

MATADOR NETWORK



The Florida Keys  
& Key West  
come as you are

GoPro

# BETWEEN TIDES: THE FLORIDA KEYS



PRESENTING

# ***Between Tides: The Florida Keys***

## **A WATER ADVENTURES SERIES THROUGH THE FLORIDA KEYS**

*Between Tides: The Florida Keys* is a premium episodic streaming series designed to inspire travel by showcasing the Keys as the ultimate water adventure destination. Traveling island to island, the series blends fishing, diving, kayaking, local culture and hospitality through authentic experiences that reveal the beauty and diversity of the Florida Keys. Hosted by Florida Keys local Capt. Rush Maltz, the series combines thrilling POV capture with meaningful storytelling that highlights both the natural world and the region's vibrant lifestyle.

By combining GoPro-powered adventure, trusted local experts, and real places visitors can stay and explore, this series positions the Keys as both aspirational and accessible. The series inspires travel by showing not just how the Keys look on the water, but how they are truly lived on and beyond it.

POWERED BY



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**MATADOR**



**NETWORK**

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# Program Overview.

The  
Florida Keys  
& Key West  
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GoPro  


**ROKU STREAMING PACKAGE:** STARTING AT \$990K

# Roku Streaming Series with Host Talent.

**CINEMATIC STORYTELLING & PREMIUM REACH**

*Between Tides: The Florida Keys* will premiere as an exclusive streaming series on Roku, bringing immersive water adventure content to millions of households nationwide. Each episode blends destination storytelling with real-world action — from reef dives to offshore fishing — and is supported downstream through Matador’s digital platforms to maximize exposure, tourism engagement, and partner amplification.



Images for mock purposes only.

**ROKU STREAMING PACKAGE:** STARTING AT \$990K

# What's Included.

**MULTI-FORMAT REACH ACROSS PLATFORMS**

**31.7M+**

Guaranteed Impressions

**5.1M+**

Estimated Views

**\$405K**

Program Discount

A robust media package centered on episodic storytelling that highlights the Keys' water adventure profile — delivered via long-form streaming, vertical distribution, and influencer amplification.

## PACKAGE ELEMENTS:

- (3) Long-Form Series Episodes (5 min)
- (1) Series Host
- Roku Streaming Distribution
- GoPro Brand Partner Integration
- (5) Vertical Videos (15-30 sec)
- AV: (1) Custom Landing Page
- AV: (2) Influencer Social Posts
- AV: (1) Sponsored Dedicated Email
- AV: (9) Minutes of B-Roll
- AV: (24) High-Res Still Images
- Matador Content Rights (Perpetuity)
- Influencer Likeness Rights (12 Months)

# Content Usage and Rights.

## GLOBAL RIGHTS IN PERPETUITY

The Florida Keys will receive global rights in perpetuity to all final campaign content produced as part of *Between Tides: Florida Keys*, excluding third-party likeness limitations where applicable. This includes:

- Long-form episodes
- Short-form video edits
- Photography and b-roll assets
- Campaign trailers and promotional cutdowns

These rights allow the destination to leverage the content long-term across owned, earned, and paid channels, ensuring lasting value well beyond the initial campaign flight.



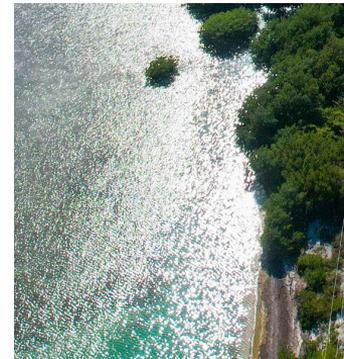
# Multi-Island Content Strategy.

Our multi-island strategy highlights a distinct adventure on each journey — from Key Largo’s offshore reefs to Marathon’s flats and Key West’s vibrant waterfront. Each episode combines water-based exploration with story arcs that tie culture, ecology, and thrill together.

## SUGGESTED CAMPAIGN DESTINATIONS:



Visual storytelling will emphasize transitions between islands and environments to reinforce the Keys as a cohesive but diverse water-centric destination.



# Series Creative Concept.

## WATER-DRIVEN ADVENTURE, ISLAND BY ISLAND

*Between Tides: The Florida Keys* follows host Capt. Rush Maltz, a respected local fishing guide and storyteller, as he navigates the Keys' premier water experiences — both on and off the water. While water adventure anchors each episode, the series also highlights the places travelers stay, gather, and unwind. Across the series, viewers will see:

- Fishing, diving, kayaking, snorkeling, and boating
- Local wildlife and conservation efforts
- Hotels and resorts that serve as launch points for adventure
- Dining, music, and cultural moments between excursions

We believe **the Keys' strongest tourism advantage is its water**. By centering on the Keys' world-class fisheries, reefs, and waterways while highlighting comfort, culture, and community beyond the water, the series turns action-driven visuals into meaningful travel inspiration and consideration.



