



**SPONSORSHIP PROPOSAL
CALL FOR SPONSORS**

**DOMESTIC VIOLENCE AWARENESS
CAMPAIGN**

**PURPLE CARPET PREMIERE
Survivor's Stroll
September 21st – Atlanta
September 28, 2017 – Los Angeles
&
SURVIVORS 3K Run/Walk
September 23, 2017 - Atlanta**



Dear Potential Sponsor,

I am writing to you on behalf of the filmmakers for *Til Death Do Us Part*, starring Taye Diggs (Empire, Best Man), Annie Ilonzeh (Empire, All Eyez On Me), Stephen Bishop (Safe House, Being Mary Jane), Robinne Lee (Being Mary Jane), Malik Yoba (Designated Survivor, Empire). *Til Death Do Us Part* is a stunning portrayal of an idyllic marriage that spirals as a consequence of Domestic Violence (DV). Inspired to use the film, it's visibility and celebrity to bring awareness and support to Domestic Violence organizations nationwide through three signature events and become part of the solution, the filmmakers Novus Content, 51MM Productions and Footage Films are reaching out to survivors, supporters, advocates and sponsors of the DV Community to engage and acknowledge the plight of the survivor through a ***Survivor's Stroll Purple Carpet Premiere*** to be held in Atlanta, Ga on September 21st followed by the Atlanta ***Survivor's 3K Run/Walk***, on September 23rd and the Los Angeles Premiere on September 28th to usher in October which is Domestic Violence Awareness Month.

The events will raise awareness and draw national attention to the devastating impact of Domestic Violence on families; in particular women and children through the contributions of supporters. The numbers are staggering - 1 in 4 women experience domestic violence in their lifetime and it is the third leading cause of homelessness in children. The Purple Carpet Survivor's Stroll will highlight survivors who have successfully overcome DV, both celebrities and non-celebrities.

To ensure the success of these events the filmmakers are seeking partnerships, financial support and key stakeholder's involvement to support and promote this important and unique approach to raise awareness. We, therefore, take this opportunity to invite you to partner with us and be part of this rewarding nationwide Awareness Campaign. Below is more information on the Survivors Walk and Purple Carpet Premiere(s) Survivors Stroll and a table of benefits and opportunities for potential partners and sponsors.

We would be grateful if you could take a few minutes of your time to look at the sponsorship opportunities enclosed and generously support this unique and vital Domestic Violence Awareness initiative. We look forward to discussing the partnership opportunities with your company and look forward to working with you to promote healthy, safe, and successful resources for Domestic Violence victims and their children.

Yours sincerely

Nea Simone

Nea A. Simone
BESPOKE MEDIA MARKETING



1. INTRODUCTION

Til Death Do Us Part Survivor's Walk/Run followed by the Atlanta & Los Angeles Survivor's Stroll Purple Carpet Premiere will help to get the conversation started in the days leading up to (Domestic Violence Awareness Month DVAM) in October. We believe that the Survivor's Walk and Escape Plan Cards coupled with Til Death Do Us Part is Not an Option... #GetAway silicon bracelets will provide needed information on resources and worn as a reminder that violence of any type is unacceptable. Our goal is to aid awareness of the DVAM movement and what better than a movie with its unmatched mix of the magnetism of celebrities in attendance at the Purple Carpet to show its tangible support of advocacy to end this crisis.

These events will provide DV Awareness bracelets, Escape Plan and Hotline cards as a potentially viral approach to spread the message and take steps to Stop Domestic Violence. It is estimated that 1 in 4 women will experience domestic violence in their lifetime which is the single highest contributor to homelessness in women and children. In a nutshell, domestic violence is at the heart of social ills experienced by women and children in America today. This event will acknowledge the important role the DV Shelters, Resource Centers, Volunteers, Advocates, Activists and Survivors play in promoting awareness, education and safety. The SURVIVORS STROLL/PURPLE CARPET CEREMONY AT THE TIL DEATH DO US PART PREMIERE will take place in Atlanta on the 21st of September 2017 and Los Angeles on the 28th of September. There will be a ATLANTA SURVIVORS 3K WALK/RUN on Saturday, the 23rd of September 2017.

