



Your brand, reflected

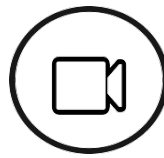




ABOUT US

There is a story behind every visual, Reflections Media Group knows how to find the story and share it with the visual content that engages audiences.

Spending nearly 30 years as a professional hunter, CEO Jeff Jensen knows your customers, the passion behind their pursuits and what matters most in those moments on the mountain. That unique understanding, a passion for the story and a commitment to delivering the best defines Reflections Media Group.



VIDEO PRODUCTION

Reflections Media Group delivers the highest quality production value on a budget that meets the needs of our customers.

Using the latest technology and advances in cinematography, RMG provides productions that deliver beyond any budget.

Scored music, 2k/4k content, graphic packages, motion time lapse and aerial cinematography are assets available for all productions.



PHOTOGRAPHY

Telling a story through Instagram and Facebook is an important key to digital success. Having the right photos is the first step, and the second step is connecting the images to a deeper story that can be told through an article and a video.

Our images are not only a great resource for when the complete story is dropped but they also support future exposure as the Client drops one of the provided photos weeks or months later.

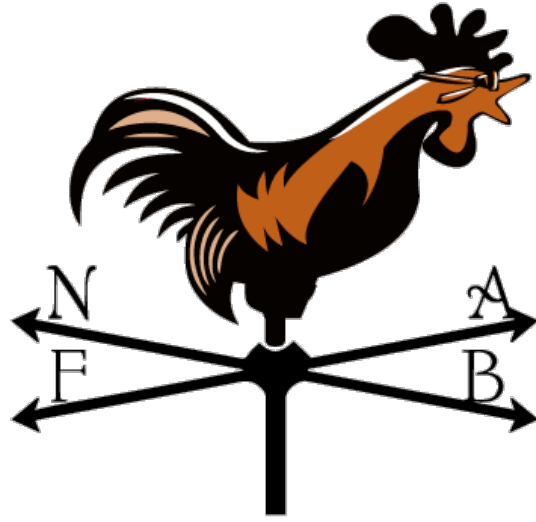


TEXT CONTENT

Written articles are still a powerful way to convey a story.

Today a successful blog or web posting should also have great photography and a video to embed.

When we capture the video and photo assets, Reflections will also develop an article that can be distributed through social but also placed natively with 3rd party content websites, such as OutdoorHub.com or FieldandStream.com



FRONTIER MEDIA LLC.

THE INNOVATION LAB



STRATEGIC PARTNERSHIP

Reflections Media Group, LLC is pleased to announce our strategic partnership with Frontier Media to support co-innovation and a measurable return on investment for our film partners.



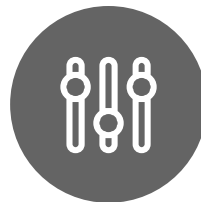
DIGITAL CONTENT SYNDICATION

We Identify and manage powerful syndication strategies across social media, native content platforms, 3rd party targeted lifts, and even using digital influencers to achieve maximum distribution results.



ADVANCED DIGITAL MEDIA

We monitor, deconstruct, and implement cutting edge media platforms and consumer data programs to provide a competitive advantage and a higher return on investment. Our paid media management processes combined with digital syndication strategies and intelligence monitoring offer unmatched results.



INTELLIGENCE

Real-time intelligence is at the forefront of Frontier Media. We elevate business marketing programs and can help optimize content production with our industry leading intelligence systems (Analytics), database marketing programs, and data management processes.



THE OPPORTUNITY

What if the content we developed for a Client was flexible to performance data, and content strategy updated in real-time to match the results of syndication?

What if we provided an affordable solution for (a) dynamic digital syndication, (b) beautiful content creation, and (c) robust analytics?

Finally, what if our offering included video, photos, and text ... and what if all the creative assets were fully licensed to the Client in perpetuity?