# The GoPro Partnership.

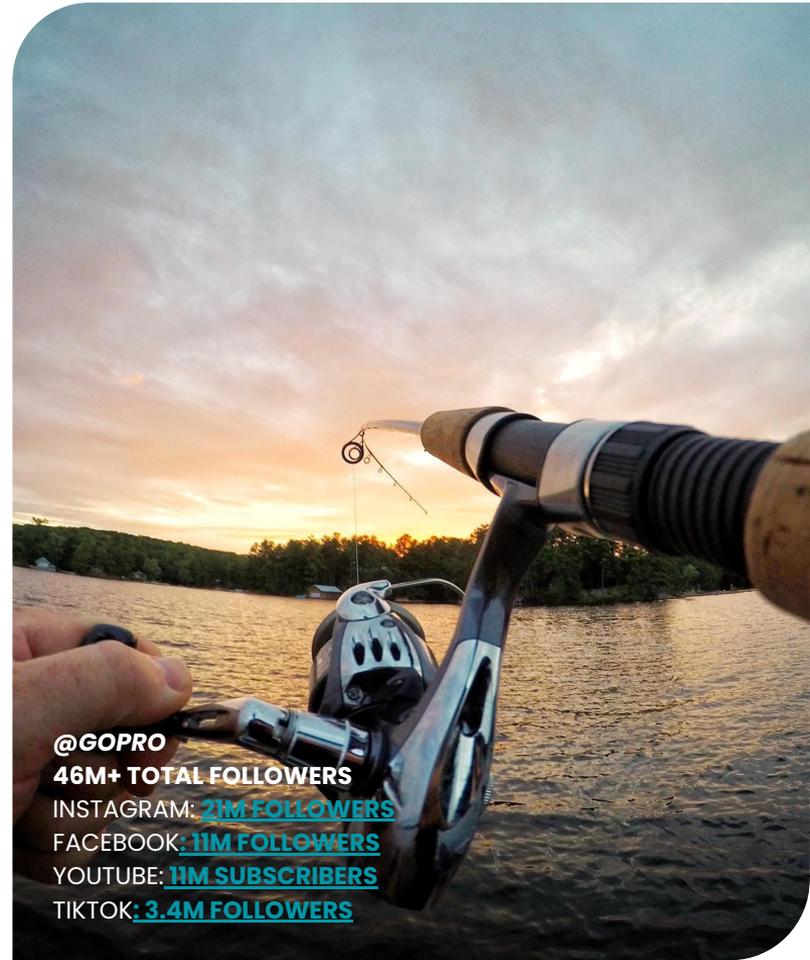
## ELEVATING WATER STORYTELLING THROUGH ACTION CAPTURE WITH GOPRO

### WHY GOPRO:

GoPro is synonymous with authentic water-first storytelling, making it the ideal partner to capture the Florida Keys as they are truly experienced. From fishing lines cutting through open water to reef-level dive footage, GoPro allows viewers to feel immersed in the action rather than simply observing it.

### GOPRO INTEGRATION:

Featuring GoPro Ambassadors and gear throughout the series enhances audience credibility and provides visceral, shareable footage that highlights fishing, diving, and kayaking. GoPro integration also unlocks distribution and amplification via their owned social channels, underscoring the Keys as a premier adventure travel locale.



**@GOPRO**  
**46M+ TOTAL FOLLOWERS**  
 INSTAGRAM: [21M FOLLOWERS](#)  
 FACEBOOK: [11M FOLLOWERS](#)  
 YOUTUBE: [11M SUBSCRIBERS](#)  
 TIKTOK: [3.4M FOLLOWERS](#)

# Proposed Production Calendar.

- **Kickoff Call (KOC):** February 12–13
- **Pre-Production & Creative Development:** February 16–March 16  
(Concept refinement, episode outlines, logistics, talent coordination)
- **In-Market Production (Florida Keys):** March 16–20
- **Post-Production – Version 1:** March 23–April 3  
(Rough cuts delivered by April 3)
- **Post-Production – Revisions & Final Delivery:** April 6–20  
(Client feedback, edits, and final approvals)
- **Content Launch Ready:** Beginning April 21





CONCEPTS & TALENT

# Talent Suggestions.



MATADOR  CREATORS

# Matador Creator & Talent Partnerships.

DRAW FROM OUR GLOBAL POOL OF OVER 70,000 CREATORS ACROSS YOUTUBE, TIKTOK AND META PLATFORMS

- ✦ Matador talent partnerships include:
  - Curated talent with key audience alignment
  - Matador negotiating all rights, legal, and contracts.
  - Matador Studios shoots the video, provides all assets (with rights) to the client for use across social, digital, CTV and paid.
  - Client gets final approval on 100% of assets.
- ✦ Talent's inclusion in the campaign is subject to budget, interest, and availability.
- ✦ Additional talent options are *always available* upon request.





## MEET OUR HOST

# Captain Rush Maltz.

Capt. Rush Maltz is a veteran Florida Keys fishing guide, owner operator of *Odyssea SportFishing* and host of *Local Knowledge TV*. His deep ties to the region, strong on-camera presence, local knowledge, and natural rapport with water-centric audiences make him uniquely suited to anchor this series. As a trusted voice in fishing and outdoor adventure, Rush seamlessly guides viewers through every water experience — from offshore charters to shallow flats and beyond — while connecting viewers to the Keys' culture and beauty.

## PLATFORMS

INSTAGRAM [9K FOLLOWERS](#)

TIKTOK [79K FOLLOWERS](#)

YOUTUBE [73K SUBSCRIBERS](#)

# Potential Episode Talent.

*Each featured guest lives and works on the water, bringing deep knowledge, credibility, and access that visitors cannot get simply on their own.*

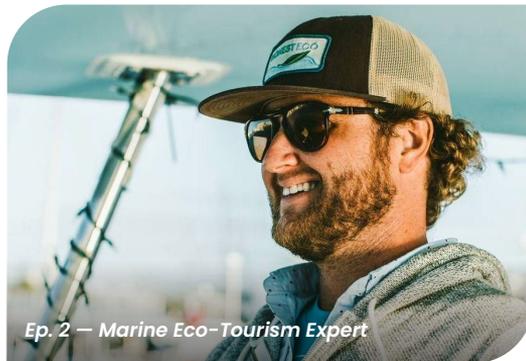


## MIKE KERNAN

INSTAGRAM: [895 FOLLOWERS](#)

FACEBOOK: [11.6K FOLLOWERS](#)

Professional bass angler with over 20 years on the Bassmaster Elite Series and Major League Fishing circuits. A former GoPro-sponsored pro, Mike is known for integrating action cameras into competitive fishing and bringing technical expertise and on-the-water credibility to angling content.



