

BRAND PARTNERSHIPS MEDIA KIT

JUNGLE FISHING.



PUT YOUR BRAND IN THE JUNGLE.

*The Amazon's most exclusive sportfishing operations.
A premium audience—and a content engine unlike anything else
in the sport.*

THREE OPERATIONS • 730 GUESTS / YEAR • 100% ORGANIC DISTRIBUTION

WWW.JUNGLE-FISHING.COM

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JUNGLE FISHING.

WHO WE ARE

ONE PARTNER. THE WHOLE WORLD OF FISHING.

Jungle Fishing is an American fishing-media company with Brazilian roots. Its founders are outfitters, fishing influencers and industry operators with more than 20 years in the sport. We built Jungle Fishing to bring it together under one roof — destinations, original films and fishing influencers, curated by a single professional partner and sold in one agreement. That's what didn't exist before: not access to fishing, but one partner deciding who represents a brand, where it appears, and how. That curation is constant, and it puts brands in front of a focused, high-intent American fishing audience.

What Jungle Fishing is:

- A fishing media portal
- Original film & series production
- Production services for brands and creators
- Fishing-influencer talent management
- Branded placement at South American fishing destinations, sold and managed end to end.

SINGLE POINT OF CONTACT

One agreement can combine placements, content and expeditions across every operation. We structure, negotiate and guarantee delivery.

CLOSED INVENTORY

Every surface has one owner per category, per season. Few partners, zero clutter, each brand distinct.

FULL TRANSPARENCY

Every proposal separates what is guaranteed by contract from estimated reach — so a marketing lead can defend the spend internally.





WILD RIVERS. BLACKWATER RIVERS.

This is the backdrop no studio could build and no budget could fake.
Every frame your brand appears in was earned here, not staged.

THREE OPERATIONS, THREE AUDIENCES.

Each lodge sits at a different point on the income and intent curve — together they give a single agreement reach across the full spectrum of the sportfishing buyer.

PREMIUM LODGE INDIGENOUS TERRITORY

CURICURIARI

130 guests / year

US\$250K+ household
income · ages 35–70

45% U.S. guests (~59/yr)

Cinematic aspirational
content

LIVE-ABOARD EXPEDITION VESSEL

BARCOS ANGATU

300 guests / year

US\$150K+ household income
· ages 35–65

~5% international guests
(~15/yr)

Documentary technical
content

FLOATING LODGE ENTRY LEVEL

SERENA RIO PRETO

300 guests / year

US\$100K+ household
income · ages 35–55

100% Brazilian guest base

Tutorial lifestyle content

OPERATION PROFILE

CURICURIARI

Premium lodge inside indigenous territory — the flagship asset, and the operation closest to the American buyer.

130

Guests per year

45%

U.S. guests • ~59 / year

Income

US\$250K+

• ages 35–70

45% U.S. GUESTS

Curicuriari sits deepest in untouched indigenous territory. It is the highest-income, most international audience in the portfolio — and the operation built for cinematic, aspirational content.

Guests here are collectors of experiences first, anglers second. Brand placements at Curicuriari read as endorsement, not advertising — the same discernment that shapes a \$250K-income lifestyle shapes the gear they choose in the photo.



OPERATION PROFILE

BARCOS ANGATU



A live-aboard expedition vessel — the technical, documentary heart of the fleet, and the largest single audience.

300

Guests per year

~5%

International guests • growing to 15%

Income

US\$150K+

• ages 35–65

The mothership moves with the fishing, reaching waters no fixed lodge can access. The content here is documentary and technical — gear performance, the strike itself, the boat as base of operations.

Angatu is the largest guest pool in the portfolio and the operation with the most room to scale international presence — a clear priority for the founding season. Access authorized by IBAMA and FUNAI.

TACKLE & MARINE FIT



OPERATION PROFILE

SERENA RIO PRETO LODGE

A floating lodge at the entry level — 100% Brazilian, and the fastest-moving content calendar in the portfolio.

300

Guests per year

100%

Brazilian guest base

Income

US\$100K+

• ages 35–55

Serena's content style is tutorial and lifestyle, built around a 100% Brazilian guest base — the widest age range in the portfolio, spanning households from US\$100K+.

