



July 31, 2015

To whom it may concern:

Team Coyote Country was created by Leo Paquin of Bonnyville, Alberta approximately three years ago. It all started as a way to share his family's outdoor adventures with his extended family and friends. Each video that his family created kept improving with video quality and editing skills, which started to take similar shape to an actual TV hunting show.

Since hunting and fishing was one of the Paquin's household passions, subscribing to Wild TV ([www.wildtv.ca](http://www.wildtv.ca)) was a natural choice. For the past three years the Paquin family had been faithfully watching a show called "The Search" (<http://www.hitmensearch.com/>). "The Search" is a TV show series where any "regular Joe" from across North America could submit their hunting and fishing video footage to be potentially aired on the show. "The Search" producers pre-screen and select at least 8 teams from across North America that they feel have provided quality and entertaining videos of their filmed hunts. These teams then compete against each other on "The Search", where the viewer can vote on line for their favorite team.

In the spring of 2014 the show announced that they were looking for contestants for the 2015 season, so Leo and Susan decided to submit some of their footage. In July 2014, Team Coyote Country received the great news that their team had been selected to participate and compete on Season 2 of "The Search"! "The Search" aired for 3 months this past spring on Wild TV (Canada) and the Pursuit Channel (United States). In the early part of July 2015, Coyote Country was informed that they were chosen as the Canadian winners.

What does this mean for Coyote Country? This means that they received free airtime on the Canadian television network called "Wild TV" for their own 13 episode television show for one season which will be airing in 2016. "Coyote Country's" TV show will be exposed to 14 million Canadian household viewers which will provide your business the opportunity to maximize your advertising and promotional budget.

What is Wild TV? Wild TV is a 24hrs/day hunting and fishing Canadian Television network that is based out of Edmonton, Alberta. It is Canada's number one outdoor network targeted exclusively to serving the outdoor enthusiast's entertainment and information needs.

In order for this dream to become a reality we require companies or individuals that are willing to provide sponsorship for our production costs. Team Coyote Country is currently seeking sponsorship donations. For your sponsorship you will receive a receipt, and you will be eligible for advertising benefits (see attached sponsorship handout).

If you have any questions, please free to contact us directly. We can be reached the following ways:

Leo or Susan Paquin (780) 826-2565 Home Number  
(780) 201-5145 Leo Cell Number  
Or e-mail us at [coyote99@telus.net](mailto:coyote99@telus.net)

Please let us know by August 15 if you are interested in sponsoring our endeavor. Thanks in advance for your consideration!

Team Coyote Country

Leo Paquin, Susan Paquin, Martin Tailleux, and Mitch Visser.

Check us out at: [www.coyotecountry.ca](http://www.coyotecountry.ca) and [www.facebook.com/coyotecountryalberta](http://www.facebook.com/coyotecountryalberta)



Sponsor Kit

2015-2016

Website - [www.coyotecountry.ca](http://www.coyotecountry.ca)

Facebook - <https://www.facebook.com/coyotecountryalberta?ref=hl>

## What is ...



Coyote Country was created by Leo Paquin in 2012. It all started as a way to share his family's outdoor adventures with his extended family and friends.

Subscribing to Wild TV was a natural choice for the Paquin household, because hunting and fishing is one of their passions. Since 2013, the Paquin family had been faithfully watching a show called "The Search". "The Search" is a TV show where its producers pre-screen and select teams of "regular Joes" from across North America that they feel have produced quality and entertaining video footage of their own filmed hunts. These teams then compete against each other on "The Search" where the viewer can vote on line for their favorite team.

During the spring of 2014, the show announced that they were looking for contestants for the 2015 season, so Leo and Susan decided to submit some of their video footage. In early July 2014, Coyote Country received the good news that their team had been selected to participate and compete on Season 2 of "The Search".

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## The Coyote Country Team



Left to right:

Martin Tailleux, Susan Paquin, Leo Paquin, and Mitch Visser



## Introducing the Coyote Country Team



Leo Paquin

Leo was born in St. Paul, AB. and at the age of 4 ½ years old moved to Peace River, AB. where he called home for the next 16 years. Hunting and fishing was a “household” name in the Paquin Family, of which we’re quite certain was passed down genetically from the long line of Paquin hunters! The Peace Country was an excellent setting for Leo to “cut his teeth” into the hunting world and likely the reason while Mule Deer hunting holds a soft spot for him. Leo thoroughly enjoys seeking adventures in new remote areas, all while pursuing the diversity of wild game species that Alberta has to offer. The last few years Leo has found a new passion in predator hunting.

Mitch Visser



Mitch was born in Lethbridge, AB. and moved to Cranbrook, B.C. with this family when he was 11 years old. Some of Mitch’s earliest memories are of following his dad around archery hunting in the Porcupine Hills and missing school to go to hunting with his Dad and friends in Yahk, B.C.. Mitch really looks forward and enjoys the comradery of hunting with great friends. Moose hunting, goose/duck hunting, the hunts at buck factory, mule deer hunts, and sheep hunts are some of the great hunting experiences Mitch has able to share with his friends.



## Introducing the Coyote Country Team



Susan Paquin

Susan was born in Melfort, Sask. and was raised on a small farm near Yellow Creek, Sask. Susan has always had an admiration for animals and the outdoors. As an only child, the farm animals often became her “friends”. Susan was always exposed to hunting and fishing, as her father Joe was an avid outdoorsman. After marrying her husband Leo, Susan found herself “shadowing” Leo on several hunting & fishing adventures, before the hunting bug finally set in. Susan is the “rookie” of the “Coyote Country” team but has proven herself by already harvesting all her critters with her archery gear.