## BILLY LITMER

INSTAGRAM: [3.7K FOLLOWERS](#)

FACEBOOK: [4.1K FOLLOWERS](#)

Founder of Honest Eco Tours and a trained biologist, Billy is a leader in sustainable marine tourism in Key West. He designed the Keys' first electric hybrid charter boat and brings scientific credibility to dolphin watching, snorkeling, and conservation-focused water experiences.



## AMY SLATE

INSTAGRAM: [2.7K FOLLOWERS](#)

FACEBOOK: [5.4K FOLLOWERS](#)

Founder of Amy Slate's Amora Dive Resort and inductee of the Women Divers Hall of Fame, Amy is a longtime leader in dive education and marine conservation in the Florida Keys. Her decades of experience make her a trusted authority on diving and reef stewardship.

The background of the slide features a top-down view of two white kayakers in their kayaks, positioned diagonally across the center. The kayakers are wearing purple gear and holding wooden paddles. The background is a dark, textured blue-green gradient. A white rounded rectangular border frames the text on the left side.

CONCEPTS & TALENT

# Episode Thought-Starters.

# Episode One Concept Thought-Starter.

## *Lines in the Water*



### **LOCATIONS:**

Islamorada and Key Largo

### **EPISODE DESCRIPTION:**

Captain Rush Maltz teams up with professional angler Mike Kernan to explore why the Upper Keys are considered the Sportfishing Capital of the World. Captain Rush Maltz begins the journey in the Upper Keys, exploring the fishing culture that defines the region. Launching from Islamorada, the episode follows a day on the water targeting reef and nearshore species, with Mike Kernan sharing technique, gear insights, and why the Keys remain a bucket-list fishing destination. Between runs, the episode slows down to showcase Islamorada's laid-back rhythm, including a stay at a waterfront resort that serves as a basecamp for anglers. The story balances action on the water with the lifestyle that surrounds it.

Stops include departing from Bud n' Mary's Marina, a historic fishing hub, and navigating productive waters near Alligator Reef. GoPro cameras capture point-of-view action on deck and underwater, showcasing the rhythm, patience, and payoff of fishing in the Keys. The episode wraps dockside with a visit to Islamorada Fish Company, grounding the experience in local culture.

# Episode Two Concept Thought-Starter.

## *Wild Between Islands*



### **LOCATIONS:**

Key West and the Key West National Wildlife Refuge

### **EPISODE DESCRIPTION:**

In this episode, Captain Rush Maltz is joined by marine biologist and eco-tour pioneer Billy Litmer to explore the wildlife-rich waters surrounding Key West. Departing from the Historic Seaport, the day unfolds aboard Honest Eco's electric-powered hybrid vessel, setting a quieter, more sustainable tone for exploring the backcountry. Viewers discover a side of the Keys beyond beaches, gaining insight into marine wildlife, eco-friendly boating, and how guided nature experiences make Key West a premier destination for responsible adventure.

The itinerary includes kayaking through mangrove channels within the Key West National Wildlife Refuge, guided dolphin observation in open water, and snorkeling over shallow seagrass beds that support the Keys' ecosystem. Billy provides scientific context throughout, explaining how these environments connect and why conservation matters to both residents and visitors. The episode also highlights how travelers can experience wildlife responsibly, pairing time on the water with a stay near the Historic Seaport and moments spent walking, dining, and listening to live music in Old Town.

# Episode Two Concept Thought-Starter.

## *Beneath the Surface*



### **LOCATIONS:**

Key Largo and Tavernier

### **EPISODE DESCRIPTION:**

Captain Rush Maltz joins legendary dive operator Amy Slate to showcase why Key Largo is the Diving Capital of the World. The episode begins above water at Amy's dive resort, Amoray Dive Resort, where preparations set the stage for a day on the reef. Viewers see how dive resorts function as full-service hubs for visitors, offering easy access to the reefs alongside relaxed accommodations and social spaces that bring divers together after a day at sea. We'll follow along as the team heads offshore to iconic sites including Molasses Reef and the USS Spiegel Grove wreck. Audiences learn what makes the Keys' reefs unique, how approachable diving is for beginners and experienced divers alike, and why Key Largo remains one of North America's most iconic underwater destinations.

Above and below the waterline, GoPro footage captures reef life, wreck structures, and diver perspectives, while Amy explains reef stewardship and safe, accessible diving for visitors. The experience is balanced with surface intervals that highlight the calm beauty of the surrounding waters and the ease of reaching these world-famous sites.

# Appendix.

The Florida Keys  
& Key West  
come as you are

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A tropical sunset scene with a palm tree, a wooden dock, and two people on paddleboards on the water. The sky is a mix of orange, yellow, and blue, with a large palm tree on the left. A wooden dock extends into the water on the left. Two people are on paddleboards in the middle ground, and a dog is on one of the boards. The water is calm and reflects the sky.

APPENDIX

# Email Distribution.

# Sponsored Dedicated Email.

## ADVENTURE STARTS IN THE INBOX

Delivered to Matador's most engaged readers—our dedicated emails will connect the Florida Keys' unique offerings with our audience of 300K subscribers. Included as added value, this email can:

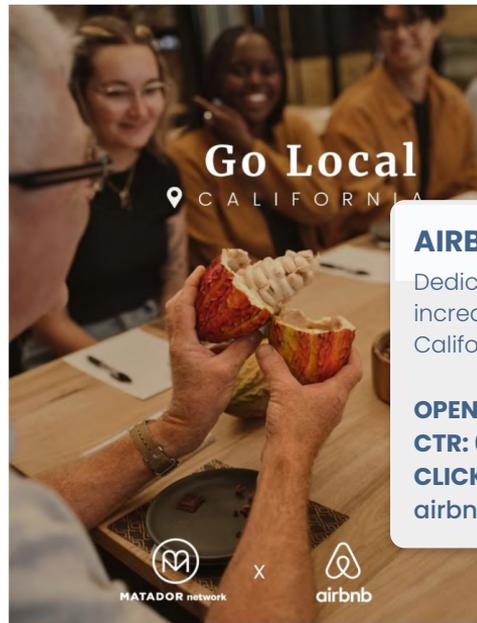
1. Drive traffic directly to The Florida Keys' website
2. Act as a traffic driver to custom campaign content

**30%**

Average  
Open Rate

**0.9%**

Average  
CTR



### AIRBNB CASE STUDY

Dedicated email campaign to increase brand awareness for California Airbnb Experiences.

