

Sponsorship Proposal

**THERE'S A REVOLUTION TRANSFORMING EDUCATION,
AND IT'S NOT HAPPENING IN THE CLASSROOM.**



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SCHOOLHOUSE ROCKED SPONSORSHIP LEVELS

A film like *Schoolhouse Rocked* can't be made without the support of the homeschool community and **companies like yours!** Every sponsor will be provided with exceptional value and will benefit from the widespread exposure gained from a nation-wide theatrical marketing campaign. Sponsors receive all of the same benefits as our **Marketing Partners**, including listings in the *Schoolhouse Rocked Homeschool Quick-Start Guide*. Additionally, sponsors receive the following:

Sponsorship Levels	PRODUCER	Gold	Silver
	\$50K	\$10K	\$5K
Credit and Logo on Film	Large, Standalone Company Logo in opening credits and "Produced by" end credit	Logo on sponsors title screen in opening credits and "Gold Sponsors" end credit	"Silver Sponsors" end credit (no logo)
Promotional Video on DVD, Blu-ray, YouTube Channel and Website	5-Minute Video on DVD/Blu-ray & Internet	5-Minute Video Internet Only	3-Minute Video Internet Only
Insert in DVD & Blu-ray Packages	Full-Color, 1-Page Insert	Credit in DVD and Blu-Ray packaging	Not Included
Credit on SchoolhouseRocked.com	Large "Producers" Link with Company Logo	"Gold Sponsors" Link with Company Logo	"Silver Sponsors" Link with Company Logo
All Marketing Partner Benefits	✓	✓	✓
Electronic Press Kit	Producer Kit	✓	✓
Signed Blu-ray Disks	10 Signed Disks	5 Signed Disks	2 Signed Disks
Commemorative Plaque	✓	✓	
Tickets to Theatrical Screening*	10 Tickets	5 Tickets	
Signed Movie Posters	10 Posters	2 Posters	
Private Screening and Q&A with filmmakers (U.S. only, sponsor to arrange travel)*	✓		
Credit on Movie Poster and Official Trailers	✓		

**Subject to availability.*

PARTNER WITH US TODAY!

Call Yvette Hampton at (661) 877-3172 to sponsor the film.

INTRODUCTION

Schoolhouse Rocked: The Homeschool Revolution is a feature-length documentary, currently in post-production, examining the world of homeschooling. The film follows host, Yvette Hampton, as she travels the country with her family talking with education experts, curriculum developers, college and university faculty and administrators, and homeschooling families at every stage in the process, from kindergarten to college graduation and beyond. Viewers follow Yvette's progression from strong opposition to homeschooling, to reluctant homeschooler and first-time teacher, to outspoken advocate for this growing education revolution. Along the way, they get to share in her challenges and victories, and gather the necessary resources and encouragement to homeschool with excellence — to start strong and finish well!

The purpose of this *Sponsorship Proposal* is to provide a brief picture of the mission, intended audience and impact of the film, and to outline the opportunities and benefits offered through various levels of corporate. A separate ***Documentary Film Proposal*** is available, which offers an in-depth look at the story, financials, marketing, and distribution plan for *Schoolhouse Rocked*.

MISSION STATEMENT

The mission of Schoolhouse Rocked is to Encourage and Equip homeschool families to start strong and finish well.

There's a revolution transforming education and it's not happening in the classroom!

JOIN THE REVOLUTION!

A film like *Schoolhouse Rocked* can't be made without the support of the homeschool community and *companies like yours*. We are currently planning for a nationwide theatrical release through Fathom Events. A release this large takes a substantial effort, but we are confident that with the enthusiasm of the homeschooling community and the support of organizations like yours we will be able to fill theaters across the country.

