



# THE BLOOD ORIGINS FAMILY

In 2017, Blood Origins was born. I wanted to do one thing – to communicate the true heart of a hunter and the truth around the benefits of hunting to those who have the power to either keep hunting alive or take it away.

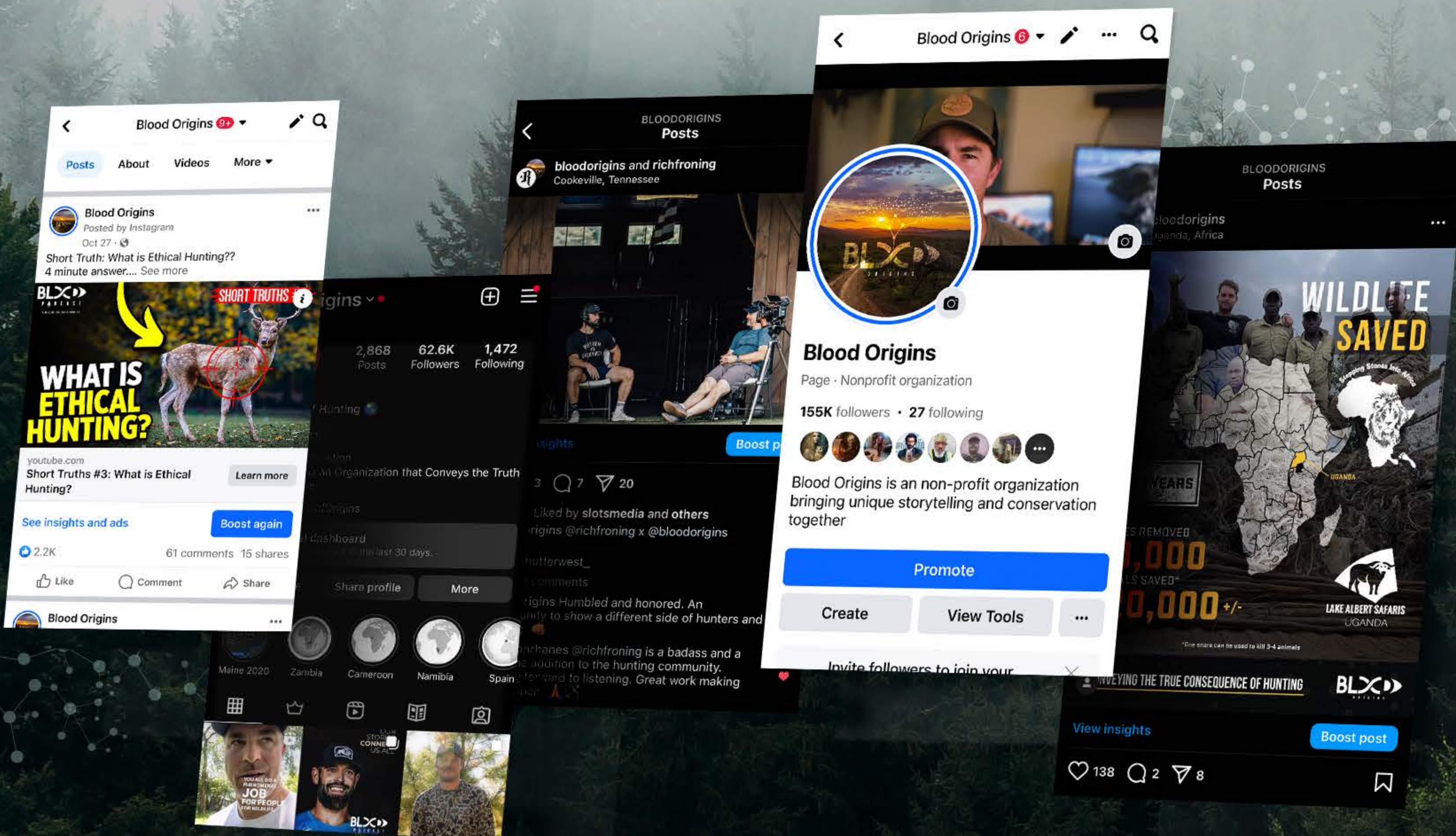
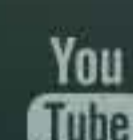
From that very first day, we have never stopped our daily fight to change the perception of hunting and hunters by being the best storytelling and content generators we can be. We do this for YOU and for our future generations. I have poured my heart and soul into building a brand, that is now a 501c3 non-profit, who is at the forefront of reshaping the narrative of hunters to the non-hunting majority around the world.