2. AIMS AND OBJECTIVES OF THE SURVIVORS 3K WALK/RUN AND SURVIVORS STROLL/PURPLE CARPET CEREMONY AT THE TIL DEATH DO US PART PREMIERE(S)

These important event(s) aim to achieve the following specific objectives:

- To showcase volunteers, advocates, activists and survivors in the DV community;
 - To promote and highlight the role that Advocates, Volunteers & Activists play in changing laws and creating safe havens for victims and their children;
 - To educate audiences nationwide on how they can help and the pervasive rise in DV;
 - To bring together corporations, development institutions, investors, academics and private sector institutions with interest in driving awareness and an end to DV;
 - To open the conversation and make #GetAway the new underground railroad code for victims in distress;
 - To start a national conversation based on the social issue of Domestic Violence using the movie Til Death Do Us Part as a medium to drive discussion
 - To acknowledge the courage and fortitude of survivors who have gone on to THRIVE!
- Our goal is to create an Awareness Campaign designed to reach a large segment of the population to go viral by heightening awareness. Our goal is partnering with DV Resource Centers to support the work they do by raising awareness of symptoms of abuse and identifying behaviors of abusers and victims for friends, family, neighbors and co-workers. To inspire awareness through the message that it's time to speak up and not



allow the vow Til Death Do Us Part to become a death sentence! To use the Survivor's Purple Carpet Survivor's Stroll, Escape Plan Cards, Stickers, SWAG and events as a catalyst to bring increased awareness and exposure while providing a clear, uniform response to domestic violence and a potential safety net to survivors throughout the entire nation leading up to DVAM of October.

3. THE SPONSORSHIP

The Survivors 3K Run/Walk aims to recognize the success, dedication and vitality of the many volunteers, advocates and survivors who work tirelessly to bring an end to this social illness. OCTOBER is Domestic Violence Awareness Month - #GetAway will serve as a clarion call to DV Survivors and Supporters as we take to the parks and streets on the 23rd of September in Atlanta to lead the way by proudly walking into a month of Survivor Remembrance and Celebration of those who escaped the bonds of violence and abuse.

The Survivors Stroll down the Purple Carpet at the Atlanta Premiere September 21st & Los Angeles – September 28th will shine the spotlight on the survivors to open the Premiere by strolling down the PURPLE carpet. This unique approach to hosting bi-coastal premieres for a nationwide movie premiere has been established specifically to acknowledge, encourage and raise awareness of Domestic Violence. It also acknowledges the Domestic Violence community by giving them the opportunity to gain valuable exposure and well-deserved recognition for their tireless efforts. The main goal of the 3K Survivors Walk/Run and the Survivors Stroll on the Purple Carpet Movie Premiere is to help the Domestic Violence community gain exposure through joint marketing efforts and provide financial contributions to help Victims of Domestic Violence.

The organizers of this important initiative greatly acknowledge and salute your organization's support and contribution to promoting social consciousness of the necessity to bring an end to Domestic Violence through the medium of entertainment and celebrity. We would be very honored if you could consider sponsoring the event. Both events attract national and local celebrities, entrepreneurs and high-profile influencers and participants from both Entertainment Industry and private sector institutions, Government, Domestic Violence sector, small and medium enterprise support agencies, and other development institutions throughout the nation. The public relations team(s) are targeting mainstream media with national reach allowing for the maximum exposure and you have an opportunity to participate in this ground-breaking approach to integrating entertainment, social issues and advocacy to benefit a targeted community and all that it touches.

4. Benefits to Sponsor:

To date this movie has earned over **16 million impressions** after the release of its trailer on July 19th, 2017 and trended at the **number 3** most watched video on iTunes Trailer for three consecutive days. The filmmakers have brought on an unparalleled team to promote and advertise this amazing film that include:

- BESPOKE Media Marketing – Marketing, Campaigns and Events
- SHINE HOUSE Group – Public Relations
- ALLIED MOXY – Targeted Demographic Publicity
- Callan Advertising Company – Media Buys
- AMOR-MEDIA – Theater Booking

(See the Attached Table of Sponsorship Options and Sponsorship Details Package)



TIL DEATH DO US PART

SPONSORSHIP OPTIONS FOR THE THEATRICAL PREMIERE PURPLE CARPET SURVIVORS STROLL Atlanta – Sept. 21, 2017 or Los Angeles – Sept. 28, 2017

The table below shows the various sponsorship opportunities available at the **Til Death Do Us Part Purple Carpet Survivors Stroll** and the benefits that the sponsor will enjoy.

PREMIERE PURPLE CARPET SURVIVORS STROLL	Contribution * (Per Premiere)	Exclusive Designation As "Presenting Sponsor	Exclusive Designation As Producing Sponsor	Exclusive Designation As Reception Sponsor	Brand Activation Package	Step & Repeat Banner at Premiere & Reception	Logo Package App/website and on Premiere Theater screen	Media Package **(Exposure varies by Level)
Presenting Sponsor	\$100 000	√			√	√	√	√
Producing Sponsor	\$50 000		√		√	√	√	**√
Post Screening Reception Sponsor	\$25 000							**√
Survivor Gifts Bags	\$15 000							**√
Premiere Purple Ticket Sponsor	\$10 000							**√

√ Benefits included in package

** Level of Media Exposure listed in Sponsor Packet - Attached

* Contribution is per event – Choose Atlanta or Los Angeles



TIL DEATH DO US PART

SPONSORSHIP OPTIONS FOR THE SURVIVORS 3K WALK/RUN Sept. 23, 2017 – Atlanta, GA

The table below shows the various sponsorship opportunities available at the **Til Death Do Us Part Purple Carpet Survivors Stroll** and the benefits that the sponsor will enjoy.

