

DUBAI
ON THE FLY

A man in a white long-sleeved shirt, black shorts, and a blue cap is fishing from a boat on the water. He is holding a fishing rod with a green reel. In the background, the Burj Al Arab hotel is visible, along with other buildings and palm trees. The sky is clear and blue. The image has a diagonal grey and white graphic element in the top left corner.

MEDIA PROJECT REPORT | MAY

THIS IS FLY

DEFINING FLY FISHING CULTURE

QUEENFISH DUBAI

THE FLY FISHING GATEWAY

INTERVIEW WITH FRANK SMETHURST
& BRYAN GREGSON



ISSUE NO 67

BROOKIE OBSESSED

NO HIKE IS TOO LONG
BY ERIC MACKAY

MUSKY ADDICTS

BLUE RIDGE MOUNTAINS
BY JAKO LUCAS & BADFISH

KAYAK BASS

EARLY SEASON ACTION
BY ARIAN STEVENS

COVER SHOT ON
THIS IS FLY MAGAZINE
MAY 1ST & 14-PAGE
FEATURE ARTICLE



Content

- 03** IN THEATERS
- 05** UPCOMING SHOWS
- 07** COMPLETED SHOWS
- 08** THE FILM
- 10** LONG FORM FILM RELEASE
- 11** ADDITIONAL PRESS | MEDIA

DUBAI ON THE FLY has become the most successful, comprehensive and most dynamic media project ever created to promote a new fly fishing location. Dubai is about to take the fishing world by storm, with a leading film in the most significant fishing festival circuit in the world, features in 5 leading publications, digital media and a creative promotional contest to forever cement Dubai as a must-visit fly fishing destination.



TWO SOLD OUT SHOWS,
PORTLAND, OREGON
ALADDIN THEATER



TWO SOLD OUT SHOWS,
BEND, OREGON
TOWER THEATER

IN THEATERS

The film tour is reaching the mid way point in the cycle around North America. Within the coming pages we will show the cities it has visited, along with cities still on the schedule. More independent shows have been booked since the tour started bringing the anticipated total closer to 170 cities! We will provide a comprehensive breakdown of the tour when it is completed. It is also now running in Canada and will soon be starting up in South Africa.

All of the magazine press is now running in full circulation as well, with the Fly Fisherman article in new stands starting this month.

Nick Bowles flew to the state of Oregon to attend two sold out shows in Bend, Oregon. He can deliver a first hand account of the fantastic energy and excitement around the film.

Crows are very excited and receptive to Dubai on the Fly. There's a sense of wonder and awe on many of the faces in the crowd while the film plays, and plenty of shouts of excitement during the fishing scenes which indicates they are excited by the fishing media.

Images from various theaters can be accessed by [clicking this link](#).



SOLD OUT SHOW
DENVER, COLORADO

COMPLETED SHOWING LOCATIONS

Here's a quick look at many of the locations where the film has played.

Trumbull, CT	Erie, PA	Sun Valley, ID
Logan, UT	Oklahoma City, OK	Casper, WY
Baton Rouge, LA	Butte, MT	East Lansing, MI
Stamford, CT	Corvallis, OR	Spokane, WA
Silverthorne, CO	Missoula, MT	Helena, MT
Ann Arbor, MI	Boyne Falls, MI	Madison, WI
Traverse City, MI	Colorado Springs, CO	Overland Park, KS
Brunswick, ME	Bozeman, MT	North Bend, WA
Grand Junction, CO	Grand Rapids, MI	Rapid City, SD
Green River, WY	Cleveland, OH	West Seattle, WA
Hayward, WI	Knoxville, TN	Billings, MT
Anchorage, AK	Cheyenne, WY	This is a basic list of major cities, there are more shows that have taken place that we consider "independent," meaning they are hosted by fishing groups outside the fly fishing film tour.
New York City, NY	Provo, UT	
Portland, OR	Brunswick, ME	
Marquette, MI	Evergreen, CO	
Taunton, MA	Salt Lake City, UT	
Bend, OR	Seattle, WA	
New Braunfels, TX	Tacoma, WA	
North Conway, NH	Great Barrington, MA	
Boise, ID	Park City, UT	
Coudersport, PA	Livingston, MT	
Suquamish, WA	Green Bay, WI	
Leavenworth, WA	Houston, TX	
Erie, PA	Columbus, OH	

DUBAI ON THE FLY: THE FILM



TRAILER

The official film trailer is in circulation on a variety of platforms, and is receiving the most views via the Fly Fishing Film Tour's Official Website (fishingfilmtour.com). The trailer can also be downloaded, used and viewed via [dropbox location](#). This trailer will be continually pushed on social media, blogs and websites throughout the cycle of the film tour (Q1 & Q2 of 2018).