I would love to have a conversation with you about how we can get you involved in what we do.

All my best

*Robbie*

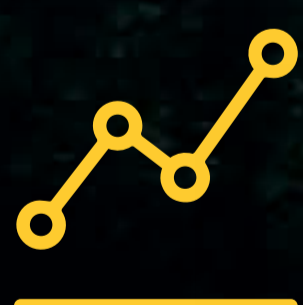




# BE AMAZED

## Blood Origins Platform Impact

Since 2017, we have constantly focused on growing our base with loyal followers and engaging non-hunting audiences. It's working. We are constantly working on growing our impact daily.



### Total Eyeballs

2020 » 98,890

2022 » 177,456

**2023 » 262,542**  
**48% Increase**



### Total Views

2021 » 2.2 Million

2022 » 5.05 Million

**2023 » 24.2 Million**  
**+380% Increase**



### Total Engagement

**< 4 Million +/-**  
**Across All Platforms**



WAYPOINT TV

CARBONTV



### Email Subscribers

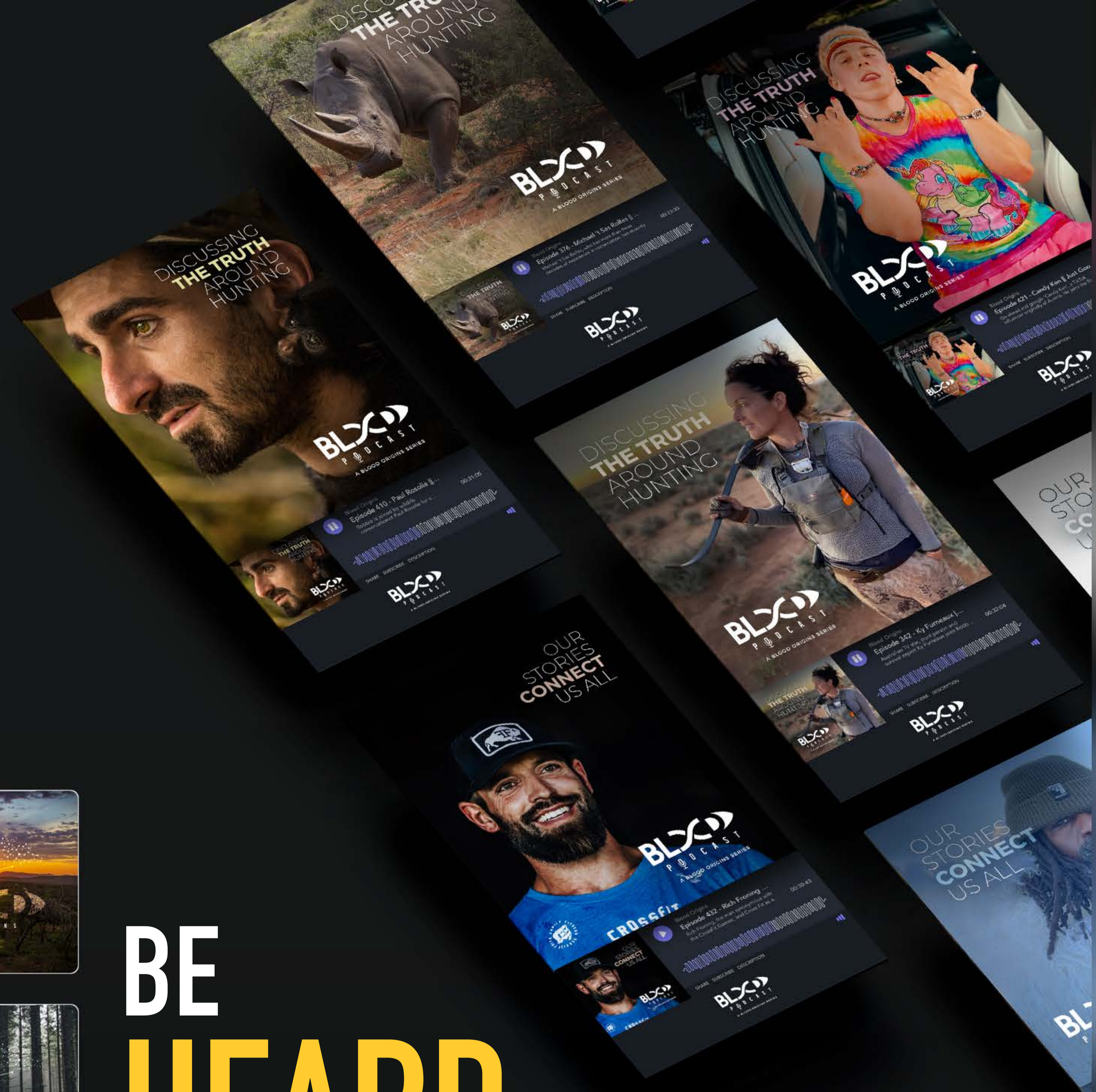
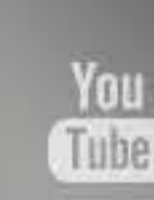
**5,000+**