We have created three sponsorship levels to meet the needs of organizations of all sizes. Sponsors at every level will be provided with exceptional value and will be seen as advocates of the homeschool movement that is sweeping the nation. While sponsors will benefit from the widespread exposure gained from a national marketing campaign, the real benefit of supporting this film will come over the next several years. You see, *Schoolhouse Rocked* isn't just preaching to the choir. It's not just a pep rally for homeschool evangelists. The movie encourages frustrated and overwhelmed homeschool moms to keep going. It gives families practical resources to start well and finish strong. More importantly, it gives much needed encouragement and direction to families considering homeschooling — encouragement that they can do it, that homeschooling is good for families, good for students, and good for culture — encouragement which will **fuel short and long-term growth in the homeschooling community**.

PRODUCER-LEVEL SPONSORSHIP - \$50,000

- ▶ Standalone title card with your company logo in the opening credits of the film (see graphics below)
- ▶ “Produced by” end credit on the film
- ▶ Large “Producers” graphic on SchoolhouseRocked.com linking to your website or content
- ▶ Credit on the **Schoolhouse Rocked page of IMDB.com**
- ▶ “Produced by” credit on the movie poster and official trailers
- ▶ 5-minute promotional video, provided by the sponsor, included in the DVD and Blu-ray release of the film*
- ▶ Promotional video (unlimited length), provided by the sponsor, on SchoolhouseRocked.com, the *Schoolhouse Rocked* YouTube channel, and on all *Schoolhouse Rocked* social media platforms*
- ▶ Single page, full-color insert in DVD and Blu-Ray packages
- ▶ Exclusive Producer EPK (electronic press kit) consisting of videos, graphics, and promotional articles to allow your company to advertise as a producer of *Schoolhouse Rocked*
- ▶ 10 Blu-ray disks, signed by the filmmakers
- ▶ Commemorative plaque
- ▶ 10 tickets to a theatrical screening of the film***
- ▶ 10 movie posters, signed by the filmmakers
- ▶ Private screening, filmmaker Q&A and discussion for your organization, to be held at the location of your choosing**
- ▶ **Marketing Partner Benefits** - Sponsors receive all of the same benefits as our Marketing Partners, including listings in the *Schoolhouse Rocked Homeschool Quick-Start Guide and Recommended Resources Directory*, sponsored blog posts on SchoolhouseRocked.com, and discounted pricing on *Schoolhouse Rocked* DVDs and Blu-ray disks.*



Standalone title card with company logo in the opening credits of the film

*Video content must be provided by the sponsor and approved by Bronze Oxen Films. **Sponsor hosts event, including travel and lodging for filmmakers. ***Subject to availability.

GOLD SPONSORSHIP - \$10,000

- ▶ You company logo in the opening credits of the film (see graphics below)
- ▶ “Gold Sponsors” end credit on the film
- ▶ “Gold Sponsors” graphic on SchoolhouseRocked.com linking to your website or content
- ▶ 5-minute promotional video, provided by the sponsor on the Schoolhouse Rocked website, social media accounts, and YouTube channel
- ▶ Promotional video (unlimited length), provided by the sponsor, on SchoolhouseRocked.com, the *Schoolhouse Rocked* YouTube channel, and on all *Schoolhouse Rocked* social media platforms*
- ▶ Electronic press kit consisting of videos, graphics, and promotional articles to allow your company to advertise as a sponsor of *Schoolhouse Rocked*
- ▶ 5 Blu-ray disks, signed by the filmmakers
- ▶ Commemorative plaque
- ▶ 5 tickets to a theatrical screening of the film***
- ▶ 2 movie posters, signed by the filmmakers
- ▶ **Marketing Partner Benefits** - Sponsors receive all of the same benefits as our Marketing Partners, including listings in the *Schoolhouse Rocked Homeschool Quick-Start Guide and Recommended Resources Directory*, sponsored blog posts on SchoolhouseRocked.com, and discounted pricing on *Schoolhouse Rocked* DVDs and Blu-ray disks.***



*Video content must be approved by Bronze Oxen Films. Additional charges for production apply if the sponsor cannot provide this video. ***Subject to availability.