Martin Tailleux



Martin was born and grew up in Alberta’s Peace Country. He grew up on a farm about 50 Km South of Peace River and at age 16, he and his family moved to the town of Peace River. Fishing has always been part of life for Martin and an activity he loved to share with his dad. Although many uncles and cousins hunted it wasn’t until the move to Peace River and becoming friends with Leo and his family that the passion for hunting really developed. Martin looks forward to every fall in anticipation of getting out there, taking in the very distinct smells of fall and calling in Moose and Elk. Martin has a new found addiction in pursuing those wiley coyotes.



## Wild TV Viewing Habits

- 40% of Wild TV viewers watch 20+ hours per week of TV
- 30% of viewers say Wild TV is the most watched station in their home
- 65% receive television via satellite and 35% are cable customers

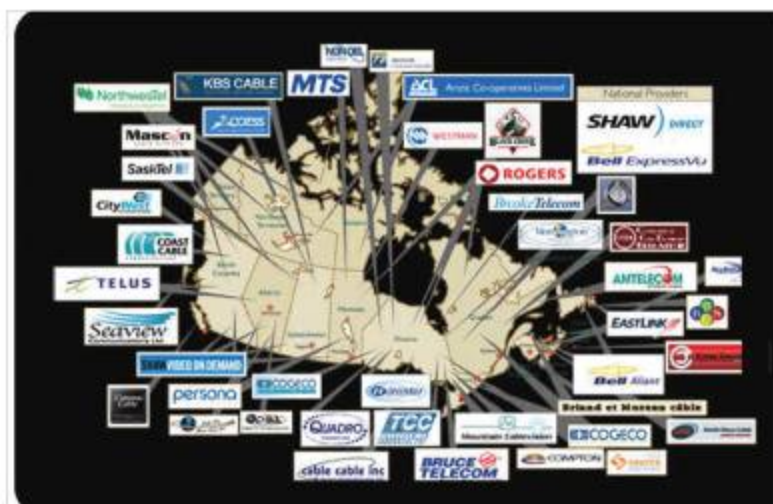
Wild TV's executives are experts in the Canadian outdoor television industry. They are experienced in product placement and commercial positioning ensuring maximum success with your investment. Work with Wild TV's marketing experts and include yourself with the hundreds of others that are utilizing the number one resource to promote your business to the Canadian market.

## Wild TV Demographics

Wild TV Demographics (Wild TV Viewer Survey)

- Age: 18 to 65
- Gender 79% Male / 21% Female (participation is growing)
- Income: \$75K/annum, 43% earn over \$85K/annum
- Lifestyle: 62% own their home
- Education: 40% post-secondary graduates
- Habits: Spend more than 15 days/year outdoors

**Fact:** 10 million Canadians participate in outdoor activities such as hunting, fishing, camping, hiking and boating, spending over \$38 billion dollars annually on these activities. There are 1.3 million active hunters in Canada, generating a \$1.1 billion impact on the Canadian economy.



**FACT:**

“Coyote Country’s” TV show will be exposed to 14 million Canadian, 30 million U.S., and 12 million European television household viewers which will provide your business the opportunity to maximize your advertising and promotional budget.

**Sponsorship Opportunities\*:**

<b>Levels</b>	<b>What is included</b>	<b>Cost</b>
Gold (Title) Sponsor	<ul style="list-style-type: none"><li>Your company name will accompany the title of our show. Example: ABC's Coyote Country. Your brand will always accompany our show's title in the opening introduction.</li><li>One – 30 second commercial per episode.</li><li>Opening and closing exclusive billboards during each episode.</li><li>Prominent website banner visible on the front page of <a href="http://www.coyotecountry.ca">www.coyotecountry.ca</a>, plus a link to your company website.</li><li>Acknowledgement plus a link to your company website via social media (Facebook).</li><li>Coyote Country staff will attend sponsor tradeshow booth when available and within reasonable distance.</li><li>2 sponsor max.</li></ul>	\$5000
Silver Sponsor	<ul style="list-style-type: none"><li>Opening and closing exclusive billboards during each episode.</li><li>Prominent website banner visible on the front page of <a href="http://www.coyotecountry.ca">www.coyotecountry.ca</a> plus a link to your company website.</li><li>Acknowledgement plus a link to your company website via social media (Facebook).</li></ul>	\$1500
Bronze Sponsor	<ul style="list-style-type: none"><li>Closing Billboards.</li><li>Website advertising and link to your company.</li><li>Acknowledgement plus a link to your company website via social media (Facebook).</li></ul>	\$1000
Closed Captioning Sponsor	<ul style="list-style-type: none"><li>Closing billboards.</li><li>Recognition as closed caption sponsor at least once each episode.</li><li>Website advertising and link to your company website.</li><li>Acknowledgement plus a link to your company website via social media (Facebook).</li><li>3 sponsor max.</li></ul>	\$750
Product Sponsor	<ul style="list-style-type: none"><li>Use of your products and mentions during the episode we use them on.</li><li>Website advertising and link to your company website.</li><li>Acknowledgement plus a link to your company website via social media (Facebook).</li></ul>	Your Product

\*Contact us to discuss custom advertising packages or product sponsorship.

**For more information on how to become a  
sponsor please contact:**

**Leo or Susan Paquin at (780) 826-2565**

**or by email at**

**[coyote99@telus.net](mailto:coyote99@telus.net)**