**2023 » 39.65%**  
**Average Open Rate**

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# BE HEARD

## Blood Origins Podcast Network

A global podcast network, available on all major podcast distribution sites, discussing the truth about hunting with celebrities, UFC fighters, WWE wrestlers, Vegans, and common blue-collared hunters, expanded in 2023 and has added The Hunter Conservationist and Blood Origins Canada podcast.



Highest Podcast Rank  
Wilderness Charts



Top 20  
10 Countries



Downloads  
2021 » 129,985  
2022 » 292,892  
**2023 » 323,519**

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# BE MOVED

## Blood Origins Stories

Blood Origins is the foremost storyteller in the hunting community who focuses on capturing and describing the heart of hunters.



Blood Origins Stories  
**78 Episodes**

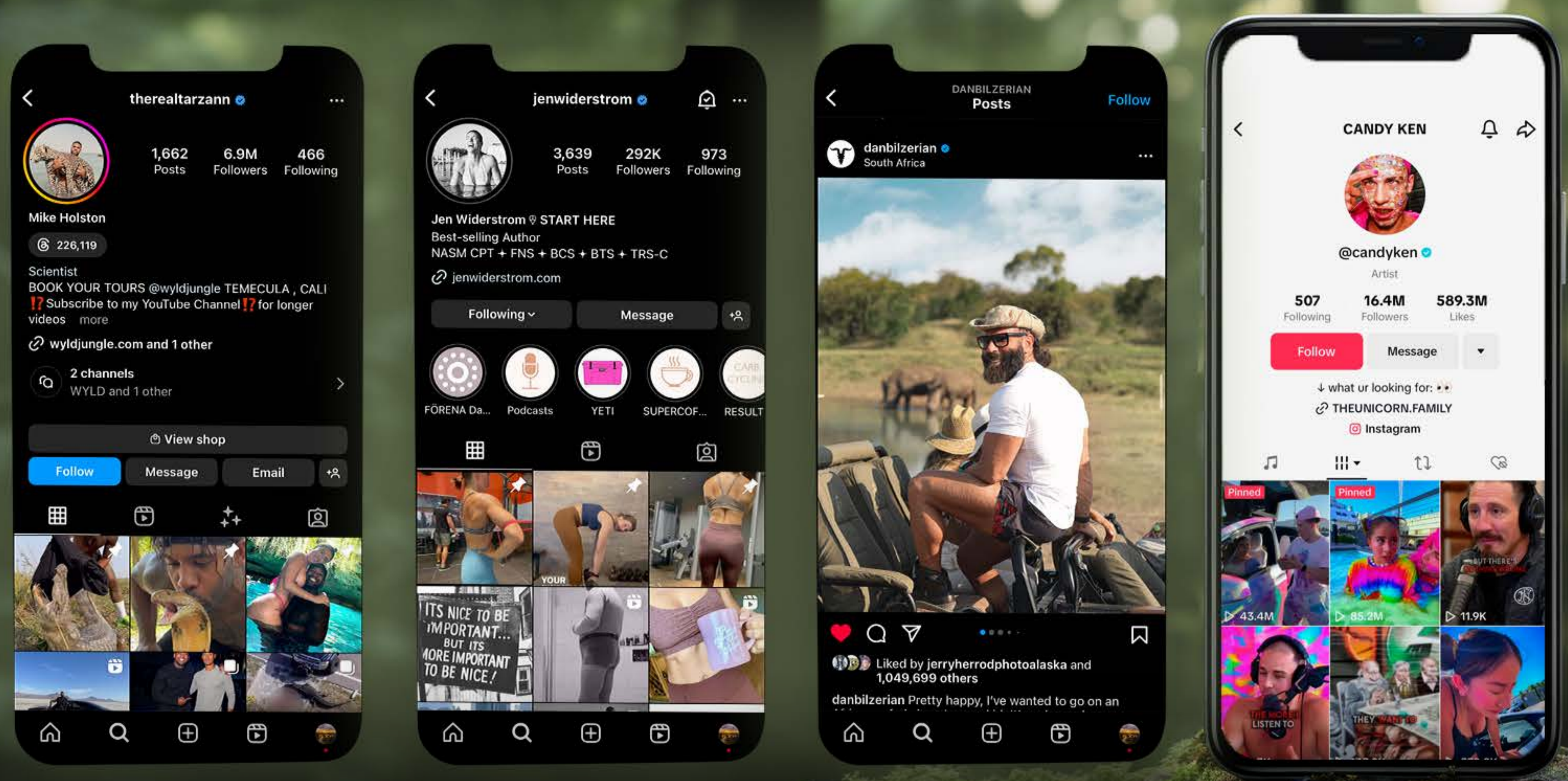


Last 5 Episodes  
**2,362,360 Views**



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# BE ENLIGHTENED

## Blood Origins Mission Impact

Blood Origins actively connects with non-hunter communities worldwide on a daily basis to communicate the reality of hunting and conservation. Our mission is to share the genuine benefits of these practices with broader audiences.



Total Individual  
Account Engagement

**467**

Active responses to  
hunting related posts



Total People  
Engaged

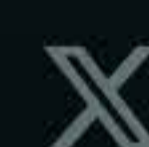
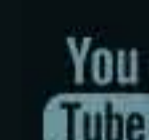
**26 x 250,000+  
Accounts**



Total Followers of  
Accounts Engaged

**40+ Million**





# BE UNITED

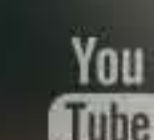
