Million Dollar Fi$h

SUPPORTED BY
sportsbet

Season 9 Toolkit

Dive in

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 9, we've upped the ante with one lucky fisho **guaranteed** to walk away a millionaire.

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 keen to experience an exciting fishing trip on 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 alongside the competition.

2024 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 with Lucky Prize Pool and red-tagged fish

Boosting tourism in the off-peak season

Supporting local businesses and charities

Top 4 Ways to get Involved

To enjoy the benefits of Million Dollar Fish you could:

1. Create a Million Dollar Fish package through Tourism Top End. Packages could include accommodation, breakfast and a fishing charter.

2. Create a Million Dollar Fish-inspired tour to feature on the Million Dollar Fish website. It could be a unique offer for fishos chasing the Million Dollar Fish, or an incentive if they land a Season 9 prize-tagged barra. See some great examples opposite.

3. Have a chat with us about your angling experiences in the Top End. If you'd like to be featured on our website as part of a Q&A, get in touch!

4. Get your clients to register for free at **www.milliondollarfish.com.au**, so if they catch a tagged fish, they can claim the cash.

HELIFISH OR HELIFISH PUB CRAWL COMBO

HeliFish

Flying over stunning Top End landscapes, HeliFish visits multiple remote locations in a single day increasing your chances of landing the big one! Choose between Half Day and Full Day HeliFishing or a Full Day HeliFish-Pub Crawl Combo. Catch a $10K tagged Barra in Season 7 while on a HeliFish tour and HeliFish will double your winnings!

🌐 WEBSITE
✉ EMAIL
📞 1800 883 474

FISH AND EXPLORE THE MARY RIVER

Breeze Holiday Park - Mary River

Breeze Holiday Park – Mary River is the ideal base to fish and explore the Mary River, Bridge Lagoon, Hardies Lagoon, Shady Camp or the South Alligator. This operated bush retreat offers budget to deluxe accommodation, caravan & camping sites, restaurant, campers kitchen & amenities, bush walks, river cruises and many other great facilities. It is also a great stop over on Nature's Way, which takes in Kakadu and a range of other Top End attractions.

If you bag a prize-tagged barramundi while staying with them you will receive a free night's accommodation

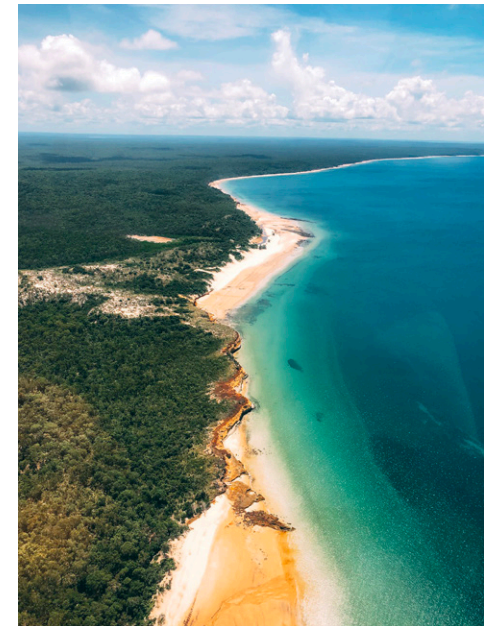Two $10,000 Barramundi have been caught in previous year (history may repeat)!

🌐 WEBSITE
✉ EMAIL
📞 08 8978 8877

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.

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.
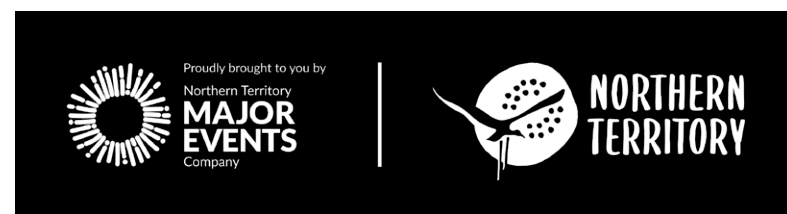
DOWNLOAD LOCKUPS

Season 9 Campaign

As the million dollars is guranteed to go off, this season's tagline is 'It's a sure catch' with a subheading 'the million has to go'.

A range of graphics are available to download and use.

DOWNLOAD GRAPHICS

Brand in action

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 (73%)
	Majority aged 35-64
	65% participants are from the NT
	Large number of registrants from QLD and VIC

Social guide

Hashtags	*#milliondollarfish #NTAustralia*
Mentions	Tag us at **@milliondollarfishNT** (Facebook) or **@million_dollar_fish** (Instragram) 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

DARWIN KAKADU ARNHEM LAND

KATHERINE

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.**