This is the right fit for consumer brands that prioritize accessibility and consistency over exclusivity. As the portfolio grows, Serena is the first operation opened to higher-volume partners.

100% BRAZILIAN AUDIENCE

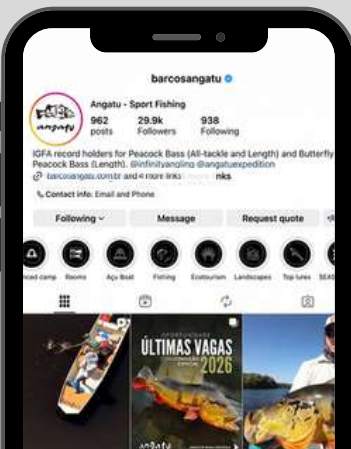


SERENA RIO PRETO - 08

THE AUDIENCE

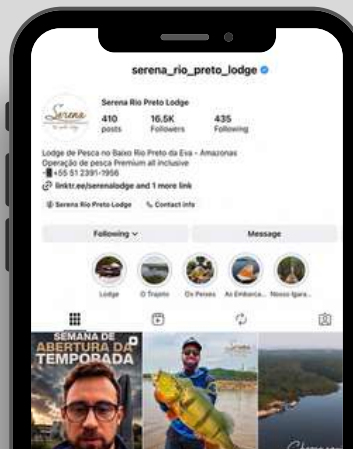
A NICHE AUDIENCE MONEY CAN'T BUY AT SCALE.

Affluent anglers and outdoor enthusiasts, reached in context – not by impression volume, but by density and emotional proximity.



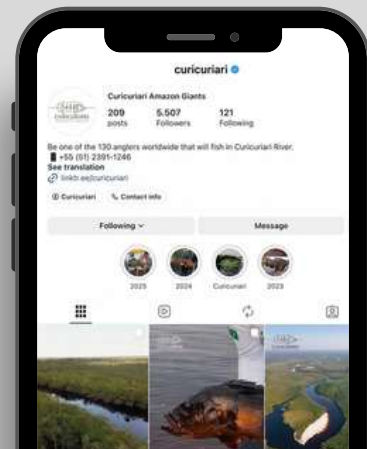
730

Guests / year
across all three operations



~59

US anglers / year
45% of Curicuriari is American



37-74K

Photos & videos / year
generated & shared by guests

49,460

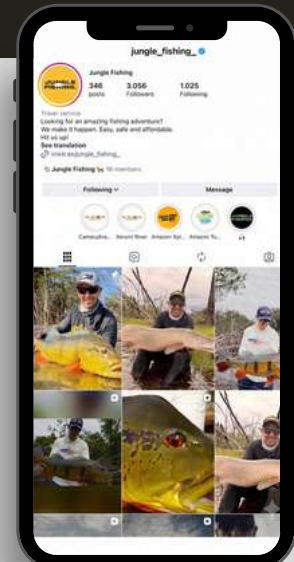
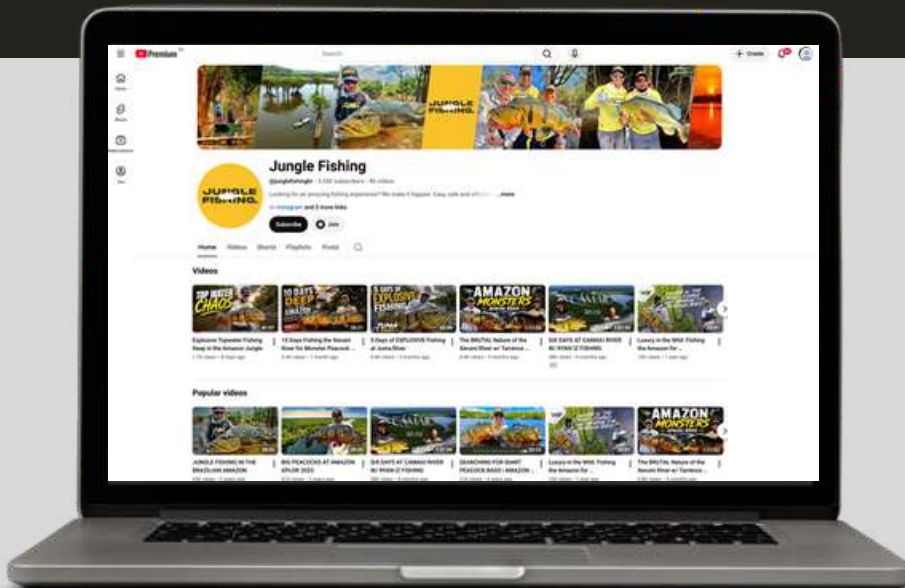
Instagram followers
across 4 operation accounts