## Blood Origins Conservation One Event

The first-ever Blood Origins ConservatiONE Banquet took place on November 2nd at the Drover Hotel in Ft. Worth, Texas to much fanfare and enthusiasm from our community. The evening, which was a celebration of conservation-based hunters, was a resounding success for both Blood Origins and their global advocacy mission for hunters and wildlife conservation. Don't miss out on this incredibly exclusive event next year and book your table now.

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# BE INSPIRED

## Blood Origins Documentaries

Blood Origins is the foremost storyteller in the hunting community who focuses on capturing and describing the heart of hunters, and telling the truth of what hunting is doing around the world for people, wildlife, and communities.



### Documentaries Completed

**Wire and Water** (Zimbabwe)

**Lionheart** (Rocky Mountains, USA)

**The Last Wild Islands** (Zambia)



### Documentaries In Development

**The Elephant in the Room** (Botswana)

**Kaupapa** (New Zealand)

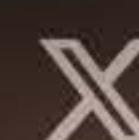
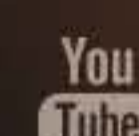
**Cabaneros** (Spain)





# WIRE & WATER

A BLOOD ORIGINS ORIGINAL FILM



**65+ Film Festivals**  
**2 Selections**  
**6 Award Winners**  
**5 Semi-finalists**  
**1 Nominee**



**Wire & Water** captures the heart of the people of Dukwe Village in south western Zimbabwe and the environment they're attempting to resurrect. A story of how sustainable wildlife use can provide protein, alternative income, jobs, and security for resurgent animal populations. But most importantly how the community can ensure a ready supply of those two essential elements for life in this far flung region: Wire and Water.



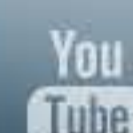
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# LIONHEART