**OPEN RATE: 39%**

**CTR: 0.92%**

**CLICKS: 650+** clicks direct to [airbnb.com](https://airbnb.com)

#### Go Local With Airbnb Experiences in San Francisco and LA

We all love exploring new places and cities. However, while the travel industry offers exciting opportunities, the rise of mass-produced bus tours often leaves travelers feeling rushed and disconnected, missing out on the true essence of a destination.

So we partnered with Airbnb to showcase how Airbnb Experiences recaptures the authenticity of travel. These experiences place the control where it belongs—between you, the traveler, and the locals who know their destination best. This collaboration allows for a curated, personalized, and genuine experience, all while ensuring your travel dollars directly support the local community.

EXPERIENCE CALI LIKE A LOCAL

A tropical sunset scene with a palm tree, a wooden dock, and people on paddleboards. The sky is a mix of orange, yellow, and blue, with soft clouds. The water is calm, reflecting the sky. In the foreground, a wooden dock extends from the left. A large palm tree trunk leans over the dock. In the middle ground, two people are on paddleboards on the water, one with a dog. The overall mood is peaceful and serene.

APPENDIX

# Roku Distribution.

# ROKU

**ROKU IS THE #1 STREAMING PLATFORM IN THE US**

## HIGH-EFFICIENCY DISTRIBUTION THROUGH ROKU STREAMING + SOCIAL PLATFORMS:

Combining long-form discovery via Roku with snackable social cutdowns creates a powerful full-funnel strategy—driving awareness and inspiration.

**With access to 90 million users**, Roku lets us reach lean-back viewers actively seeking travel, road trip, and culture content through powerful audience targeting.

## PROVEN TRACK RECORD WITH ROKU

Matador's branded long-form streaming campaigns with Roku consistently delivers above-industry benchmarks in watch time, shares, and downstream action. **Case Study: Enjoy Illinois x Rivian Auto (see case studies section).**



**\$7K**

ROKU USERS SPENT ON  
TRAVEL IN THE  
LAST 12 MONTHS

**61MM**

ROKU USERS PLAN TO  
TRAVEL IN THE NEXT 12  
MONTHS

**Ability to target consumers based on geo and interest.**

# The #1 TV Streaming Platform.



**90M**

Streaming Households



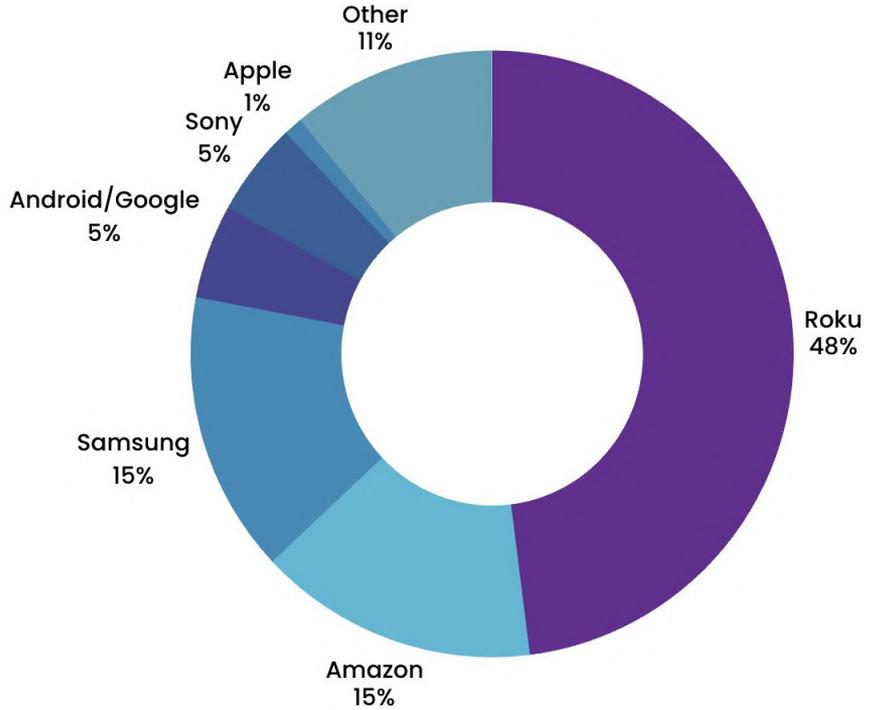
**122B**

Hours Streamed (LTM)



## Nearly Half

the US streaming time of 4 of the largest streaming apps is on **Roku**.



Percentage of time spent by CTV brand in the U.S.

