whenever he can escape the boardroom, he's out chasing monster GTs and saltwater barra, or anything that fights back harder than he does.



KEZZA

Kezza lives for the outdoors! Mention a fishing trip, and he's as fired up as a mac tuna smashing through a ball of bait. Following in the footsteps of his brothers on numerous fishing adventures, he can be found hiking through the jungle in search of a secret spot where he can throw in a lure.



BIG RED

Big Red was raised in the bush, and his love for the outdoors runs deep. His first catch – a small perch caught by hand on the family farm – sparked a lifelong passion. These days he's all about lure fishing for bass, barra, and murray cod, and will take any excuse to get out camping or 4WD-ing.

AUDIENCE & FORMAT

Audience Snapshot

- **Core Demographic:**
 - Men aged 25–44
 - skilled workers and tradies
 - outdoor enthusiasts
 - blokes who value hard work, mateship, adventure
- **Lifestyle Interests:**
 - Fishing
 - 4WD-ing
 - Camping
 - Outdoor lifestyle
- **Reach:**
 - 500,000+ average total TV viewers per season
 - Active digital engagement across Facebook, Instagram, YouTube and website community



Why it works:

- The presenters are **down-to-earth** everyday blokes that audiences can relate to
- Viewers connect with the **authenticity**
- Blends **entertainment** and **education** in a way that builds trust
- Delivers **cross-platform exposure** across TV, digital, and social media

*My Fishing Place's unique format **builds trust** and **engages audiences**.*

MORE THAN JUST A TV SHOW

Social media and digital extensions are a vital aspect of the MFP audience engagement strategy.

They give the show a life outside traditional airtime, with new original episodes, ongoing highlights, behind-the-scenes content, and interactive storytelling that keep audiences engaged year-round.

For our brand partners, this means more than screen time; it's continuous visibility, deeper engagement, and lasting value well after each episode airs.



TRADIE FISH OFF

My Fishing Place is launching the inaugural *Tradie Fish Off* — a high-energy, personality-driven fishing competition bringing together Australia's hardest-working tradies for a friendly showdown on the water.

The *Tradie Fish Off* pits individuals from different trades against each other to land the best catch of the day and the winning tradie is crowned the **Fish Off Champion**

This event combines **competition, camaraderie, travel, and storytelling**, delivering strong brand integration opportunities for sponsors who want authentic reach into Australia's trade, outdoor, and lifestyle audiences.

Why It Works for Sponsors

The Tradie Fish Off delivers strong opportunities for **internal engagement** with high value customer loyalty/reward, as well as **external brand exposure** to key target audiences in an authentic, aspirational setting, with story-led brand association (mateship, reward, adventure).

This is **earned attention**, not push advertising and is designed to be promoted on television and activated across digital and social channels.



TRADIE FISH OFF

Competition Sponsorships are exclusively available to *My Fishing Place* brand partners and options include:

1. Full competition sponsorship

Includes annual naming rights, the contestant nomination, in show and on location branding, winner presentations and trophy moments

2. Sponsorship of an Individual trade/profession

Contestant nomination rights (run an internal promotion to nominate an individual)

3. On-Screen product or brand integration

Goods or services provided as part of the competition and brand exposure or product placement is incorporated into the content.



PARTNER WITH US

Partnerships are designed to be **versatile**, and we will work with you to deliver **tangible value** that is aligned with *your* marketing objectives.

Opportunities include:

- **National Television Exposure**

- Exposure on national television, with episodes continuing to accumulate audience ratings for years to follow

- **Digital and Online Audience Extension**

- Episodes distributed on YouTube and online to maximise audience reach
- Content repurposed into short shareable social media posts
- Partnership posts and tags/mentions across Facebook, Instagram, YouTube

- **Authentic Product Placement**

- Gear used and shown on adventure fishing trips featured in each ep
- Natural integration into panel discussion on how gear performed
- Online “Gear Guide” for each episode: in-depth online showcase of sponsor products



- **On-Set & In-Field Branding**

- Shed signage within panel discussions (high visibility on camera)
- Apparel branding on hosts' shirts and hats
- Boat and vehicle branding opportunities across travel segments and events

- **Exclusive Content Creation**

- Video and stills packages for organic and paid campaigns across social channels
- Tailored sponsor videos that highlight product and brand features

***My Fishing Place* offers brands the opportunity for category-exclusive partnerships.**

THE TEAM

My Fishing Place is partnering with InVision Media for the new 2026 season. InVision Media is the team behind Australia's number one off-road adventure TV show, with 16 seasons of success, taking it from community television to the highest rating program in the genre on Network TV.

As a full-service production house, InVision has a highly experienced in-house team of content creators, cinematographers, editors, digital wizards and technical specialists. For over 25 years they've crafted branded content that not only captivates audiences but builds loyal, lasting followings.

Across sectors including entertainment, housing, lifestyle, and adventure, these brand-funded shows have attracted millions in sponsorship investment - a testament to the tangible commercial impact of compelling storytelling. With a focus on building and engaging audiences across television, digital, and social platforms, their approach extends beyond the screen to create connected communities and deliver measurable value for brands.

As trusted collaborators the team offers more than just production, helping brands forge sustainable, profitable partnerships that deliver extraordinary outcomes year after year.



PUT YOUR BRAND IN THE PICTURE



AND JOIN US ON THE ADVENTURE

Thank You!