



SEASON 12 TOOLKIT



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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. This is Millionaire Territory.

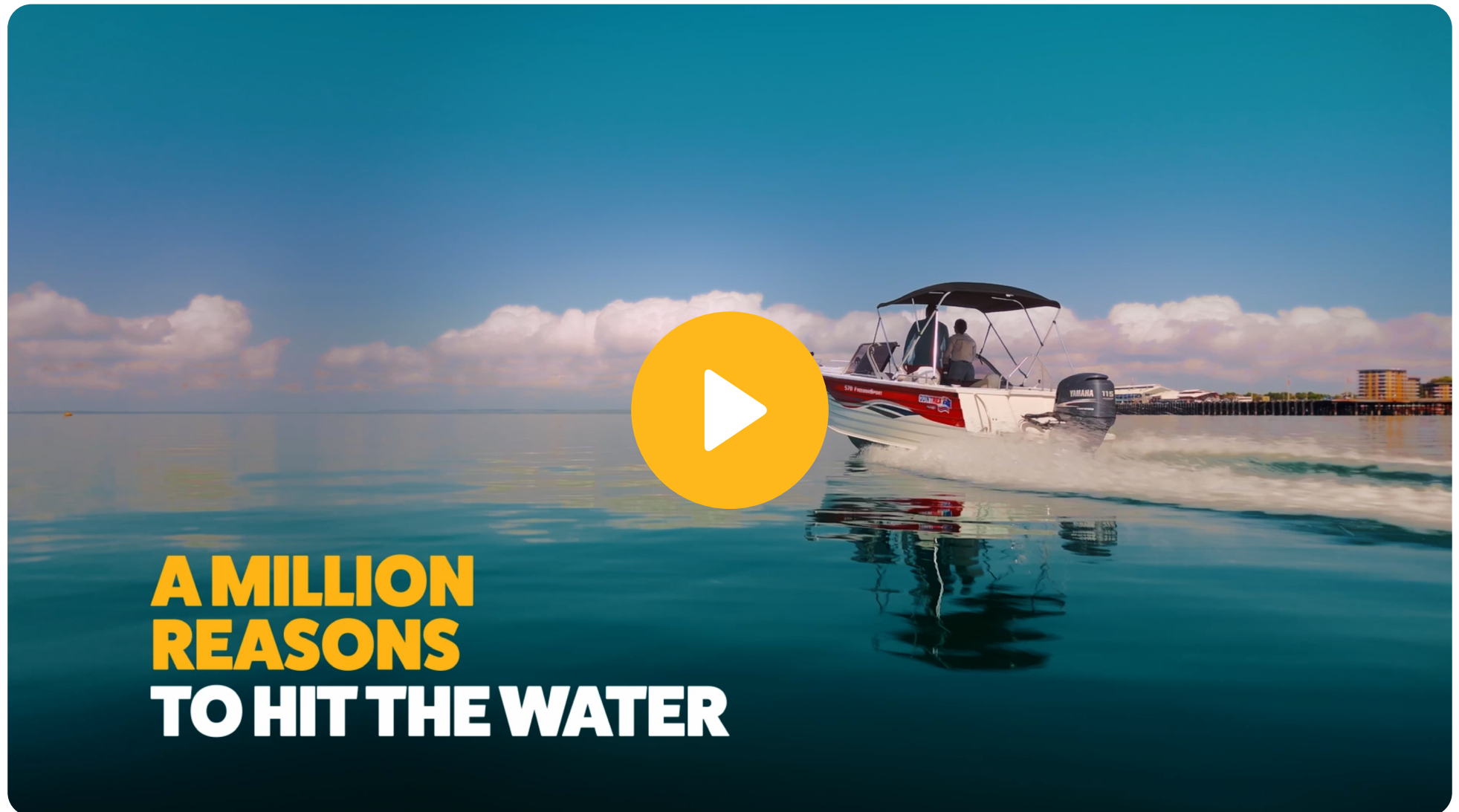
Launched in 2015, Million Dollar Fish drives tourism and offers anglers of all abilities the chance to snag a red-tagged barramundi, with the potential to win either \$10,000 or \$1m dollars. In Season 12 there is 1 fish carrying a million-dollar tag and 100 fish worth \$10,000 in Top End waterways.

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 in 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 12 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



Boosting tourism in the off-peak season



Supporting local businesses and charities

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 primary 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](#)

Season 12 Campaign

Our taglines for this season are:

Master campaign narrative

- One Season. A Million Reasons.

Domestic focus

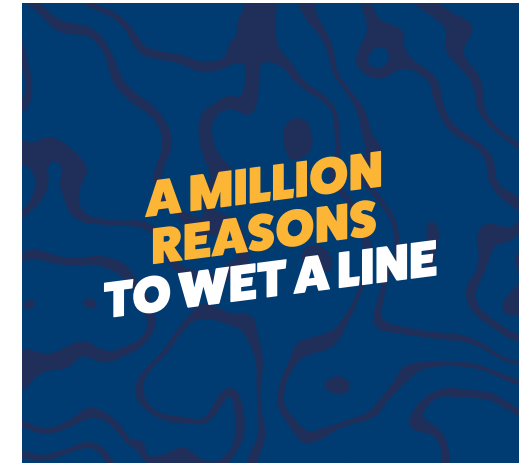
- A million reasons to wet a line
- A million reasons to make your next cast count.
- A million reasons to be out on the water.

Interstate focus

- A million reasons to fish the Northern Territory
- A million reasons to head up north.
- A million reasons to explore the Territory.

Operator or industry focus

- A million reasons to stay another night.
- A million reasons to explore beyond the boat ramp.
- A million reasons to make a weekend of it.



[DOWNLOAD GRAPHICS](#)

Brand in action



DOWNLOAD ASSETS

Colour Palette

Deep Blue PANTONE 534 C CMYK 71 42 0 64 RGB 32 47 90	Ocean Blue PANTONE 541 C CMYK 100 58 9 46 RGB 0 60 113	Harbour Green PANTONE 3145 C CMYK 100 10 29 20 RGB 0 119 139	Highlight Gold PANTONE 1235 C CMYK 0 31 98 0 RGB 255 184 28	Beach Sand PANTONE Cool Gray 1 C CMYK 10 7 5 0 RGB 221 218 214
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Black PANTONE Black CMYK 0 0 0 100 RGB 0 0 0	White PANTONE White CMYK 0 0 0 0 RGB 255 255 255
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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. 🐟😄