SOLVE FOR DIGITAL CONTENT & DISTRIBUTION

In House Content Production

The old saying “less is more” describes these content offerings perfectly. By less, we mean exclusive, your brand and message crafted and developed to tell your unique story.

By more, we mean you have your own production team that can deliver the content you want, when you need it.

This content is designed to grow your message and deliver based on your marketing and content strategy.

- Storyboarded / scripted content
- Highest quality production value
- Add additional content as needed
- Discount for multiple production strategy
- High Resolution digital photos
- Written Content
- Distribution and Delivery via Frontier Media
- Quick turnaround of content
- All content, film, photo, media is licensed to partner in perpetuity
- Travel / additional locations / will incur extra costs

NOTE: FULL LICENSE RIGHTS GRANTED FOR EACH PACKAGE– TRAVEL MAY BE EXTRA

BASIC PLAN

\$6,000

*Per Content Shoot
Limited Client Revisions*

One Digital Article (Avg. 300 Words)

One :55 Second Video

25 High Resolution Still Photos

45 Day Content Distribution
(Photos, Text, Video)

Full Analytics Report

ENTERPRISE PLAN

\$11,500

*Per Content Shoot
Client Revisions Included*

One Digital Article (Avg. 300 Words)

One :90 Second Video
One :55 Second Video

50 High Resolution Still Photos

60 Day Content Distribution
(Photo, Text, Video)

Full Analytics Report

CUSTOM

Reflections Media and Frontier Media can develop a custom content and/or distribution solution.

RMG

Collaborative

Complementary brands and products join forces to create and own content previously unavailable due to high costs of branded, targeted content

Films distributed on partners websites, social platforms to create low-cost, leveraged distribution in addition to strategic distribution

Content that reaches each brands core customer

- Product / brand delivered in storyline
- Branded Promo for series per partner
- Branded Show Open per partner
- Optimized digital photos
- Content distribution and syndication
- Written content
- Analytics

Content delivered on drive to each partner with full-use license upon completion

All content, photos, raw footage, finished content and assets are delivered to each partner with full rights in perpetuity

LEVEL 1 (at a glance)

3 Unique Films Total / up to 5 min each

\$17,500 per partner

3 unique films up to 5 mins each

Digital Article (Avg. 300 words)

One :55 Second Branded Promo for Series

One :90 Second Branded Promo

One branded show open unique to each partner

50 optimized digital photos (more may be delivered in raw format)

20% of budget use for Content Distribution via Frontier Media (Photos, Text, Video)

Full Analytics Report

Films placed on partner sites with delivery budget

LEVEL 2 (at a glance)

1 Episodic series 5 total films / up to 5 min each

\$30,000 per partner

One Episodic series 5 total films up to 5 mins each

Digital Article (Avg. 300 words)

One :55 Second Branded Promo of Series per partner

One :90 Second Branded Promo

One branded show open unique to each partner

100 optimized digital photos (more may be delivered in raw format)

20% of budget use for Content Distribution via Frontier Media (Photo, Text, Video)

Full Analytics Report

Films placed on partner sites with delivery budget

Outfitters Guide

"Seasons"

'Outfitters Guide Seasons' is three unique film collections that deliver targeted content featuring your brand to your core audience and customer.

FIREARM

3 Firearm Specific
Hunting Films
(TBD)

includes Product Placement Partnership

- New Zealand Red Stags*
- Mountain Goat*
- Mule Deer*

ARCHERY

3 Archery Specific
Hunting Films
(TBD)

includes Product Placement Partnership

- Bull Elk*
- Whitetail Deer*
- Antelope*

subject to change

FISHING

3 Fly -Fishing Specific
Films
(TBD)

includes Product Placement Partnership

- Land of Giants, MT*
- Saltwater, species*
- River Drift, species*

This approach provides the opportunity for synergistic brands to reach a larger audience with more impactful content. This gives your marketing budget, via a co-op approach, the ability to deliver the highest level of content with greater reach and return on investment.



