



Season 10 Toolkit



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Million Dollar Fish is brought to you by Northern Territory Major Events Company and supported by SportsBet. To find out what other amazing experiences we create, visit www.ntmajorevents.com.au

We acknowledge the Traditional Owners of the land on which we deliver our events, and pay our respects to elders past, present and emerging.



Get Hooked!

The Northern Territory is widely regarded as Australia's top fishing destination and one of the best places to hook a prized barramundi.

Launched in 2015, Million Dollar Fish drives tourism and offers anglers of all abilities the chance to hook a red-tagged barramundi, with the potential to win \$10,000 or even a million dollars. In Season 10 there are 10 fish carrying a million-dollar tag. This means that from 1 October 2024 - 31 March 2025, anglers have 10 chances to reel in a million dollars! Plus, the season kicked off with 99 fish worth \$10,000 in Top End waterways.

Renowned as Australia's richest fishing competition, Million Dollar Fish continues to grow in size and value each year. The competition attracts anglers, and those who love the great outdoors, from all over the country to experience fishing the Territory's pristine waterways.

To help you make the most of the benefits Million Dollar Fish brings we've created this toolkit, which includes a range of graphics and assets for you to create engaging content. This will help you promote your business in tandem with Million Dollar Fish.



Season 10 Promotional Video



What makes **Million Dollar Fish** a catch?



Australia's richest fishing competition



Some of the best fishing in Australia



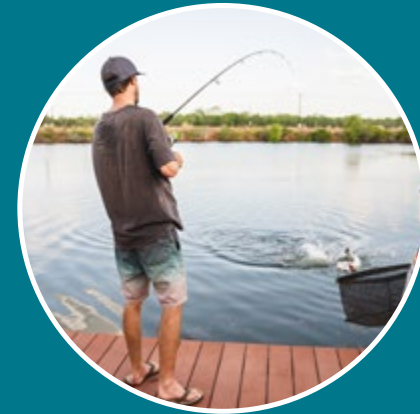
Free to register and win



Multiple chances to win monthly giveaways and red-tagged fish



Boosting tourism in the off-peak season



Supporting local businesses and charities

Get your brand out there

Investing in an advertising package with Million Dollar Fish is your chance to connect with your most profitable target audience - passionate fishing enthusiasts. Our tailored packages offer prime exposure through marketing promotions and event signage, helping your brand shine.

Get in touch with our friendly team to check out what's on offer and reel in your advertising package today, be quick as there are only a few spots available.

For any ad hoc or tailored requests, please reach out to the below contact:

Claudia Kershaw
Partnerships Manager
0432 387 508
claudia.kershaw@nt.gov.au

Don't forget to get your clients to register for free at **milliondollarfish.com.au**, so if they catch a tagged fish, they can claim the cash and you can benefit from the media coverage.

THE MILLION DOLLAR PACKAGE

1 spot available

\$15,000

THE BIG FISH PACKAGE

2 spots available

\$10,000

THE REELIN' PACKAGE

3 spots available

\$5,000



Imagery

Million Dollar Fish imagery should reflect the colour palette of the brand where possible and show bright, clean visuals that highlight the unique Territory experience.



[DOWNLOAD IMAGERY](#)

Logos

There is a standard and inverse Million Dollar Fish logo available for download depending on the application.

The inverse logo should be used whenever placed on a dark background.

This logo should always be accompanied by the SportsBet logo and must be legible when viewed at 100% scale.

PRIMARY



INVERSE

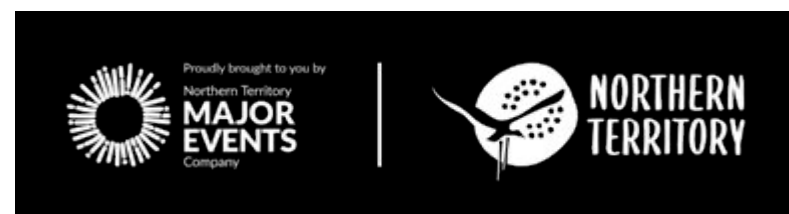


[DOWNLOAD LOGOS](#)

NT Major Events Lockup

The NT Major Events / Northern Territory Government logo lockup is to be used on all event collateral that is promoted **locally**.

The NT Major Events / Tourism NT logo lockup is to be used when there is a specific tourism message and visitation outcome required. This logo will need to feature on all **national** media assets where possible.



[DOWNLOAD LOCKUPS](#)

Season 10 Campaign

Season 10 sees a whopping 10 fish sporting million-dollar tags, meaning there's 10 chances to reel in a million dollars.

Our main tagline for the season is, '10 x \$1M Barras'.

The secondary tagline for Season 10 is, 'There's More On The Line'.

A range of graphics are available to download and use.



[DOWNLOAD GRAPHICS](#)

Brand in action

MILLION DOLLAR FISH
sportsbet

MAJOR EVENTS
NORTHERN TERRITORY

THERE'S MORE ON THE LINE

REGISTER NOW

SEASON 10
1 October 2024 – 31 March 2025

milliondollarfish.com.au

MILLION DOLLAR FISH
sportsbet

THERE'S MORE ON THE LINE

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MAJOR EVENTS
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milliondollarfish.com.au

[DOWNLOAD ASSETS](#)

Colour Palette

Deep Blue	Harbour Green	Highlight Orange	Black	White
PANTONE 541 C	PANTONE 3145 C	PANTONE 1235 C	PANTONE Black	PANTONE White
RGB 0 60 113	RGB 0 119 139	RGB 255 184 28	RGB 0 0 0	RGB 255 255 255
HEX #003C71	HEX #00778B	HEX #FFB81C	HEX #000000	HEX #FFFFFF

Brand

Tone	Funny, cheeky, relaxed, approachable and we know our fishing!
Audience	Majority male (69.1%) Majority aged 35-64 61.2% participants are from the NT

Social guide

Hashtags	#milliondollarfish #NTAustralia
Mentions	Tag us at @milliondollarfishNT (Facebook) or @million_dollar_fish (Instagram) so we can see your posts and share where possible.
Asset Sizing	1:1 for Instagram, 4:5 for Facebook, 9:16 for Tiktok / stories / reels
Captions	Show off your personality! Tell the story behind your catch, use emojis, and have a bit of fun. 🐟🤔

TIWI ISLANDS



Top End Regions

Million Dollar Fish sees prize-tagged barramundi released across the Top End each season in the five main fishing regions – **Arnhem Land, Darwin, Kakadu, Katherine** and the **Tiwi Islands**.



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TERRITORY**