# 3 in 4 Millennial Roku users plan to travel in the next 12 months.

## 72%

Of **Millennial** Roku users plan to travel in the next 12 months (international or domestic)

## \$6,332

Average **Millennial** Roku user travel spend in past 12 months (international or domestic)

## 30%

Of **Millennial** Roku users are enrolled in a hotel rewards program

## 1 in 4

**Millennial** Roku users are members of a frequent flier club



**1 in 3 Gen X Roku users**  
are enrolled in a frequent flier or hotel  
rewards program.

**72%**

Of **Gen X** Roku users plan to  
travel in the next 12 months  
(international or domestic)

**\$7,020**

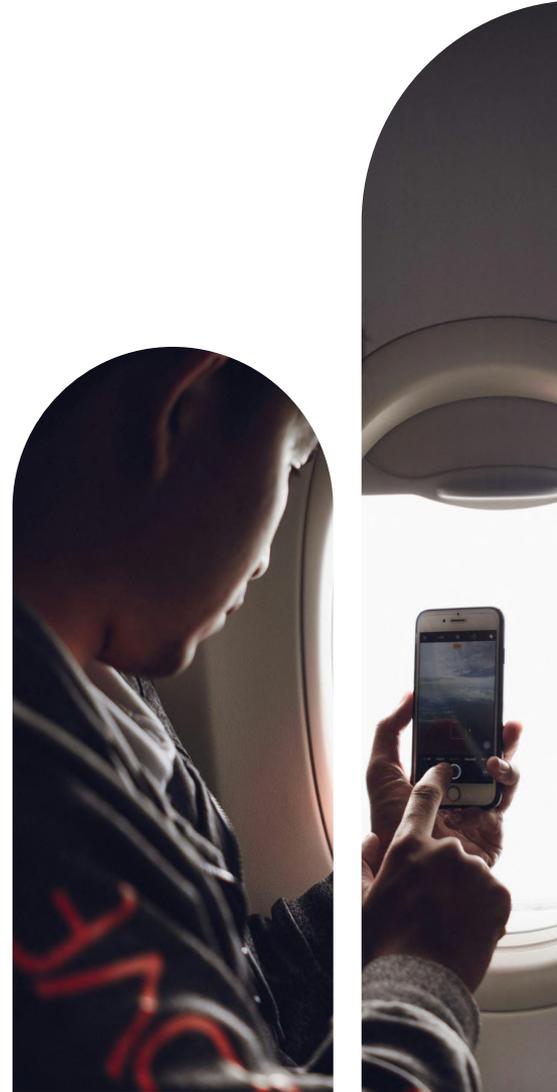
Average **Gen X** Roku user travel  
spend in past 12 months  
(international or domestic)

**37%**

Of **Gen X** Roku users are  
enrolled in a hotel  
rewards program

**1 in 3**

**Gen X** Roku users are  
members of a frequent  
flier club



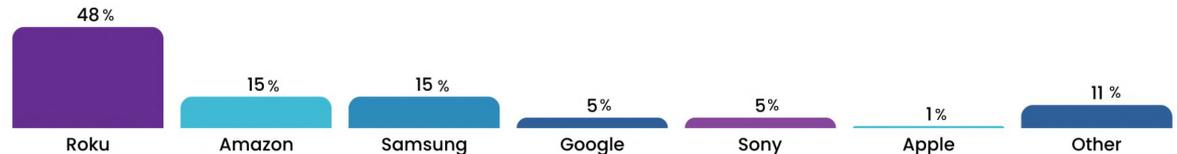
# Super-sized Scale, Every Single Day.

◆ **Scaled experience**  
More than 125 million people see our home screen, every day.

◆ **Everyday companion**  
More than half of Roku Streaming HHs use the platform at least 24 days per month, while accessing even the most popular apps less than half of those days.



◆ **Half of all streaming time**  
3x the next largest TV operating system



Percentage of time spent by CTV brand in the U.S.

# Streaming Audience on Roku.



**69%**

Cordless Audience



**38%**

of Roku users can't be reached on another streaming TV device.

◆ Adults in Household

**21%**

1 Person

**30%**

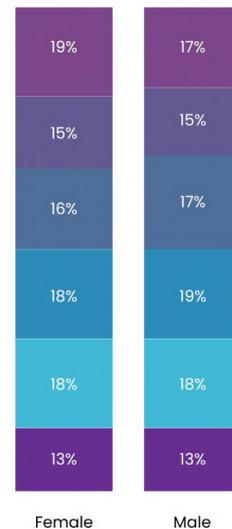
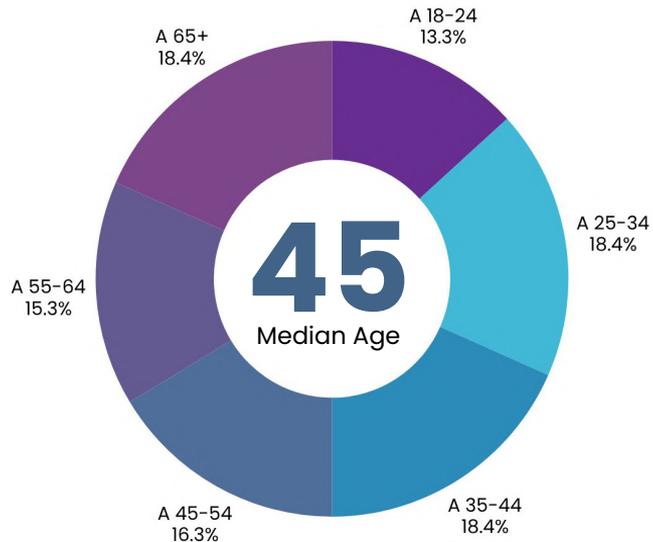
2 People

**18%**

3 People

**31%**

4+ People



# Roku Reaches Households Across the U.S.

Roku Household Penetration | Top 10 DMAs | Q4 2024

New York	<b>35%</b>
Los Angeles	<b>43%</b>
Chicago	<b>54%</b>
Dallas – Fort Worth	<b>70%</b>
Philadelphia	<b>49%</b>
Houston	<b>58%</b>
Atlanta	<b>73%</b>
Washington DC – Hagerstown	<b>51%</b>
Boston (Manchester)	<b>43%</b>
San Francisco–Oakland–San Jose	<b>32%</b>



**ROKU**

A tropical sunset scene with a palm tree, a wooden dock, and two people on paddleboards on the water. The sky is a mix of orange, yellow, and blue, with soft clouds. The water is calm, reflecting the sky and the silhouettes of the people and the dock. A large palm tree trunk leans over the dock from the left. Two people are on paddleboards in the middle ground, one slightly ahead of the other, both holding paddles. The overall mood is peaceful and serene.

