



*DO YOU OFFER A UNIQUE HUNTING OR FISHING EXPERIENCE?*

*ARE YOU LOOKING FOR A NEW FRESH WAY TO SELL AND MARKET THOSE HUNTING OR FISHING EXPERIENCE?*

*THEN WILDLIFE COOKING IS THE ANSWER THAT YOU HAVE BEEN SEARCHING FOR!*

### **WILDLIFE EXPERIENCE MARKETING SOLUTIONS**

Wildlife Cooking is a content creating company that provides marketing solutions to hunting farms/lodges, hunting guides (PH), fishing guides, fishing charters, nature reserves, chefs, and restaurants. Wildlife Cooking is owned and operated by Vermeulen Consortium Pty Ltd.

### **EXPERIENCE PRODUCTION PACKAGE**

#### **HUNTING OR FISHING OR OTHER WILDLIFE EXPERIENCE MARKETING**

1. We create the experience packages that you want to sell through our booking system. Each package gets its own order form and payment system that receives the 10% booking fee online through our payment gateway. You can load up to 5 package deals with 1 video or you can produce a video for each experience package. It needs to be a special or sale of some kind, so that we can make mention on the video that this amazing package at this amazing price is only available on [www.wildlifecooking.com](http://www.wildlifecooking.com)
2. We produce a video episode of the Wildlife Cooking show that showcases the hunting or fishing experience at your business. In the description below the video viewers will get access to your business profile on Wildlife Cooking and the experience packages that you sell.
3. We create your business profile on Wildlife Cooking website showcases your venue and the experience packages that can be purchased.
4. The recipe that was cooked in your video is listed under our recipes.

## **EXPERIENCE PRODUCTION PACKAGE – R25 000**

### **What do you get?**

1. 1 x Series video is produced which will be featured on Wildlife Cooking's YouTube channel. The production team needs to be hosted and the experience sponsored to produce the video by the venue or business that is featured.
2. Your business profile on [www.wildlifecooking.com](http://www.wildlifecooking.com)
3. Your experience packages are loaded onto our booking service and linked to your business profile. You can load up to 5 experience packages per video order or you can order a video for each experience at R15 000 per video which is the standard production rate.
4. Photos (You will also get a copy of all the images that we take and can use them for marketing)
5. Included in this price is R5000 Google Ads budget that will promote your video on YouTube. We guarantee 10 000 views for every episode video. This Google Ads budget runs over 12 months. Additional budget to promote your specific episode can be purchased after the initial 12 months is over.

### **COST BREAKDOWN OF THE EXPERIENCE PRODUCTION PACKAGE**

- Video Production – R15 000 for 1 video.
- Digital design of profile and packages on the booking system – R5 000 Load up to 5 experience packages.
- Google Ads – R5 000

### **ADVANTAGES OF THE EXPERIENCE PRODUCTION PACKAGE**

- Marketing your hunting or fishing experience will market the experience that people will have when they visit your business.
- The experience video is a unique wildlife experience and it is only for sale on [www.wildlifecooking.com](http://www.wildlifecooking.com)
- Your experience video can be updated every 3 years at additional production costs and the experience package that is sold on Wildlife Cooking every year.

### **ADDITIONAL SERVICES**

Business Marketing Video R15 000

- We can produce an additional marketing video from the video footage that can be used on your website.

Marketing Consultation:

- We can assist you with marketing consultation and provide you with a quotation accordingly.

## **VIDEO PRODUCTION GUIDELINES**

Production format for the videos: We want to showcase the experience that people will have at your venue when hunting, fishing and cooking/dining.

The Wildlife Cooking show is hosted by Iban Vermeulen and the narrative is that he hosts and showcases the experience at your venue.

The videos needs to be informative and educational of nature.  
In other words: How to ... programs.

Every program will be 15-20 minutes:  
The experience: 6-10minutes  
Cooking & Dining Conversations: 8-10 minutes

Additionally, all recipes are posted as a blog post as well on the website with links to the chef and video.

## **HOW TO START**

1. Contact us and discuss the experience that you would like to market.
2. Set a date for the production
3. Pay the deposit
4. Production of video and photography at your venue.
5. Launch of video and packages on our website, YouTube and Social Media.
6. Google Ads budget starts promoting your experience.

## **TERMS OF SERVICE**

Wildlife Cooking reserves the right to promote our sponsored products on a video or to run Ads via the YouTube program on all videos as these are income streams of the channel. Copyright and distribution rights of videos is owned by Wildlife Cooking and cannot be shared for other marketing projects as we do not want to be penalized for duplicate content and we want to create authentic marketing material for Wildlife Cooking. If a venue or service closes or goes out of business, Wildlife Cooking may still use the video on their channel and is not obligated under any claim to remove the video. This will bring damage to the reputation of the channel. The business profile and packages will in such case be removed from the website.

*For any further questions about Wildlife Cooking please contact us:*

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[www.wildlifecooking.com](http://www.wildlifecooking.com)