"Seasons" is a partnership / sponsorship with Outfitters Guide. Partners receive all of the deliverables outlined below as well as all the deliverables and benefits from the included OGTV Product Partnership.

Details

- \$22,500 per partner, per film collection
- **Partnership costs spread out over full year – (20% down / balance 12 equal payments)**
- Product for on film characters / use
- Maximum of 5 partners per film collection
- Partner selects the film collection(s)
- Discount for multiple film collection buy in

Digital Deliverables

- 3 films from one collection up to 5 mins each
- Digital article (avg. 300 words)
- One :55 second partner specific series promotion
- One partner specific branded show open / bumper
- One :55 second partner product promotion
- 50 optimized digital photos featuring brand products use in films (additional photos provided in raw format)
- All content, photos, text and media assets delivered to partner with full license in perpetuity

Digital Marketing and Distribution

- 20% of total series budget leveraged by Frontier Media for distribution
- Full analytics of traffic, performance and engagement
- Films placed with "lift" budget on partner platforms / social / web

Outfitters Guide

- Full partnership with Outfitters Guide Brand and Platforms
- ***OGTV Product Partnership and benefits* (see outline on slide #7)**
- Full year of content marketing / promotion via Outfitters Guide
- Placement of product in E-commerce platform, magazine, social, blogs
- "Seasons" series placed on OGTV video platform (OPN) offers shared traffic with other film collections in series and platform content.
- Placement of products in other OGTV / Reflections Media productions where available (OGTV discretion, no contractual agreement of delivery)
- Discounts on additional production services

OGTV Product Partnership

OGTV GEAR

Your products/brands will be added to OGTV Gear to generate sales revenue / added analytics

MARKETING

Select banner ads, video and written content will be created to promote your product/brands

DISTRIBUTION

Paid distribution strategy to drive product sales and brand recognition

Details:

- \$10,000 per brand, multiple products covered in single partnership (content is per brand, not product)
- Partnership costs spread out over full year – (20% down / balance 12 equal payments)
- 2 Product Reviews (written with photos)
- 2 Video Product Reviews
- 6 :55 second or less (avg :30 sec) product / brand promos (not all video content will be created by RMG, third party reviewers may contribute video)
- 30 product images (plus images created for reviews / ect)
- Partner, Products and services will be marketed and distributed via paid budget from partner sponsor budget with Frontier Media in addition to OGTV platforms
- Product placement in OGTV GEAR (drop ship agreement / dealer pricing)
- OGTV will use partner products in OGTV / RMG productions (as available) in storylines. No guarantee is made for appearance in any production.
- Product support for promotions, productions and marketing required in addition to partnership pricing.
- Third party reviews, blogs, content creation.
- Direct to consumer model partners /E-commerce solution

Heritage Program Partnerships

SCHOOL OF HUNT

Youth mentoring program that trains youth AND their mentor with skills from the pros.

WOMEN IN THE WILD

Program dedicated to the education of women with a love for the outdoors.

OPERATION RALLY POINT

Exclusive program for members of the armed forces – reuniting their team for a week long adventure.

Details:

- \$7,500 per partner + Product / Education Support
- 5 partners per program
- Discounts for multiple programs
- One branded show open per partner
- One :55 second partner specific promo for support of program
- One film per program, distributed to all partners that will promote program and the hunt / adventure of selected participants.
- All content, photos, text, assets distributed to partners with full rights
- 25 digital photos per partner highlighting participants / sponsor (more may be delivered in raw format)
- Content Distribution via Frontier Media (Photos, Text, Video)
- Display of banners, promotional items during filming at school / event
- Socially driven selection process for participation
- Promotion of sponsor on social media, film, digital platforms, submission portals, etc.
- Show your support of conservation, new hunters, education, military
- Contact Us for more information



Jeff Jensen

Office: (801) 663-3075

Email: Jeff@reflectionsmediagroup.com

Web: www.outfittersguidetv.com

Web: www.reflectionsmediagroup.com