APPENDIX

# Case Studies.

# Illinois x Rivian.

## ◆ SYNOPSIS

To mark the Route 66 Centennial, Illinois Tourism and Rivian partnered on an influencer-led Roku streaming series capturing modern road stories along the iconic route.

## ◆ PROGRAM ELEMENTS

3-part Long-Form Video Series, Trailer + Vertical Cutdowns, Roku Streaming Series Hosting, Rivian Brand Integration, Influencer Activation.



## ◆ PERFORMANCE HIGHLIGHTS

**72%**

Episode VCR  
on Roku  
(25% Over Benchmark)

**+28%**

Lift in Brand  
Favorability

**+47%**

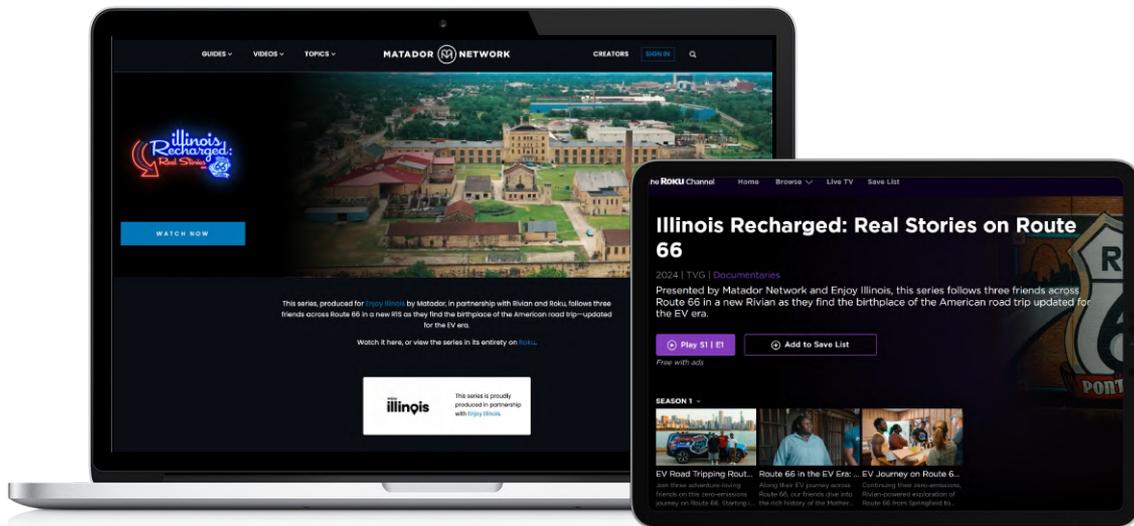
Overdelivery on  
Campaign Impressions

**11.5M**

Minutes Viewed Across All  
Campaign Placements

**Four Month Campaign Extension on Roku Due to Outstanding Performance**

[LANDING PAGE](#) | [ROKU LANDING PAGE](#)



# Jeep Wrangler. (Electrifying Ride)

Jeep

## ◆ SYNOPSIS

Matador teamed up with Olympic Gold Medalist Shaun White to showcase the adventure-ready capabilities and sleek styling of the Jeep Wrangler 4xe—all in a content series built around embracing summer fun, spontaneity, and the thrill of the ride.

## ◆ PERFORMANCE HIGHLIGHTS

70%

Overdelivery on Campaign Video Views

4.5MM

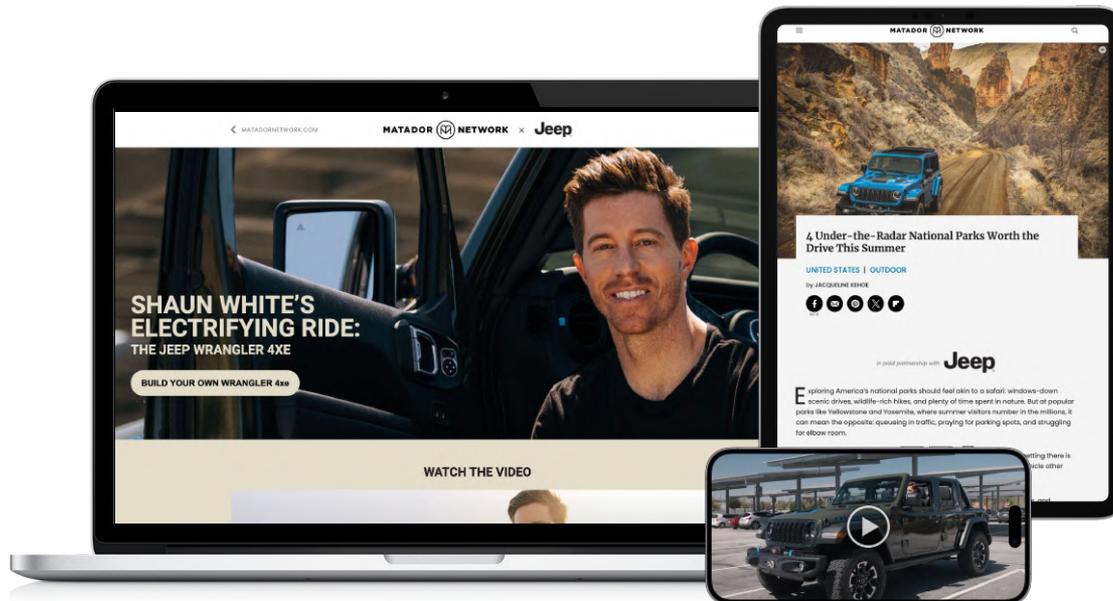
(million) minutes Spent Across All Content

**Drove Measured Lift in Brand Favorability and Purchase Intent**

## ◆ PROGRAM ELEMENTS

Hero Video + Cuts, Celebrity Influencer Social, Article Content, Custom Hub, Yahoo Distribution, Display + Email

[LANDING PAGE](#) | [VIDEO](#) | [ARTICLE](#) | [ARTICLE](#) | [ARTICLE](#)



# REI x Ford Bronco.



## ◆ SYNOPSIS

This program promoted the Ford Bronco Sport SUV with a four-part video series profiling adventure athletes and outdoor enthusiasts using the Bronco Sport to fuel their passions. Brand partner REI contributed its own Ford-branded video series and in-store Bronco Sport displays. Hearst Autos broadened the campaign's impact through a highly targeted media strategy.