313K

YouTube views
long-form, high-intent audience

100%

Organic distribution
earned media, zero ad cost





**EVERYONE WHO CASTS A LINE
HERE DOCUMENTS THE MOMENT
— AND YOUR BRAND TRAVELS
INSIDE IT.**

The peacock bass strike is the single most-shared moment in sportfishing. We sell the surfaces inside that frame.



WHY IT WORKS

THE ORGANIC CONTENT ENGINE.

Every guest documents their own trip, intensely. Well-placed physical branding travels inside that content — at zero incremental media cost. Every operation in the portfolio has at least one original film produced by Jungle Fishing — the professional layer of content that sits on top of the 37-74K photos and videos guests create and share each year.

- 1 730 ANGLERS, ONE TRIP EACH**
A qualified, high-income audience lives the experience firsthand.
- 2 37-74K PHOTOS & VIDEOS**
Each guest captures and shares the trophy moment, unprompted.
- 3 NICHE ORGANIC DISTRIBUTION**
Content flows into personal networks — pure fishing & outdoors audiences.
- 4 ASPIRATIONAL BRANDING, NOT BANNER IMPRESSIONS**
Value lies in density and context — not impression volume. We don't sell mass reach; we sell association with adventure, exclusivity and extreme nature.



THE PORTFOLIO

THREE PRODUCTS, THREE BRAND BUDGETS.

Each product taps a different budget at the same advertiser. A single agreement can combine all three.

PRODUCT 1

MEDIA EXPEDITIONS

2-4 expeditions per year with established niche creators — Brazilian or American. Category slots per expedition, production included.

↳ INFLUENCER
MARKETING BUDGET

PRODUCT 2

BRAND EXPERIENCES

Hospitality seats and private expeditions to reward customers, dealers and teams — documented and licensed to the brand.

↳ HOSPITALITY &
EVENTS BUDGET

PRODUCT 3

ANNUAL PARTNERSHIPS

Year-round presence across the operations' physical and digital inventory — exclusive slots, closed inventory, visual audits.

↳ SPONSORSHIP
BUDGET



Investment is calibrated per operation, category and target market — and **locked at founding-partner rates** for early agreements.

THE DIFFERENTIATOR

CLOSED INVENTORY NOTHING IS EVER OVERSOLD.

We rank every placement by photo value. Each surface is a single sellable unit with one owner per season — so few partners, zero visual clutter, every brand distinct.

CLASS A

The Trophy Shot • *Highest value*

Bass boat decals, apparel slots, measuring boards and coolers, the guest poses with the fish, your brand on the console, gunwale and guide's shirt.

CLASS B

The Experience • *Social content*

Living areas, bars, decks and lounges — the backdrop of every end-of-day celebration post.

CLASS C

Institutional & Aerial • *Drone & opening shots*

Mothership hull decals and flags — they own the drone footage and every production's opening sequence.



ONE SLOT, ONE OWNER

CATEGORY LOCKED
FROM SILVER UP

RENEWAL PRIORITY FOR
PARTNERS

PARTNERSHIP TIERS

Every tier buys closed inventory. The difference is how much of the portfolio you lock

SILVER

Category exclusivity in one operation, on Class B/C surfaces (the experience and institutional shots). Your entry into closed inventory.

GOLD

Category exclusivity in one operation across every surface — including Class A, the trophy shot. One Media Expedition included.

