

Organization Name Gold West Country

Project Name "Hooked on the Fly"

Application Completed by Sarah Bannon

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Some background information through our email with Donnie and Chris, the producer: First of all, you cannot beat the Beaverhead and Big Hole Rivers for excitement, adventure, and beauty. Second, Tim Tollet is great copy. He looks good and he looks good on our TV monitors. He is so natural and so country that it has worked perfect for the show. He is also very enviro oriented and really loves the idea of sustainability.

We have interviews with Dick Oswalt, Pat Munday, Tim Mosolf, Tim Tollet, and others to let the world know Montana has made their habitat the number one priority. The footage is in the can. We are editing it now and the TV channels get it in January to air in February. We are in 60 million viewer homes starting Q1 2010.

We will need your logo and maybe a motto of some sort for our narrator to use when bringing up credits on the show. You have seen it on other shows and we try to have a beautiful back drop for the Montana Tourism credits. An 800 phone number or address might be good, so people can call for vacation help or your package you may send to them. I have a subscription to Montana Outdoors. That might be good to send to those who are interested. It can't hurt.

By the way, after we have 13 shows in a package, we get syndicated. That means others TV distribs all over the world can get our show including some heavy hitters in the US...VERSUS has accepted us, but wants all 13 in a package right now. So does ESPN.

Also, we want to come back and shoot rivers like the Madison, Jefferson, Gallatin, Fire Hole, Smith, Missouri, ad finitum. So, we will be around a long time and Montana every year is important to us. Your philosophy is our philosophy. We woudl like very much to be part of the team, so to speak.

I will wait for your email and whenyou have the logo et al, I can make sure my producer, editor gets in touch and will go over all the details.

Thanks again,
Chris Travis
949-683-7456

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
Sponsor shop	\$1000	+	\$1500	=	\$2500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1000		\$1500		\$2500

Type of medium (circle one): Television

City of Location national Length of Spot 1/2 hour program

Area of Coverage eventually it will by syndicated nationally (see narrative)