- WALK/RUN – Supporter or Advocate Badge – General Seating - Premiere

SURVIVORS 3K Walk/Run	Contribution	Exclusive Designation As Producing Sponsor	Exclusive Designation As Banner Sponsor	Exclusive Designation As Mile Marker Sponsor	Designation As Survivor Swag Sponsor	Logo Package App/website	Media Package (Exposure varies by Level)	*Advocate/Supporters
Banner Sponsor	\$25 000		√			√	√	
APP Sponsor	\$6 000					√		
Mile Marker Sponsor	\$2500			√				
Survivor Swag Sponsor	\$1500				√			
Advocate	\$500							√
Supporter	\$250							√

2017 DOMESTIC VIOLENCE AWARENESS

SEPTEMBER - OCTOBER

SPONSORSHIP DETAILS

TAYE DIGGS

ANNIE ILONZEH

STEPHEN BISHOP

'TIL DEATH DO US PART

IN THEATERS SEPTEMBER 29

www.TilDeathDoUsPart-Movie.com | (424) 567 1360 | info@TilDeathDoUsPart-Movie.com

WHO



SYNOPSIS

Michael & Madison Roland, had planned to spend the rest of their lives together, until one day Michael's controlling ways turned their perfect marriage, into an abusive rollercoaster no woman could survive. With the help of her best friend, Madison decides to get away. After adopting a new identity, she meets Alex Stone and learns to love again. All is well, until Michael discovers Madison's whereabouts, and recreates the nightmare she once lived all over again.

VISION

To use the film, it's visibility and celebrity to bring awareness and support to Domestic Violence organizations nationwide through three signature events

PARTNERSHIPS

To secure and use resources effectively by forging partnerships with business and community leaders to provide support and awareness in the fight to end Domestic Violence through awareness!

CAST & CELEBRITY SURVIVORS + TRAILER LINK



TRAILER LINK



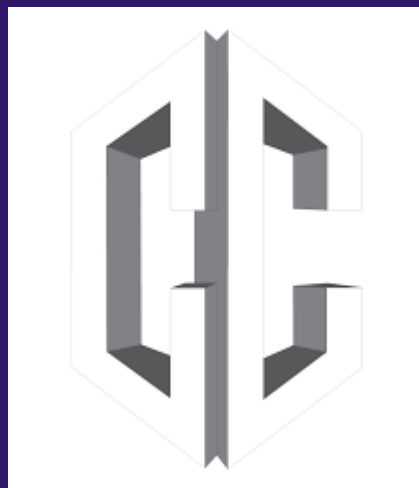


OUR TEAM

MARKETING - PUBLICITY - PUBLIC RELATIONS
ADVERTISING - THEATER BOOKINGS
WE'VE GOT IT COVERED



AMOR-MEDIA



CALLAN
ADVERTISING



MEDIA EXPOSURE



TRAILER RELEASED

7/19/17

16.6M Views

375K shares

138K comments

TOP 3 MOST VIEWED TRAILER ON iTUNES

Mac iPad iPhone Watch TV Music Support

iTunes Movie Trailers

Showtimes Trailers on Twitter Download the App

EXCLUSIVE TRAILER
'TIL DEATH DO US PART
TAYE DIGGS ANNIE ILONZEH STEPHEN BISHOP

THE big sick
AN AWKWARD TRUE STORY
EVERYWHERE JULY 14
EXCLUSIVE FEATURETTE

“THE MOST EPIC AND AMBITIOUS APES MOVIE YET”
PETER TRAVERS *Rolling Stone*
WAR FOR THE PLANET OF THE APES
NOW PLAYING
GET SHOWTIMES

Just Added Most Popular Exclusive Genres Studios

← Previous 1 | 2 | 3 Next →

ONLY THE BRAVE
BASED ON THE TRUE STORY OF THE GRANITE MOUNTAIN HOBBYHOP
IN THEATERS OCTOBER 20

MISTER POLICE.
YOU COULD HAVE SAVED HER
I GAVE YOU ALL THE CLUES
THE SNOWMAN
MUSIC BY CHRISTOPHER YOUNG
IN THEATERS NOVEMBER 24

DOMESTIC VIOLENCE | **'TIL DEATH DO US PART**

PULITZER
100

BIRTH OF THE DRAGON

THE FURIOUS
Includes Extended Director's Cut

KONG: SKULL ISLAND
iTunes Extra: Includes Exclusive Director's Commentary

LIFE
Now Available to Rent

Hulu

hulu

TV MOVIES KIDS ORIGINALS LATINO ADD-ONS



You are watching



Movie Trailers 'Til Death Do Us Part - Trailer 1

5 seconds left

'TIL
DEATH
DO US PART

'Til Death Do Us Part Trailer 1

 **Videos**



The Hatred Trailer 2

Movie Trailers Now
Yesterday · 5.8M Views



'Til Death Do Us Part' (2017) - Trailer 1

Movie Trailers Now
7 hours ago · 2.1M Views



Close Moviefone 8 hours ago 'A Wrinkle i...