## ◆ PERFORMANCE HIGHLIGHTS

**+43%**

Above benchmark VCR on Video Series

**+366%**

Above benchmark VCR on Hearst Traffic Driving Units

**2x**

Above benchmark CTR for Custom Landing Page to Ford site

**9x**

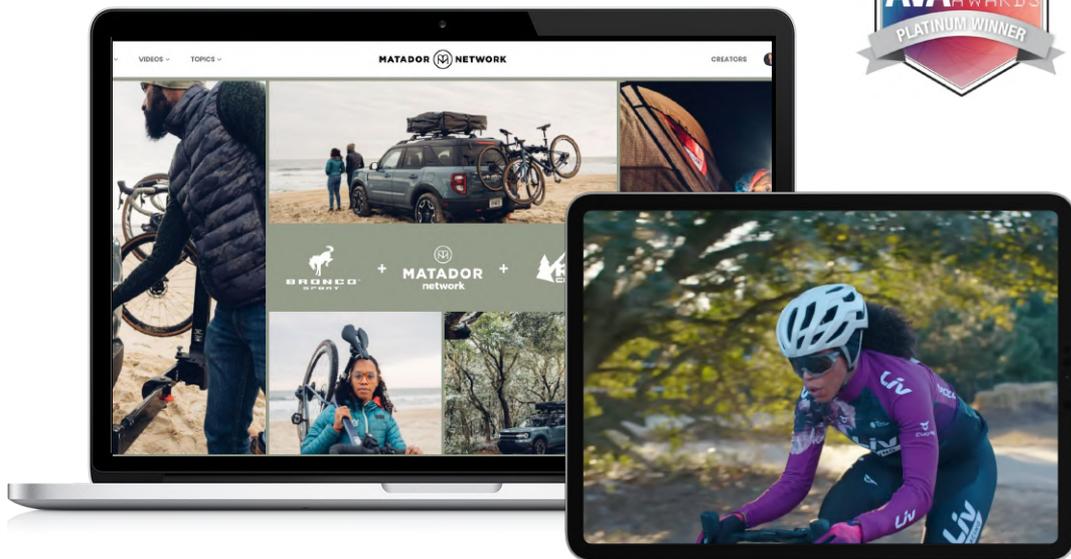
Above benchmark on social engagement

**Lifts in Purchase and Recommendation Intent from Brand Lift Study!**

## ◆ PROGRAM ELEMENTS

4 videos with 4 influencers for each of Bronco's core outdoor activities, Hearst Autos extension, and 10 in-store events.

[LANDING PAGE](#) | [VIDEO 1](#) | [VIDEO 2](#) | [VIDEO 3](#) | [VIDEO 4](#)



# Kissimmee x Southwest.



## ◆ SYNOPSIS

Matador's 2024 program for Experience Kissimmee partnered with influencer Adam Boro to select a family to travel with him from Dallas to Kissimmee for a fun-filled vacation, with airfare provided by our brand partner Southwest Airlines.

## ◆ PROGRAM ELEMENTS

Long-Form Hero Video + Influencer Vertical Video, Trailer + Vertical Cutdowns, Southwest Brand Integration, Influencer Activation

[ADAM'S VIDEO](#) | [LONG-FORM VIDEO](#) | [LANDING PAGE](#)

## ◆ PERFORMANCE HIGHLIGHTS

# 3x

Nominee in the 2025 eTSY Awards

# 4MIN

Engaged Time Per Session

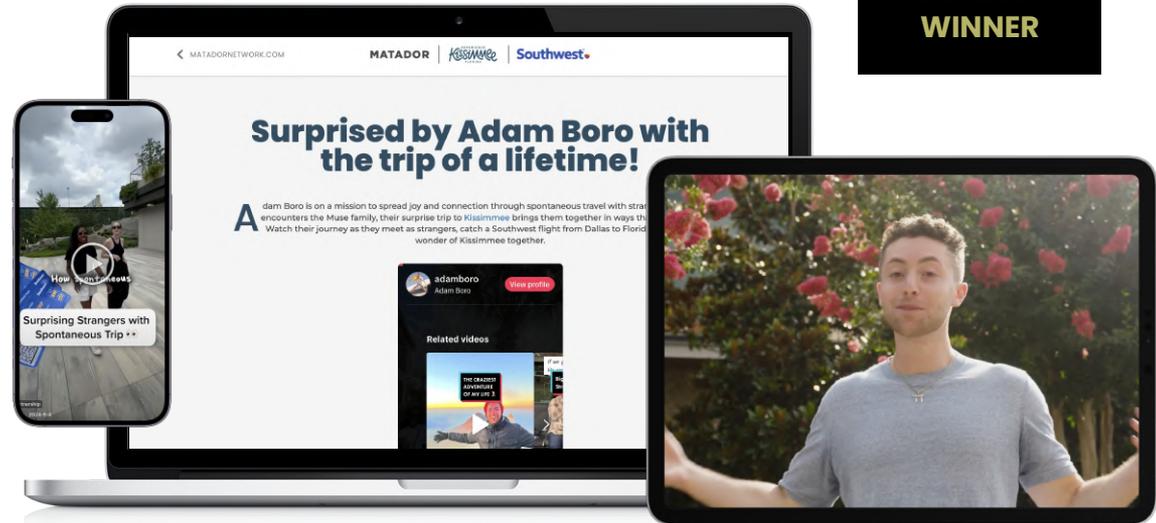
# 20YRS

of Engaged Viewing (10.5M total minutes)

# 95%

Overdelivery on Campaign Clicks

**Drove +23% in Travel Intent**



# Visit California.



## ◆ SYNOPSIS

Visit California teamed up with Matador on Up All Night, a five-part video series hosted by Cole Walliser, aimed at driving travel to the state's major metropolitan areas. Each episode spotlighted a different California city, showcasing its unique offerings "from dusk to dawn." The campaign's success led to renewed investment the following year to amplify the content.

