

MEDIA KIT

FISHING SHOW HOST
AUTHOR & EDUCATOR
MARKETING / PROMOTER



Let's Grow!



CASTCRAY
OUTDOORS



MY WORK



COMPANIES / EFFORTS



20+ Years Experience in Designing, Printing, Marketing & Promoting Outdoor Industry Companies, Products, Services, Brands & Events. The engine behind what we do well.



Our foundation providing fishing tools and education to youth, veterans, and individuals with disabilities across the country. We also help design and install fish habitats in Ohio lakes with the support of volunteers.



Our Northeast Ohio artificial lure injection molding company that produces popular bait brands for crappie, bass, walleye, carp, and trout.

SHOWS



A weekly 15-25 minute edited show that blends humor with fishing tips, techniques, and bait insights & location features.



A weekly 5-10 minute edited show that blends humor with practical fishing tips, techniques, installation ideas, & product feature how-tos



A 1 hour live interactive fishing show allowing viewers to ask questions, share techniques and tips and offer live features.



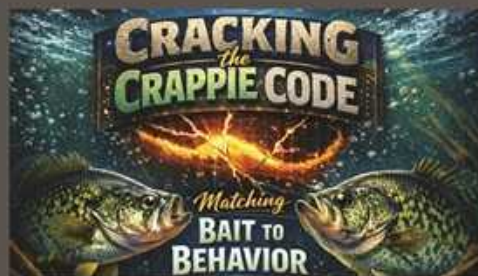
A live shopping experience where we giveaway baits periodically during the show. Join us on WhatNot & TikTok Live Shopping.

GUIDED TRIPS



CRAPPIE GUIDES

SEMINARS



MY BOOKS



ABOUT



RICK PROVENCE III (RP3)

is a crappie fishing educator and content creator known for helping anglers catch more fish through practical techniques, real on-the-water demonstrations, and innovative bait design. Through the Cast Cray brand, RP3 connects with a highly engaged community of crappie anglers across the Midwest and beyond. Specializing mainly in Crappie fishing techniques

TARGET AUDIENCE

Crappie, Bass, Carp Trout & Walleye
Freshwater Fishermen

- 85% Male
- Ages: 34-64
- Midwest States, USA

CONTENT STYLE

- On-the-water Fishing Trips
- Fishing Tutorials
- Seasonal Fishing Strategies
- Product Testing and Demonstrations
- Bait Technique Breakdowns
- Educational Fishing Content
- Comedy Real Edge

COLLABORATION OPTIONS

- Sponsored Videos
- Product Demonstrations
- Video Commercial Production
- Social Media Promotion
- Giveaways and Contests
- Product Placement
- Event Appearances
- Logo Exposure (Web, Rig, Jerseys)
- Live Seminars



GROWING REACH



48,000+ SUBSCRIBERS

6,000+ Average Video Views

5,000+ Average Live Views

facebook

49,000+ FOLLOWERS

1.5 M +Average Weekly Views

6,000+ Average Post Views

5,000+ Average Live Views



39,000+ FOLLOWERS

10,000+ Average Post Views

30,000+ Average Live Views



EMAIL LIST

60,000+ Subscribers

12.9% Average Open Rate

3.63% Average Click Rate



TEXT LIST

11,000+ Subscribers

55% Average Open Rate

32% Average Click Rate



CURRENT PARTNERS



THE LIVESCANNER®
HANDS - FREE OPERATION

Sonar Transducer Mount





PROMOTED EXPOS/SHOWS





WHY PARTNER?

- ✓ **HIGHLY TARGETED AUDIENCE**
- ✓ **TRUSTED VOICE IN THE FISHING COMMUNITY**
- ✓ **CREATIVE DESIGN & EDITING**
- ✓ **STRONG ENGAGEMENT**
- ✓ **40+ STRONG TEAM**
- ✓ **WE'RE GROWING & NOT STOPPING!**

CONTACT RP3

rick@castcray.com
330-217-8211 - cell