Silver Sponsorship - \$5,000

- ▶ "Silver Sponsors" end credit on the film
- ▶ "Silver Sponsors" graphic on SchoolhouseRocked.com linking to your website or content
- ▶ 3-minute promotional video, provided by the sponsor on the Schoolhouse Rocked website, social media accounts, and YouTube channel
- ▶ Electronic press kit consisting of videos, graphics, and promotional articles to allow your company to advertise as a sponsor of *Schoolhouse Rocked*
- ▶ 2 Blu-ray disks, signed by the filmmakers
- ▶ **Marketing Partner Benefits** - Sponsors receive all of the same benefits as our Marketing Partners, including listings in the *Schoolhouse Rocked Homeschool Quick-Start Guide and Recommended Resources Directory*, sponsored blog posts on SchoolhouseRocked.com, and discounted pricing on *Schoolhouse Rocked* DVDs and Blu-ray disks.***

WHAT PEOPLE ARE SAYING

"This is not an exaggeration to say, this is the movement that is needed to save this country." **Rick Green, Wallbuilders**

"Well done on an important project! We believe homeschooling is critically important if we are to save our republic and the Christian family and church." **Kirk Cameron, Actor and Producer**

"I have been praying for this endeavor. I want to homeschool so badly, but my husband is not on board. My children are only 2-1/2 & 6 months, so I have time before a decision must be made. I'm praying that this project will play a role in changing his mind (and others) and that he can truly see what it means to homeschool in America today. May your work in His kingdom be blessed abundantly!" Julia (Kentucky)

"As I started my homeschool journey I felt lost and overwhelmed. I am so excited to see this film help new families gain some insight and encouragement. I can't wait to hear the testimonies of what this film will do for new families beginning their journey!" Christy (Georgia)

"Schoolhouse Rocked is bringing a fresh and enlightening perspective to the stereotyped homeschooling community and encouragement to a weary mama to stay strong while homeschooling children through high school." Audra (California)

"I absolutely loved it! You literally covered every topic that families encounter when deciding to homeschool and while homeschooling. All of your guests were great. I am also grateful that you added information about homeschooling kiddos with special needs and homeschooling as a single parent. I found myself saying, "Yes!", "Yes!", "Yes!" It was all very relevant, encouraging, and inspiring. I can't wait for this to be released. I know it will be a blessing to so many families!" Cindy (California)

PROJECT STAGE

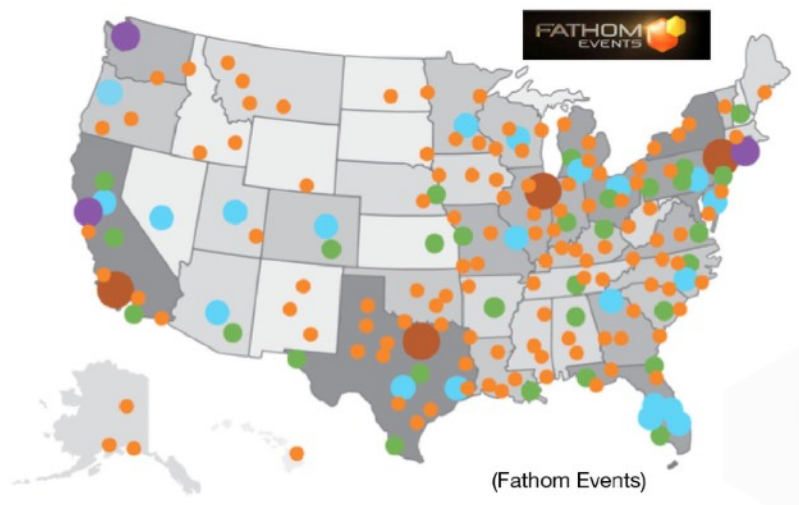
Schoolhouse Rocked is currently in post-production. The film has completed two stages of public pre-release screenings and revisions from public feedback. In filming for Schoolhouse Rocked we interviewed prominent leaders, speakers, authors and publishers, college and university professors and faculty, homeschooling moms, dads, and students at all stages in their journey, from kindergarten to graduation. Filming for the movie took place in Washington, Oregon, California, South Carolina, North Carolina, Alabama, Georgia, Tennessee, Kentucky, Virginia, Washington D.C., and Ohio. This provided a very broad view of homeschooling across the United States and has allowed us to build a base of support in several different regions of the country.