Movie Trailers Now
on Saturday · 29.8K Views

See All >

2.1M views
Trending at
#2
Most viewed

INFLUENCERS

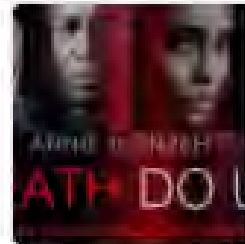


Robin Marshall

@itsrobinlori

Follow

(TRAILER) #TayeDiggs Star In New Thriller:
TIL DEATH DO US PART



(TRAILER) Taye Diggs Star In New Thriller:TIL DEATH DO U...

Take a look at Taye Diggs in the official trailer for TIL DEATH DO US PART, the new psychological thriller starring Annie Ilonzeh ("All Eyez On Me").

itsrobinlori@now.com



sG 4:44 @SHAWNcGRANT 3h

Watch the official trailer for TIL DEATH DO US PART starring rising Annie Ilonzeh, Taye Diggs Stephen C. Bishop



Til Death Do Us Part Movie OFFICIAL TRAILER 2017

Novus Content and Footage Films have JUST released the official trailer for TIL DEATH DO US PART starring Taye Diggs, Annie Ilonzeh and Stephen Bishop. TIL...
youtube.com



sG 4:44

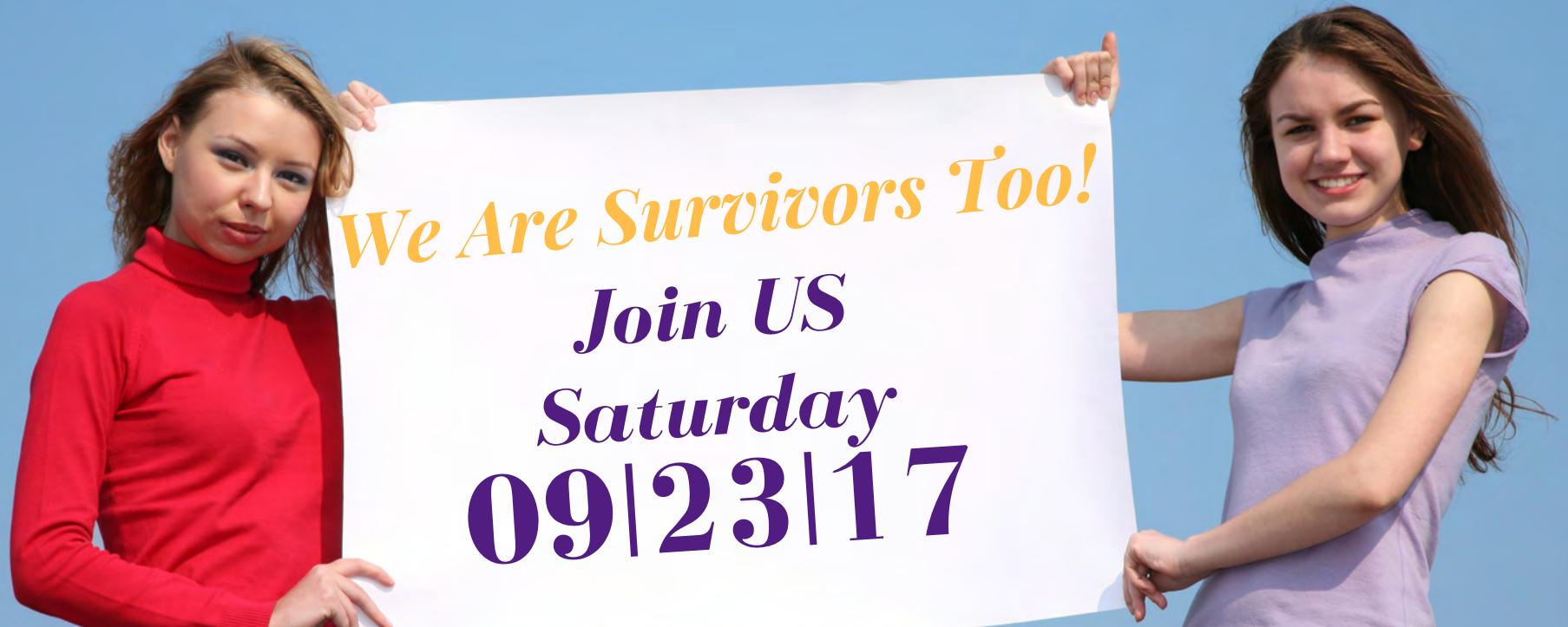
@SHAWNcGRANT

Follow

The new movie will hit theaters on September 29!