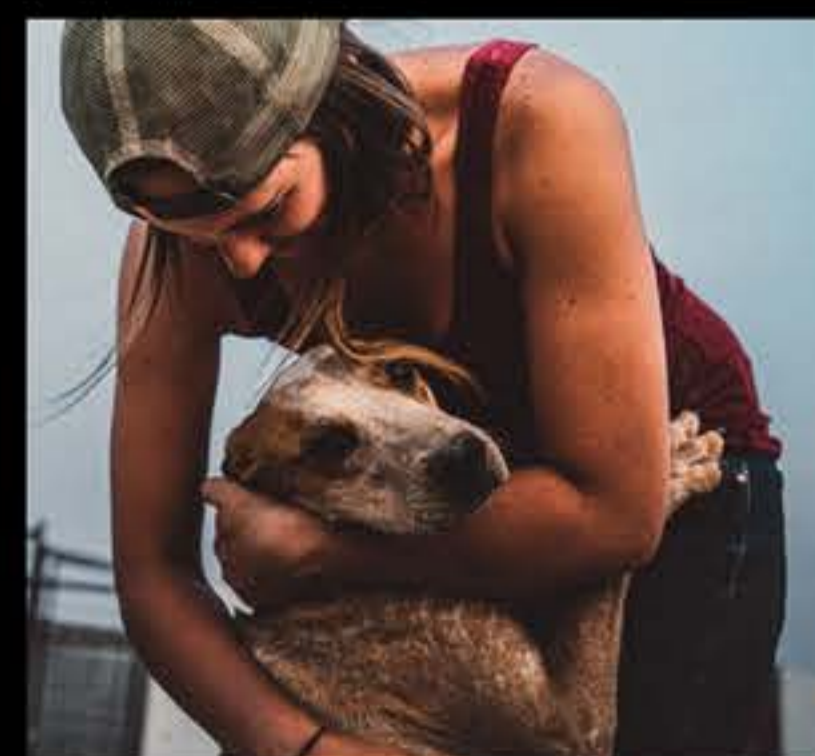
A BLOOD ORIGINS ORIGINAL FILM



47 Film Festivals  
5 Award Winners  
3 Semi-finalists



**Lionheart** was built to show a different side of lion houndsmen. A side that most people never get to see. A side that shows the relationship with their hounds, and their intrinsic reason for why they do what they do. We follow 5 families through the west to capture their spirit of why they are lion houndsmen.



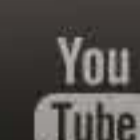
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# CABAÑEROS

A BLOOD ORIGINS ORIGINAL FILM



**Madrid Debut in March**  
**9 Spanish News**  
**Headlines**



**Cabaneros**, a national park that is 42% privately owned, shows the impact of a hunting ban on a small rural community in Spain, where hunting has been banned in National Parks since 2020. We capture the proof of what happens to livelihoods, habitat, and wildlife when hunting is banned. You will see this ban has had a significant effect on multiple intersections of economics and job infrastructure throughout multiple communities.





# BE SEEN

## Blood Origins Conservation Projects

Blood Origins implements great conservation projects all around the world, and as importantly, tells the world of that success.



**Everyone Deserves To Play**  
South Africa



**The Rhino Project**  
South Africa



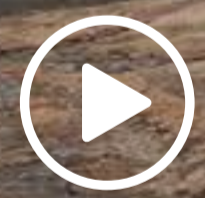
**Whio vs. Stoats: A Conservation Battle**  
New Zealand



**Arkansas Black Bear Collaring Project**  
Arkansas, USA



**Moyowosi South Relay Station**  
Tanzania



**Anti-Poaching Aid Program**  
Africa



**Hunters For The Hungry**  
Wyoming, USA



**Conservation Projects**  
**18**  
Since 2020



**Project Funds Raised**  
**\$824,000**  
Since 2020

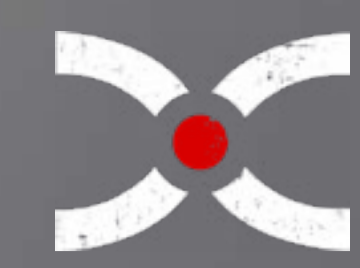


**Conservation Project Stories**  
**12**

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# BE INVOLVED

## Blood Origins Conservation Club

Everyday Blood Origins fights to convey the TRUTH about hunting and hunters. We cannot fight alone. Our day in and day out fight is supported by incredible brands, companies, and organizations from all over the world. This support allows us to fight every day as well as find and execute incredible conservation projects all over the world. We invite you to join us in our corner and help support us in our mission. By choosing a tier below that is important to your company, you help us fight and continue in the following areas:



Conservation  
Project Planning &  
Networking



Global Voice  
for Hunting &  
its Benefits



Education &  
Connection with  
Non-hunters



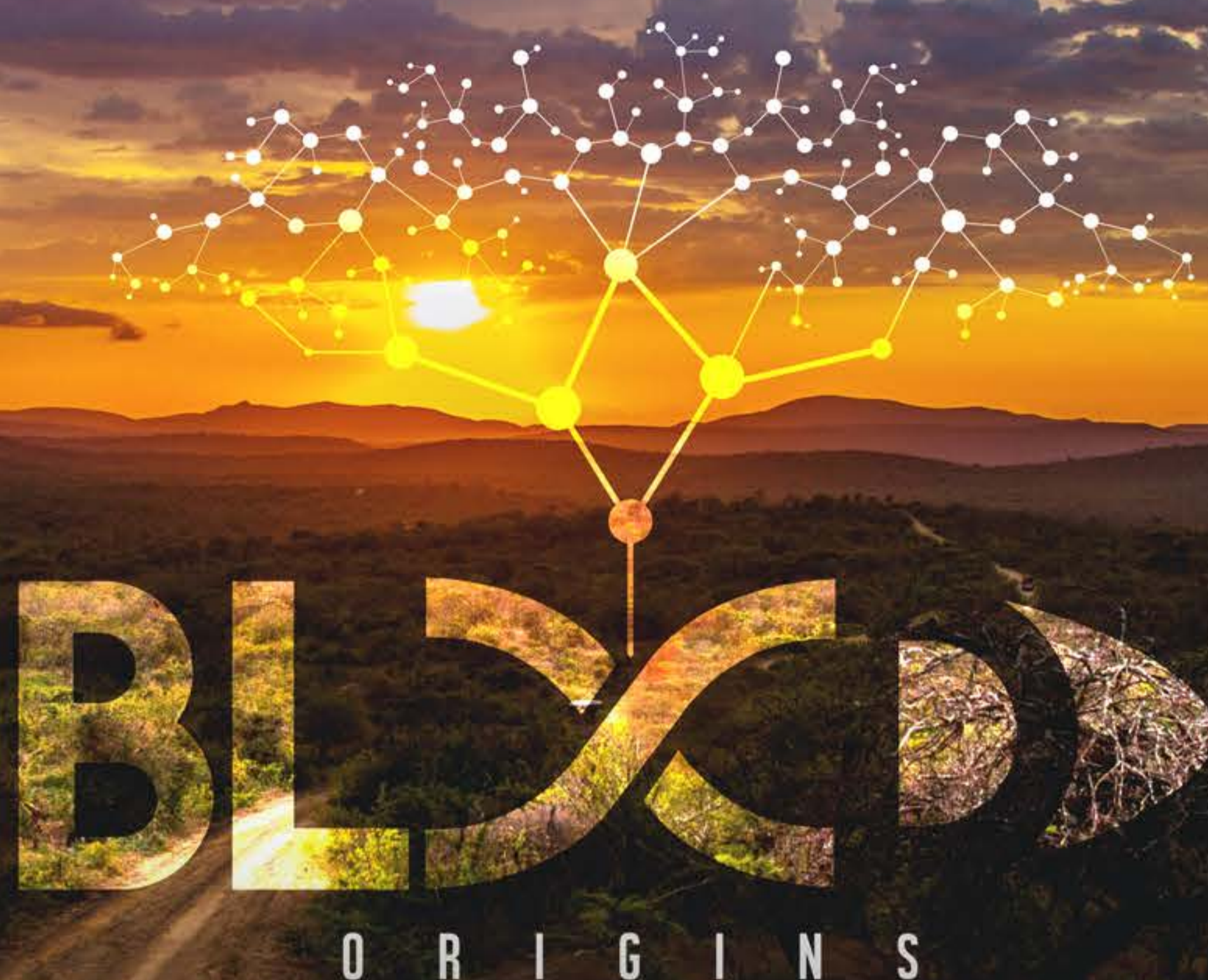
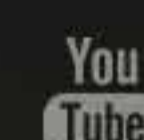
Social Media  
Frontline Support  
of Hunting Truths

CLUB TIER 8   <b>The Heritage</b>	\$5000 Monthly Donation
CLUB TIER 7   <b>The .600 Nitro Express</b>	\$1500 Monthly Donation
CLUB TIER 6   <b>The .500 Jeffrey</b>	\$1000 Monthly Donation
CLUB TIER 5   <b>The .416 Rigby</b>	\$500 Monthly Donation
CLUB TIER 4   <b>The .375</b>	\$250 Monthly Donation
CLUB TIER 3   <b>The .270</b>	\$100 Monthly Donation
CLUB TIER 2   <b>The .22</b>	\$50 Monthly Donation
CLUB TIER 1   <b>The .17 HMR</b>	\$25 Monthly Donation

Join the Conservation Club

\*Blood Origins is a 501c3 non-profit organization, and all donations are tax deductible.





## Be a part of Blood Origins

We're always looking for new and exciting branding opportunities. Custom partnerships are a way for us to build a program together. If this is something you feel would be suit you and you want to join the Blood Origins family, please contact us.



**Robbie Kröger**  
Founder

📞 (662) 801-5114

✉️ [robbie@bloodorigins.com](mailto:robbie@bloodorigins.com)