FILM FESTIVAL CUT

The 15-minute Film Festival Cut has been officially selected by the Fly Fishing Film Tour. The official letter of acceptance can be found on the next page. The film will premier in Bozeman, MT on January 27th, 2018 and will tour the entire USA, Canada and parts of Europe. All of the assets can be found in the [dropbox folder](#), including high and low res, blue ray encodes and audio master.



LONG FORM CUT

The 30+ minute long form cut of the film is complete, and is available in the [drop box folder](#). The final film is also available to viewers around the world on [Amazon](#), [Vimeo](#) and [Waypoints.TV](#). We will work to find additional platforms interested in hosting this content for free. Our PR representative will continue to work on the promotion and distribution of this full length final film cut.



Still photographer Bryan Gregson documented the entire film behind the scenes. All of the image are [available for download and use here](#).

Minneapolis, MN - March 10 The Machine Shop Minneapolis, MN 55414	Charleston, SC - March 16 Charleston Music Hall Charleston, SC 29403	Denver, CO - March 24 Mile High Station Denver, CO 80204
Sarasota, FL - March 10 The Compound Sarasota, FL 34239	Whitefish, MT - March 16 O'Shaughnessy Cultural Arts Center Whitefish, MT 59937	Harrisonburg, VA - March 24 Court Square Theater Harrisonburg, VA 22801
Virginia Beach, VA - March 10 VA Museum of Contemporary Art Virginia Beach, VA 23451	Indianapolis, IN - March 18 Jazz Kitchen Indianapolis, IN 46220	Sandpoint, ID - March 24 The Panida Theatre Sandpoint, ID 83864
Tulsa, OK - March 10 Five Oaks Lodge Jenks, OK 74037	Bethlehem, PA - March 20 ArtsQuest Bethlehem, PA 18015	Fayetteville, AR - March 26 George's Majestic Lounge Fayetteville, AR 72701
Wichita, KS - March 10 Great Plains Nature Center Wichita, KS 67220	Big Sky, MT - March 21 Lone Peak Cinema Big Sky, MT 59716	Fayetteville, AR - March 27 George's Majestic Lounge Fayetteville, AR 72701
St. Louis, MO - March 12 Tivoli Theatre St. Louis, MO 63130	Arlington, VA - March 21 Arlington Cinema Draft House Arlington, VA 22204	Boston, MA - March 28 The Greatest Bar Boston, MA 02144
Hagerstown, MD - March 14 Antietam Brewery Hagerstown, MD 21740	Bethlehem, PA - March 21 ArtsQuest Bethlehem, PA 18015	Austin, TX - March 29 Paramount Theater Austin, TX 78701
Nashville, TN - March 14 Marathon Music Works Nashville, TN 37203	Boulder, CO - March 21 Boulder Theater Boulder, CO 80302	Aspen, CO - March 29 Wheeler Opera House Aspen, CO 81611
Jackson, WY - March 14 Center for the Arts Jackson, WY 83001	Atlanta, GA - March 22 Buckhead Theater Atlanta, GA 30305	Laramie, WY - March 29 Gryphon Theater Laramie, WY 82070
Edwards, CO - March 15 Riverwalk Theatre Edwards, CO 81632	Omaha, NE - March 22 Alamo Drafthouse La Vista, NE 68138	Cockeysville, MD - March 30 Oregon Ridge Sequoia Room Cockeysville, MD 21030
Charlotte, NC - March 15 Visulite Theatre Charlotte, NC 28204	Anchorage, AK - March 22 Bear Tooth Theatre Pub and Grill Anchorage, AK 99503	Elko, NV - March 30 Great Basin College Amphitheater Elko, NV 89801
Bristol, TN - March 16 Holston River Brewery Company Bristol, TN 37620	Fort Collins, CO - March 23 Lincoln Center Fort Collins, CO 80521	Asheville, NC - March 31 Highland Brewing Company Asheville, NC 28803