with 1M+ Followers

SURVIVOR WALK | ATLANTA

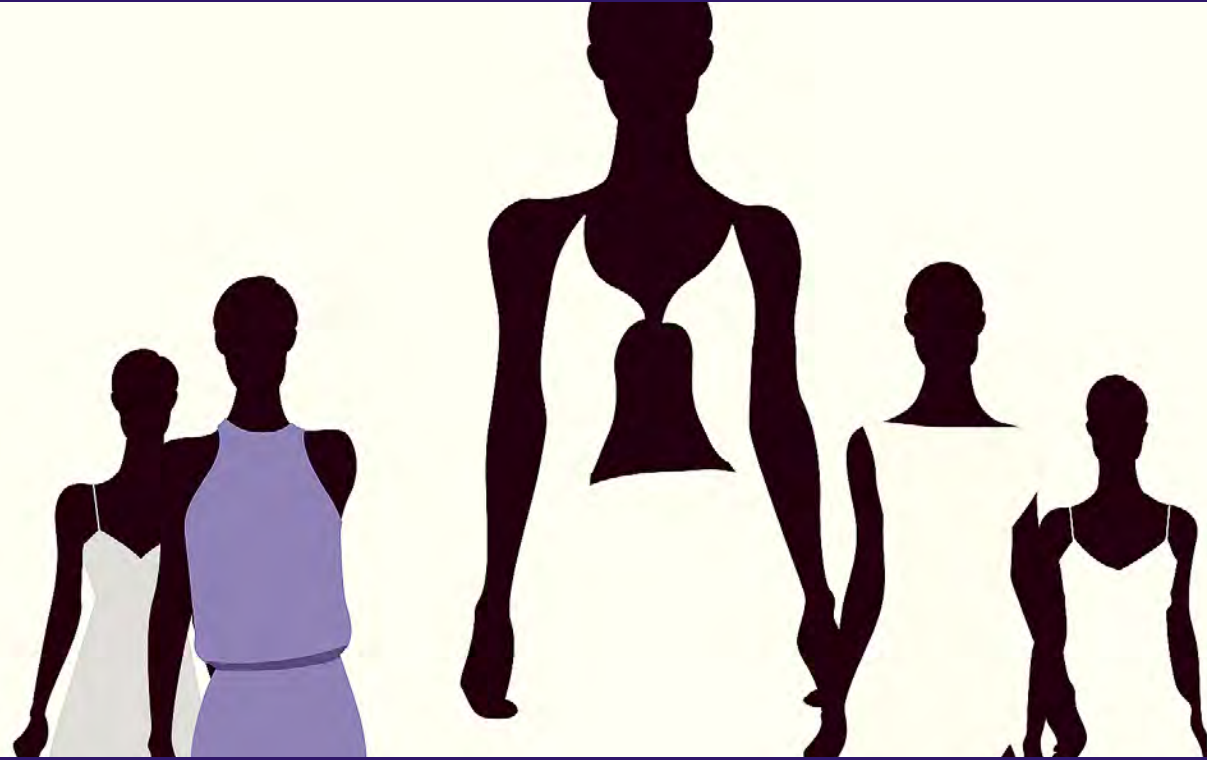


SURVIVOR 3K WALK/RUN

OCTOBER is Domestic Violence Awareness Month - #GetAway will serve as a clarion call to DV Survivors and Supporters as we take to the parks, beaches and streets at the end of September to lead the way by proudly walking into a month of Survivor Remembrance and Celebration of those who escaped the bonds of violence and abuse.

STROLL WITH A SURVIVOR LA/ATL PURPLE CARPET PREMIERES

*Survivors can not be
identified by race, age,
marital status or
socio-economics.
Domestic Violence
does not
Discriminate!*



PURPLE CARPET SURVIVOR'S STROLL

Survivor's will Stroll down the Purple Carpet and make a dramatic entrance into the Atlanta or Los Angeles event filled Premiere and you have an opportunity to be a sponsor!

Celebrity survivors of Domestic Violence will be among those who STROLL!

WHY



Imagine you or someone you love couldn't attend the simplest event, run errands, or even go to a child's birthday party, without experiencing paralyzing fear. This is the staggering reality for many Victims of Domestic Violence.

Every year, thousands of people come out to support Domestic Violence Awareness.

OUR GOAL?

To raise awareness for the many Victims of Domestic Violence who suffer in silence and humiliation. These victims often include children. While it is known that children are incredibly resilient, exposure to domestic violence is thought to be particularly damaging to their development in part, because it frequently involves both a perpetrator and victim(s) who are known to, and often loved by the child.



Because of the rising devastation to families resulting from domestic violence, the Producers of *Til Death Do Us Part* are motivated to not only take their participation a step further to bring national awareness to this Domestic Crisis through film; but also to incorporate a "Survivors Stroll" campaign to acknowledge the unbreakable spirit of DV Survivors. We intend to carry our message to our community of neighbors, friends, family, and even co-workers, of abuse victims to create a united front.