Platinum

Portfolio-wide category exclusivity across all three operations, all three products (Media Expeditions, Brand Experiences, Annual Partnership), and renewal priority.

Founding Partner is a temporal mark, available now at any tier — recognition for the brands that come in during the founding season, which we may honor with an annual award. Rates are set by the agreement, not the mark.



RAIN, RIVER, SUN — GEAR IS TESTED EVERY SINGLE DAY.

Every placement, every rate, every case study on these pages comes from people who run these operations year-round — not from an agency pitching a fishery they've never seen.



CREDENTIALLED ACCESS

IGFA SPONSORING PARTNER.

All three operations are certified IGFA Sponsoring Partners — the global authority on rules and record-keeping in recreational angling.



BGFA-CERTIFIED RECORDS

A 91cm Tucunaré Açu caught at Curicuriari, certified by the Brazilian Game Fish Association — measured and signed, not just photographed.



GOVERNMENT AUTHORIZED ACCESS



All three operations are authorized by IBAMA and FUNAI. Curicuriari and Angatu additionally hold exclusive river concessions in protected indigenous territory.

THE PROOF

WHAT WE GUARANTEE VS. WHAT WE ESTIMATE.

This separation is what sets the proposal apart from any unbacked sale of "visibility" — and lets a marketing lead defend the spend internally.

GUARANTEED BY CONTRACT

Posts, stories and videos with reach and impression reports

Physical presence proven by quarterly visual audit

Raw and edited content delivered with usage rights

Trip seats and expeditions included in the package

ESTIMATED REACH

Organic amplification: 37–74K guest photos / videos per year, monitored by sampling

Reach of hosted creators' publications in Media Expeditions

Instrumented attribution: exclusive codes, QR and tracked links — the brand measures conversion, not just exposure

WHERE THE FIT IS NATURAL

CATEGORIES BUILT FOR THE JUNGLE.

CORE

TACKLE & OUTDOOR

Rods, reels, lures, coolers, technical apparel, sun protection.

CORE

MARINE & ENGINES

Outboards, boats, onboard electronics and sonar.

EXPANSION

AUTOMOTIVE

Pickups and utility vehicles, strong overlap with the sport angler.

PREMIUM

BEVERAGES & LIFESTYLE

Beer, spirits, cigars and watches — premium at Curicuriari.

ALL PRODUCTS

EXCLUSIVITY

Per expedition, per garment or per operation, always closed inventory.

EXPANSION

TECHNOLOGY

GPS, action cameras, satellite communication, drones.





FOUNDING PARTNERS

THE FOUNDING SEASON.

The category slots being sold this season have never been sold before. Closed inventory means one owner per category — they open now and fill one at a time. Early agreements come in at today's rates. And the brands that join this first season carry the founding-partner mark: a recognition we honor publicly, and may celebrate with an annual award. It isn't a discount tier — it's a place in how this started.

1

FIRST IN YOUR CATEGORY

Slots open now; each closes for the season once it's taken.

2

TODAY'S RATES

Early agreements come in at current pricing.

3

FOUNDING-PARTNER MARK

Recognition for the brands that came in first — honored publicly, possibly with an annual award.



A man with a beard and sunglasses, wearing a grey baseball cap, a blue and white camouflage long-sleeve shirt, and grey overalls with a yellow Under Armour logo. He is standing in a wooded area. Another person in a green jacket is partially visible in the background.

EXCLUSIVE ACCESS

REAL CONTENT, ALL YEAR. WATERS NO ONE ELSE CAN SELL.

This isn't seasonal coverage stitched together for a pitch. Every placement, every case study on these pages comes from year-round — through exclusive access to waters no other media house can offer.

ONE BRAND, ALL YEAR

NEXT STEPS

LET'S PUT YOUR BRAND IN THE JUNGLE.

1

Proof of Concept

Audience data under NDA and a map of the brand's goals.

2

Custom Proposal

The three products and operations — calibrated to category, market and budget. One agreement.

3

Activation

Branding production and installation, content calendar and expedition dates.



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