Encinitas, CA - April 04 La Paloma Theatre Encinitas, CA 92024	Sacramento, CA - April 12 The Crest Theatre Sacramento, CA 95814	Thompson Falls, MT - April 28 The Rex Theatre Thompson Falls, MT 59873
Medford, OR - April 04 Common Block Brewing Medford, OR 97501	Middlebury, VT - April 13 TBD Middlebury, VT 05753	Brevard, NC - May 04 Oskar Blues Brewery - Brevard Brevard, NC 28712
Phoenixville, PA - April 05 The Colonial Theatre Phoenixville, PA 19460	Young Harris, GA - April 14 YHC Rollins Campus Center Young Harris, GA 30582	Ellensburg, WA - May 05 Ellensburg Event Hall Ellensburg, WA 98926
Dallas, TX - April 05 Community Beer Dallas, TX 75207	Montrose, CO - April 14 Montrose Pavilion Montrose, CO 81401	Fort Worth, TX - May 06 The Modern Art Museum of Fort Worth Forth Worth, TX 76107
Santa Ana, CA - April 05 The Yost Theater Santa Ana, CA 92701	Cartersville, GA - April 19 The City Cellar & Loft Cartersville, GA 30120	Arkville, NY - May 12 Union Grove Distillery Arkville, NY 12406
Mount Vernon, WA - April 05 The Lincoln Theatre Mount Vernon, WA 98273	Birmingham, AL - April 19 Avondale Brewing Company Birmingham, AL 35243	Orlando, FL - May 17 Orlando Science Center Orlando, FL 32803
Durango, CO - April 07 Durango Arts Center Durango, CO 81301	Waco, TX - April 21 Waco Hippodrome Theatre Waco, TX 76701	Sitka, AK - May 18 Harrigan Centennial Hall Sitka, AK 99835
Lake Placid, NY - April 07 Lake Placid Center for the Arts Lake Placid, NY 12946	Lafayette, LA - April 21 Pack & Paddle Lafayette, LA 70501	Lake Forest, IL - May 20 John & Nancy Hughes Theater Lake Forest, IL 60045
Sheridan, WY - April 07 WYO Theater Sheridan, WY 82801	Parker, CO - April 26 The Wildlife Experience - CU South Denver Parker, CO 80134	Modesto, CA - May 30 The State Theatre of Modesto Modesto, CA 95354
Nevada City, CA - April 07 Nevada Theater Nevada City, CA 95959	Sebastopol, CA - April 26 Rialto Cinemas Sebastopol, CA 95472	Greenville, SC - October 05 Brewery 85 Greenville, SC 29607
Iowa City, IA - April 08 Big Grove Brewery Iowa City, IA 52240	Salmon, ID - April 27 The McPhersons Building Salmon, ID 83467	Lebanon, MO - October 06 Hidden Valley Outfitters Lebanon, MO 65536
San Carlos, CA - April 11 Devil's Canyon Brewing Co San Carlos, CA 94070	Rochester, NY - April 28 The Little Theater	

OFFICIAL ACCEPTANCE LETTER



The Fly Fishing Film Tour
3012 Sterling Circle, Suite 100
Boulder CO, 80301 USA

Ryan Thompson Tour Director

Greetings from the Fly Fishing Film Tour,

It is our pleasure to announce that the documentary film, *Dubai on the Fly*, has been reviewed by our selection staff and accepted to the 2018 Fly Fishing Film Tour official program lineup. We congratulate your team on this official selection.

The world premier will be kicking off soon, January 27th, 2018 in Bozeman, Montana. It will then travel the USA and bring your film to anglers around the country. Again, congratulations and we look forward to seeing you on the tour!

Regards,

A handwritten signature in black ink, appearing to read 'Ryan Thompson', is written over the printed name.

Ryan Thompson

Fly Fishing Film Tour Director



LONG FORM FILM RELEASE

As we near the completion of the film tour cycle, viewers are now familiar with Dubai on the Fly (the short film) from seeing it in the festivals, magazines, and social media. They are eager to view the long form version of the film. Understanding that the most effective and efficient mechanism for reaching viewers is via digital streaming, we have built the final film into a few key distribution channels for maximum viewership.

Amazon

It should be no surprise that many viewers use Amazon on a variety of devices to view content. The final cut is live on Amazon and performing well, with over 1.8k minutes streamed in the first two days of publication. 5 Star rating. This number will continue to rise as our PR team continues to promote. [Available here.](#)

Waypoint.TV is yet another media platform with a large outdoor viewership base, a great platform to host DOTF and reach a broader viewing base. [Available here for free.](#)

Off the Grid / Beattie Productions Websites

We will be offering landing pages with all of the viewing options on our two main company websites. These landing pages will offer links for people to direct download both versions of the film, with additional links to all of the viewing portals above. The idea is to offer a variety of viewing options for maximum consumption of the free content.