FACTS *~*

3 women are murdered every day by an intimate partner

Every 9 seconds a woman is a victim of domestic violence

The 3rd leading cause of homelessness among families

1 IN 4 WOMEN EXPERIENCE DOMESTIC VIOLENCE

your mother
your sister
your partner
your daughter

1 in 4
women



GOAL

An Awareness Campaign designed to reach a large segment of the female population to go viral by heightening awareness by partnering with DV Resources Centers to support the work they do.

To raise awareness of symptoms of abuse and identifying behaviors of abusers and victims for friends, family, neighbors and co-workers.

To inspire awareness through the message that it's time to Speak up and not allow the vow Til Death Do Us Part to become a death sentence #GETAWAY!

To use the Survivor's Purple Carpet, Survivor's Stroll, Escape Plan Cards & Stickers, SWAG and events as a catalyst to bring increased awareness and exposure while providing a clear, uniform response to domestic violence and a potential safety net to survivors throughout the entire nation leading up to DVAM of October.

STEPS TO SPONSORSHIP

Seven easy steps

1

Choose Level
or
Event

2

Contact
Nea Simone
with
selection or
questions

3

Receive &
Sign a Letter
of Intent

4

Incentive
Sign by
August 10th
Entitles Sponsor
to PLUS 10 VIP
Tickets

5

Review and
Sign
Contract

6

Execute
Contract

7

Step Up as a
Supporter!

www.TilDeathDoUsPart-Movie.com



PRESENTING SPONSOR PREMIERE - \$100,000

EXCLUSIVE DESIGNATION AS “PRESENTING SPONSOR”

- Sponsor owns exclusive “Naming Rights” for the Premiere. Sponsor’s brand to appear as “Presenting Sponsor” in all marketing and promotion.
- Example: Your Name Presents
- TIL DEATH DO US PART (Choose City) PURPLE CARPET SURVIVORS STROLL & PREMIERE on Marquee and Theater Screen Before movie & during Q&A

EXCLUSIVE VIP HOSPITALITY PACKAGE”

- Includes: Sponsor’s own, Reserved Seating for 14 VIP situated directly next to Cast.
- VIP ACCESS TICKETS for staff & clients
- VIP Parking, with special VIP entrance
- Complimentary snacks, beverages during screening
- VIP Restrooms
- Private Pre-Screening Reception Hosted by Sponsor

MEDIA PACKAGE

- TDDUP to incorporate Sponsor’s Brand in 20 digital and social marketing posts to reach millions via Talent partner platforms.
- Brand sponsored blasts, app push notifications, and opportunities for brand to reach millions via partner platforms.
- Sponsor in all printed advertising and marketing (posters, flyers, handouts – street team promotions - IN THEATERS Movie Poster - Not Included)

- Brand presence on TDDUP APP screen.
- Engage with our audience prior to, and during, through push notifications, and messaging.

BRAND ACTIVATION

- Opportunity for Brand Activation/product sampling, with talent, media, and attendees.
- Continual Announcements and “Thank You” Shout-Outs on the day of the event.
- Staff T-Shirts: Branding via Staff and employee wearables.
- Wrist Band Sponsorship: Sponsor’s name & logo branded on all entrance wristbands given to ticket-buyers.

Survivors Stroll Bannering

In addition to the large Step and Repeat Banner, a Large 4’H x 6’W Sponsor Banner placed prominently at theater entrance, plus four additional banners positioned throughout the hospitality suite in high visibility locations.

- Prime Logo placement in the “Survivors Stroll Premiere Handout”
- Website Presence Prime placement announcing Presenting Sponsorship with a hot-link to sponsor’s website.

- **VALUE OF MEDIA & BENEFITS: \$175,000**
 - **Choose either LA or ATL**

PRODUCING SPONSOR PREMIERE - \$50,000

EXCLUSIVE DESIGNATION AS “PRODUCING SPONSOR”

- Sponsor owns second tier “Naming Rights”
Example: Your Name Presents TIL DEATH DO US PART (Choose City) Purple Carpet Premiere
- Brand presence on TDDUP APP screen.
- Engage with our audience prior to, and during, through push notifications, and messaging.