## ◆ PERFORMANCE HIGHLIGHTS

**\$337K**

In Media  
Overdelivery Value

**5.8MM**

Minutes Spent Across All  
Content

**10%**

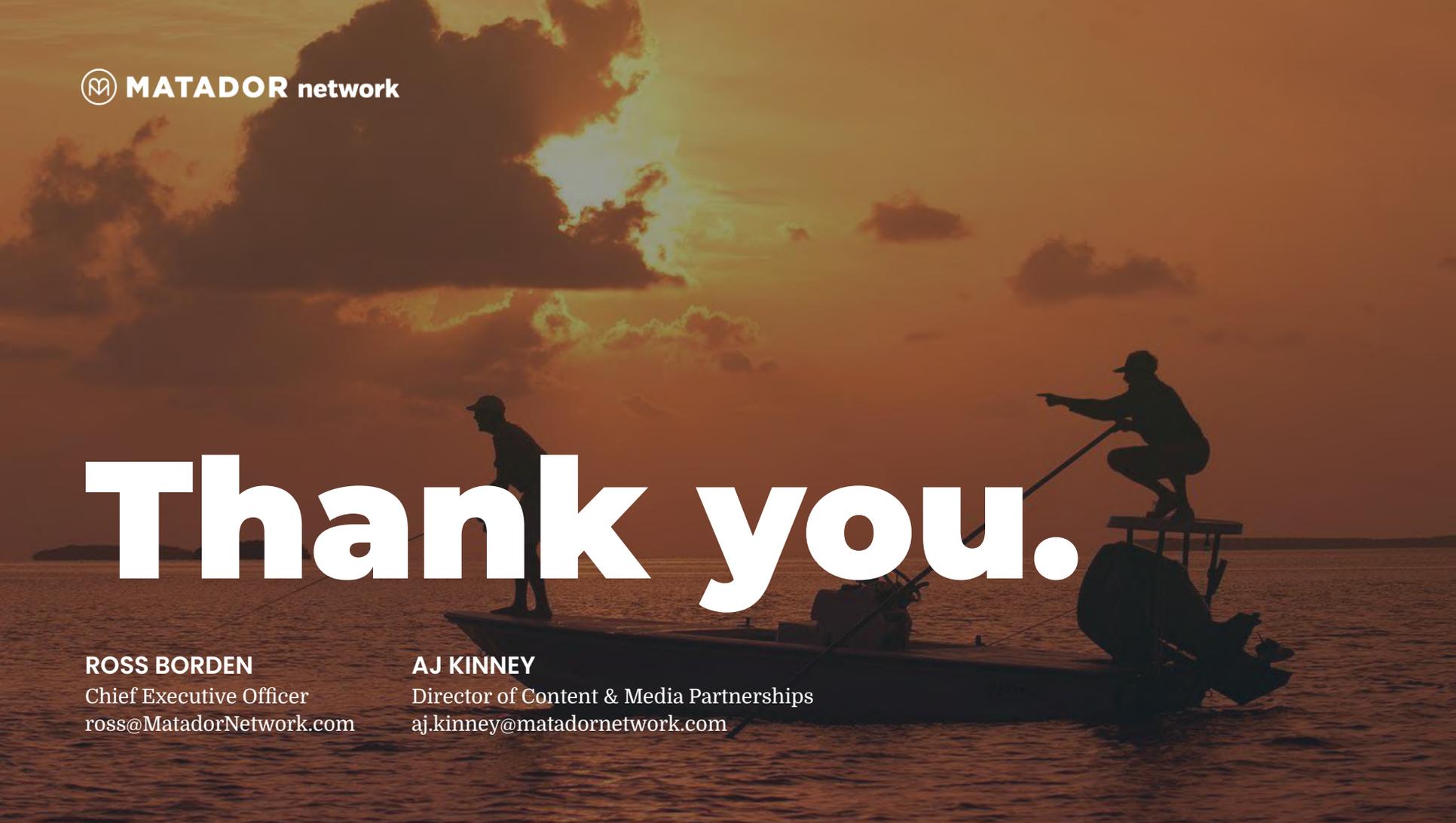
Lift Across Key Brand  
Perceptions

## ◆ PROGRAM ELEMENTS

5x Hosted Series Episodes, 10x total Cutdowns (2 per Episode), Landing Page, Celebrity Influencer Social, Hearst CTV + Native Content Discovery Support, Brand Lift Study

### [LANDING PAGE](#)



A silhouette of two people on a boat on a body of water at sunset. The sun is low on the horizon, creating a warm, orange glow. One person is standing on the left side of the boat, and the other is crouching on the right side, pointing towards the horizon. The boat has an outboard motor at the rear.

# Thank you.

**ROSS BORDEN**

Chief Executive Officer  
[ross@MatadorNetwork.com](mailto:ross@MatadorNetwork.com)

**AJ KINNEY**

Director of Content & Media Partnerships  
[aj.kinney@matadornetwork.com](mailto:aj.kinney@matadornetwork.com)