In order to complete the film we still need to hire a composer, colorist, and post production studio to do the final sound mix and produce the deliverables - theatrical version, DVD version, Blue-ray version, streaming version, etc. The completion date of the film is dependent on fundraising.

Timeline

Post-Production	Current phase (finish is dependent on funding)
Promotion and Advertising - Theatrical Release	4-6 month pre-release window
Theatrical Release (Fathom Events)	November, 2021*
Promotion and Advertising (DVD, Blu-ray, Digital)	6 month window starting at release
DVD, Blu-ray, Digital Release	3 months after theatrical release

***Dates are dependent on fundraising. Fathom Events currently has November 1st and 2nd reserved for Schoolhouse Rocked, but a theatrical release is dependent on full funding of the P&A budget.**



FINANCIAL INFO

Partner With Us

If you believe in homeschooling, please consider partnering with us to bring this important movie to theaters.

Post-production budget remaining to be raised	\$50,000.00
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P&A (Prints and Advertising) budget remaining to be raised	<u>\$150,000.00</u>
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Remaining Amount Needed for Production and P&A	\$200,000.00
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Fundraising Strategy

To date, production on *Schoolhouse Rocked* has been funded through corporate sponsorships, private donations from enthusiastic supporters, and through investments by the director and producer. Fundraising to complete post-production and to market the film is ongoing. The production team is seeking corporate sponsorships, grants, and continued donations. The following fundraising breakdown is an estimate and is subject to change. The P&A (prints and advertising) budget will be significantly enhanced by in-kind contributions from marketing partners and sponsors.

Self-Financing/Deferments - \$285,000

Corporate Sponsorships and Marketing Partnerships - \$200,000

Private Donations - \$100,000

Pre-sales and Content Subscriptions - \$20,000

Funding to Date

Self-Financing/Deferments - \$285,000

Private Donations - \$80,000

Pre-sales and Content Subscriptions - \$11,500

Corporate Sponsorships - \$39,500

Additional Support

Marketing Partnerships - \$150,000 (equivalent value to augment the P&A budget)

View a list of our [sponsors here](#). View a list of our [marketing partners here](#).

KEY CREATIVE PERSONNEL



Garritt Hampton – Director, *Homeschool Dad*

Garritt is a movie industry veteran with credits on some of the biggest movies of the last decade, including *Interstellar*, *Furious 7*, *TRON: Legacy*, *GI Joe: The Rise of Cobra*, *The Twilight Saga: New Moon*, and many more. Following several years of working as a motion control technician in Hollywood, Garritt made an abrupt shift and taught film at a Los Angeles area Christian school, while producing short documentary content for his church. His time teaching high school and middle school students deepened his love for education and his passion for the creative process. View Garritt's credits at <https://schoolhouserocked.com/gh-credits>.



Yvette Hampton – Producer/Host

Yvette's greatest enjoyment is being a wife and mom. She has been homeschooling since 2011 and is passionate about changing lives and families through homeschooling. She and Garritt have been married since 1995 and she thrives on interacting with people, especially young wives and moms who are in need of encouragement. Her extensive business background, organizational skills, and ability to connect with people make her an excellent host and producer.

Since July of 2018, Yvette has also hosted the ***Schoolhouse Rocked Podcast***, producing over 280 episodes to date, to encourage homeschooling families to stay the course and to point their children to Jesus.

Schoolhouse Rocked is a production of ***Bronze Oxen Films LLC***.

The producers will enlist the services of experts, including a composer, colorist, assistant editor, post sound mixer, and a graphic artist to complete the post-production process on *Schoolhouse Rocked*. Relationships have already been established with all of the professionals and companies who will be employed to finish, promote, and distribute the film.

CONTACT INFORMATION

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The Schoolhouse Rocked Podcast - Podcast.SchoolhouseRocked.com
Schoolhouse Rocked on Facebook - Facebook.com/SchoolhouseRocked
Schoolhouse Rocked on YouTube - SchoolhouseRocked.com/youtube

Soli Deo gloria.