EXCLUSIVE VIP HOSPITALITY PACKAGE”

- Includes:
Reserved Seating for 10 for ATL or LA Purple Carpet Premiere
VIP ALL ACCESS TICKETS for staff & clients
- VIP Parking, with special VIP entrance Complimentary snacks, beverages
- 10 - WALK/RUN Registrations
- VIP Silicone Wristbands - with your Logo
- Sponsor T-Shirts
- 10 Tickets - Private Pre screening Reception

MEDIA PACKAGE

- TDDUP to incorporate Sponsor’s Brand in 8 digital and social marketing posts to reach millions via Talent partner platforms.
- Print: Sponsor to be listed as Producer Sponsor in all printed advertising and marketing (posters, flyers, hand-outs – street team promotions) - except IN THEATERS Movie Posters

BRAND ACTIVATION

- Opportunity for Brand Activation/product sampling, with talent, media, and attendees.
- Continual Announcements and “Thank You” Shout-Outs on the day of the event.
- Wrist Band Sponsorship: Sponsor’s name & logo branded on all registration wristbands given to participants with branded t-shirts.
- Survivors Walk/Run Bannering
There will be four banners 3’H x 4’W positioned in high traffic locations.
- TDDUP movie website announcing Producing Sponsorship with a hot-link to sponsor’s website.

- **VALUE OF MEDIA & BENEFITS: \$110,000**

- **Choose either LA or ATL**

POST SCREENING RECEPTION SPONSOR PREMIERE \$25,000

EXCLUSIVE DESIGNATION AS “RECEPTION SPONSOR”

- Sponsor owns second tier “Naming Rights”
Example: Your Name Presents TIL DEATH DO US PART (Choose City) POST SCREENING RECEPTION

EXCLUSIVE VIP HOSPITALITY PACKAGE”

- Includes:
- VIP ALL ACCESS TICKETS for staff & clients
- VIP Parking, with special VIP entrance Complimentary snacks, beverages
- 6 WALK/RUN Registrations
- VIP Silicone Wristbands - with your Logo
- Sponsor T-Shirts
- 6 VIP Tickets for NYC or LA Purple Carpet Premiere
- 6 Tickets - Private Pre screening Reception

MEDIA PACKAGE

- TDDUP to incorporate Sponsor’s Brand in 6 digital and social marketing posts to reach millions via Talent partner platforms.
- Print: Sponsor to be listed as Reception Sponsor in all printed advertising and marketing (posters, flyers, hand-outs – street team promotions) - except IN THEATERS Movie Posters

BRAND ACTIVATION

- Opportunity for Brand Activation/product sampling, with talent, media, and attendees.
 - Continual Announcements and “Thank You” Shout-Outs on the evening of the event.
 - Survivors Walk/Run Bannering
 - In addition to the Large 4’H x 6’W Sponsor Banner placed prominently at Reception Entrance, there will be two additional banners 3’H x 4’W positioned in high traffic locations.
 - Website placement on TDDUP movie website announcing Reception Sponsorship with a hot-link to sponsor’s website.
- **VALUE OF MEDIA & BENEFITS: \$50,000**
 - **Choose either LA or ATL**

SURVIVOR GIFT BAG SPONSOR PREMIERE \$15,000

EXCLUSIVE DESIGNATION AS “GIFT SPONSOR”

- Sponsor owns second tier “Naming Rights”
Example: Your Name Presents TIL DEATH DO US PART (Choose City) SURVIVOR GIFTS

EXCLUSIVE PREFERRED HOSPITALITY PACKAGE”

- Includes:
- VIP Parking, with special VIP entrance Complimentary snacks, beverages
- 6 WALK/RUN Registrations
- VIP Silicone Wristbands - with Sponsor T-Shirts
- 8 VIP Tickets for ATL or LA Purple Carpet Premiere
- 8 Tickets - Private Pre screening Reception

MEDIA PACKAGE

- TDDUP to incorporate Sponsor’s Brand in 2 digital and social marketing posts to reach millions via Talent partner platforms.
- Print: Sponsor to be listed as Gift Sponsor in all printed advertising and marketing (posters, flyers, hand-outs – street team promotions) - except IN THEATERS Movie Posters

BRAND ACTIVATION

- Opportunity for Brand Activation/product sampling, with talent, media, and attendees.
- Website placement on TDDUP movie website announcing Reception Sponsorship with a hot-link to sponsor’s website.

- **VALUE OF MEDIA & BENEFITS: \$30,000**

- **Choose either LA or ATL**

PURPLE TICKET SPONSOR PREMIERE \$10,000

EXCLUSIVE DESIGNATION AS PURPLE TICKET SPONSOR™

- Sponsor owns second tier “Naming Rights” for Premiere tickets
Example: Your Name Presents TIL DEATH DO US PART (Choose City) Purple Tickets

PREFERRED HOSPITALITY PACKAGE™

- Includes:
- Preferred Parking, with special VIP entrance
Complimentary snacks, beverages
- 4 WALK/RUN Registrations
- Silicone Wristbands - with Sponsor T-Shirts
- 4 Preferred Tickets for ATL or LA Purple Carpet Premiere

MEDIA PACKAGE

- TDDUP to incorporate Sponsor’s Brand in all digital and social marketing to reach millions via Talent partner platforms.
- Print: Sponsor to be listed as Gift Sponsor in all printed advertising and marketing (posters, flyers, hand-outs – street team promotions) - except IN THEATERS Movie Posters

BRAND ACTIVATION

- Opportunity for Brand Activation/product sampling, with talent, media, and attendees.
- Website placement announcing Sponsorship with a hot-link to sponsor’s website.