This is Fly Magazine PR Campaign

Our team worked with the publishers and editors of This is Fly Magazine to have a 14-page spread included in the May 1st magazine release. This coincided with the final film release for maximum market awareness. We also procured the Cover Shot for this magazine. This project has had more magazine exposure than any film project we have seen in the fly fishing industry. [Link to files here.](#)



ADDITIONAL PRESS / MEDIA



DUBAI ON THE FLY IS ONE OF THE MOST COMPREHENSIVE DESTINATION MEDIA PRODUCTIONS TO-DATE

Over the past decade, our group has been involved with media production to promote locations around the world. This is the most comprehensive, multifaceted and successful location media campaign we have ever launched, or ever seen for that matter, for a new fly fishing location. In addition to the film festival coverage reaching over +150 cities in North America alone, and the online digital media coverage, this project has brought the spotlight on Dubai within the pages of five very influential and important magazines (distributed in print and digital). Here's a quick look at the publications.

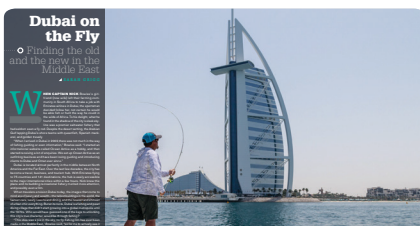


CONDE NAST TRAVELER

As the most discerning, up-to-the-minute voice in all things travel, Condé Nast Traveler is the global citizen's bible and muse, offering both inspiration and vital intel. We worked with the magazine directly to facilitate a 4-page spread in the magazine and digital, all about why Dubai is the next fly fishing hot spot.

Print Circulation: Estimated +800k

Online Circulation: not available



FLY FISHERMAN MAG.

The head writer for this project, Sarah Grigg, personally wrote a 6-page feature on fly fishing in Dubai and this project for the Feb / March issues of the magazine, which aligns perfectly with the release of the film. This magazine is the largest and most respected fly fishing magazine in print.

Print Circulation: Estimated +80k

Online Circulation: not available

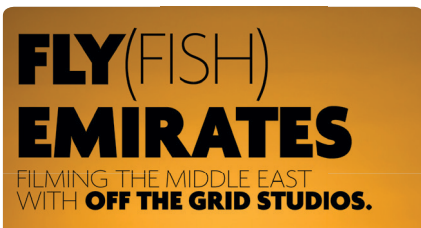
ADDITIONAL PRESS / MEDIA



GRAY'S SPORTING JOURNAL

Project photographer Bryan Gregson obtained a multi-page photo spread feature all about fly fishing in Dubai for this magazine. There is also a small inset photo of fishing in Dubai on the cover shot. This is one of the oldest, most respected fishing and hunting magazines in the world. It is very sophisticated and for the elite traveler and sportsman. A perfect fit for a potential angler interested in traveling to Dubai.

Print Circulation: Estimated +30k
Online Circulation: not available



STONEFLY MAGAZINE

The Stonefly is the official magazine of the Fly Fishing Film Tour. This magazine is given to every attendee of the film festival, is distributed in fly fishing stores and also available for online download. This is a collector's item and a perfect place to reinforce the idea of Fly Fishing in Dubai.

Print Circulation: Estimated +40k
Online Circulation: +50K



THE MISSION

The Mission is South Africa's leading and most influential fly fishing magazine. Sarah Grigg worked with this group to land the project a nice interview with the anglers describing why they love dubia in this magazine.

Print Circulation: Unknown
Online Circulation: +50K



THIS IS FLY

This is Fly is an extremely popular and well-circulated fly fishing magazine. We negotiated a 14-page feature and cover shot on this magazine to hit the public on May 1st to coincide with the May 1st release of the full-length Dubai on the Fly film cut for added exposure. [Link here.](#)

SPECIAL FEATURE: FISHING FILM TOUR AND OCEAN ACTIVE CREATE DUBAI SWEEP-

If the film, digital media and the five magazine features were not enough to get the attention of the angling public - Ocean Active and The Fly Fishing Film Tour have partnered to create a promotional sweepstakes with a special grand prize: one lucky film tour attendee will win a fly fishing trip to Dubai at the end of the film tour circuit. This is a tremendously clever way to reinforce Dubai as a fly fishing destination and get people excited to travel and fish. There is an intermission at every festival where the audience will have the opportunity to win a variety of prizes. One lucky winner will be selected at each show to enter the grand prize drawing, the trip to Dubai. This will bring a massive amount of publicity to Dubai and cement the destination the minds of the audience forever.

DUBAI
ON THE FLY

ITS BODY IS SLEEK. IT'S
BUILT FOR SPEED BURSTS,
SO IT'S FAST, POWERFUL
AND IT LOVES TO EAT.

Bryan Greyson getting fishy with it.

BEATTIE PRODUCTIONS
OFF THE GRID STUDIOS
Email: ra@beattieproductions.com
www.offthegridstudios.com