- VALUE OF MEDIA & BENEFITS: \$15,000
- Choose either LA or ATL

BANNER SPONSOR WALK/RUN - \$25,000

EXCLUSIVE DESIGNATION AS BANNER SPONSOR”

- Sponsor Name and Brand positioned on a 28' X 10' Banner on the start & finish line, facing all attendees. Highest visibility at the event.

EXCLUSIVE VIP HOSPITALITY PACKAGE”

- Includes: Sponsor's own, Reserved Seating with for 6 VIP ACCESS TICKETS for staff & clients
- VIP Parking, with special VIP entrance Complimentary snacks, beverages
- Branded silicone bracelets & t-shirts
- 6 Tickets - Private Pre screening Reception

MEDIA PACKAGE

- Print: Sponsor logo to appear in all Walk/Run advertising and promotion - except IN THEATERS - Movie Posters.

BRAND ACTIVATION

- Prime placement on movie website announcing Sponsorship with a hot-link to sponsor's website.
- Listed as a Banner Sponsor Walk/Run on APP designated page.
- Six Push Notifications
- Employee/Staff/Client ticket discount exclusive.

- VALUE OF MEDIA & BENEFITS: \$40,000



APP SPONSOR - \$6,000

1. APP PACKAGE

- Brand Logo dedicated to a “key” screen (Schedule, Map, Info Pages etc)
 - Brand to be a featured Sponsor.
 - Three Sponsor “Push Notifications”
 - Interactive Banner Ad
 - PREFERRED Ticket Package - (6) tickets
 - 1 Post - TDDUP to incorporate Sponsor’s Brand in digital and social marketing to reach millions via Talent partner platforms.
 -
- VALUE OF MEDIA & BENEFITS: \$9,000



MILE MARKER SPONSOR RUN/WALK - \$2,500

DESIGNATION AS MILE MARKER BANNER SPONSOR”

- Sponsor Logo on Participant T-shirts
- 1 TDDUP Inclusion in Social Media E-Campaign
- Sponsor Logo on specific advertising and promotion
- Mile Marker Bannering -One (1), 2’h x 3’w banners to be displayed on site at mile marker.
- Brand Logo on Website
- Product or Services Inclusion in Giveaway
- 4 Preferred or 6 General Admission to LA or ATL Premiere
- **VALUE OF MEDIA & BENEFITS: \$5,000**

SWAG SPONSOR RUN/WALK - \$1,500

DESIGNATION AS SWAG SPONSOR”

- Sponsor Logo on Participant T-shirts
- Escape Plan Stickers & Cards
- Brand Logo on Website
- 2 Preferred or 4 General Admission to LA or ATL Premiere
- **VALUE OF MEDIA & BENEFITS: \$3,000**



SUPPORTER - \$500

DESIGNATION AS SUPPORTER”

- Supporter Designation Badge
- Honorable Mention
- General Admission to Premiere (4)

ADVOCATE- \$250

DESIGNATION AS ADVOCATE

- Advocate Badge
- General Admission to Premiere (2)



WHAT

**SURVIVOR'S STROLL
PURPLE CARPET PREMIERE
ATL 9-21-17**



**SURVIVOR'S 3K WALK/RUN
ATL 9-23-17**



**SURVIVOR'S STROLL
PURPLE CARPET PREMIERE
LA 9-28-17**



The Atlanta Til Death Do Us Part Survivor's Walk/Run followed by the Atlanta & Los Angeles Survivor's Stroll Purple Carpet Premiere will help to get the conversation started in the days leading up to (Domestic Violence Awareness Month DVAM) in October. We believe that the Survivor's Walk and Escape Plan coupled with Til Death Do Us Part is Not an Option... #GetAway silicon bracelets will be worn as a message and a reminder that violence of any type is unacceptable. Our goal is to aid awareness of the DVAM movement and what better than a movie with its unmatched mix of the magnetism of celebrities in attendance at the Purple Carpet to show its tangible support of advocacy to end this crisis.

These DV Awareness bracelets, Survivor's Walk, Escape Plan and Hotline cards are a viable and potentially viral approach to spread the message and take steps to Stop Domestic Violence.

**THE TIL DEATH DO US PART CAST & CREW
THANK YOU
FOR TAKING THE TIME TO REVIEW THIS PACKAGE.
WE LOOK FORWARD TO WORKING WITH YOU TO
CREATE A PERSONAL, CUSTOMIZED SPONSORSHIP
PACKAGE THAT WILL OFFER YOU THE GREATEST
OPPORTUNITY TO CONNECT WITH OUR AUDIENCE.**

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**THANK
YOU**