

# SCHOOLHOUSE ROCKED

~ THE HOMESCHOOL REVOLUTION ~

## MARKETING PARTNERSHIPS

***Schoolhouse Rocked: The Homeschool Revolution*** is an exciting new documentary, currently in production, with a theatrical release planned for 2019 and ***we need your help to spread the word!***



### **YOUR COMPANY WILL RECEIVE**

- Your company name in the end credits of *Schoolhouse Rocked*
- Your company logo on SchoolhouseRocked.com
- Your company name in the *Schoolhouse Rocked Homeschool Quick-Start Guide*
- Your company name in the *Schoolhouse Rocked Recommended Resources Directory*
- 12 sponsored blog posts on SchoolhouseRocked.com
- Partnership announcement on SchoolhouseRocked.com
- Partnership announcement on *Schoolhouse Rocked* social media platforms
- Partnership announcement in a *Schoolhouse Rocked* newsletter
- 2 Lifetime Memberships on the Schoolhouse Rocked Backstage Pass Members site
- Special pricing on *Schoolhouse Rocked* DVDs and Blu-ray disks

### **WHAT SCHOOLHOUSE ROCKED IS ASKING OF YOU**

- 7 dedicated E-blasts to your email list
- 7 blog and/or social media posts promoting *Schoolhouse Rocked*
- 12 Facebook “Likes” & “Shares” of specific *Schoolhouse Rocked* posts
- Promotion of *Schoolhouse Rocked* at conventions and conferences (if applicable)
- Interview with the filmmakers on your podcast or radio show (if applicable)
- Ad for *Schoolhouse Rocked* in your magazine, catalog, or website (if applicable)

~ For specific details please refer to the following pages ~

# SCHOOLHOUSE ROCKED

- THE HOMESCHOOL REVOLUTION -

## MARKETING PARTNERSHIPS

*Schoolhouse Rocked: The Homeschool Revolution* is an exciting new documentary currently in post-production and word about the film is spreading fast. We are already engaging with a large and eager audience, but **we need your help to spread the word!**

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 in 2019 through Fathom Events. A release this large takes a substantial marketing effort, and we are confident that with the enthusiasm of the homeschooling community and the influence of organizations like yours we will be able to get the word out and fill theaters.

While our marketing partners 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 society. By influencing the next generation of homeschoolers, *Schoolhouse Rocked* will impact culture and the support you give will play a critical part in making that impact!

### MARKETING PARTNERS WILL RECEIVE THE FOLLOWING

- **Your company name in the end credits of *Schoolhouse Rocked***  
Your company will be listed as a Marketing Partner in the end credits.
- **Your company logo on the *Schoolhouse Rocked* website**  
Your company will receive a listing with your company logo and link in the Marketing Partners section on SchoolhouseRocked.com.
- **Your company name in the *Schoolhouse Rocked Homeschool Quick-Start Guide*\***  
*Schoolhouse Rocked* will end with a call-to-action. Viewers considering homeschooling will be encouraged to claim their free *Homeschool Quick-Start Guide* from SchoolhouseRocked.com. Marketing partners will receive a listing in the recommended resources section of the guide, including a logo, description, contact information, and a link to your website. \*A \$500 value
- **Your company name in the *Schoolhouse Rocked Recommended Resources Directory*\***  
Through our valuable blog content, regular social media posts, and rapidly growing e-newsletter, *Schoolhouse Rocked* is quickly becoming a go-to resource for homeschooling families looking for practical resources and encouragement. As a trusted resource, homeschool families look to *Schoolhouse Rocked* for recommendations for books, curriculum, programs, colleges, blogs, podcasts and other important tools. Marketing Partners will receive a listing in up to two sections (e.g. Curriculum, Books) of the *Recommended Resources Directory* at SchoolhouseRocked.com. Listings will include your company logo, product or service description, contact information, and a link to your website. \*A \$150 value

- **12 blog sponsored posts on the *Schoolhouse Rocked* website**  
Marketing Partners may contribute up to 12 sponsored posts (one per month) to the *Schoolhouse Rocked* blog. These posts are promoted in our newsletter and on social media, and every post contains a short author bio, company logo, and link in the byline. Original homeschool-related articles are to be provided by your company and must adhere to our posting guidelines.
- **Partnership announcement on *SchoolhouseRocked.com***  
We will announce every new Marketing Partner in a dedicated post on *SchoolhouseRocked.com*.
- **Partnership announcement on *Schoolhouse Rocked* social media platforms**  
We will announce every new Marketing Partner in a dedicated post on all *Schoolhouse Rocked* social media platforms.
- **Partnership announcement in the *Schoolhouse Rocked* newsletter**  
We will announce every new Marketing Partner in the *Schoolhouse Rocked* newsletter.
- **2 Lifetime Memberships on the Backstage Pass Members site\***  
Schoolhouse Rocked offers a Backstage Pass where members will have access to exclusive full interviews with the cast, as well as behind the scenes footage, interviews with homeschool experts across the nation, and much more. \*A \$300 value
- **Special pricing on *Schoolhouse Rocked* DVDs and Blu-ray disks**  
Marketing Partners will receive special pricing on DVDs, Blu-ray disks, and digital streaming. *Talk to us about special dealer pricing as well!*

## **WHAT SCHOOLHOUSE ROCKED IS ASKING OF YOU**

**What does all this cost?** We know that we are going to need the support of the homeschool community at large, and we wanted to make the barrier to entry so low that EVERY great homeschool friendly company could benefit from this opportunity. That's why we have made our marketing partnerships available for **FREE** to trusted homeschool leaders like you, but while there is no cost, there are responsibilities. This is what we're asking from you.

- **7 e-blasts to promote key events for *Schoolhouse Rocked***  
We ask our Marketing Partners to send seven emails to their entire mailing list, spread out from the start of our partnership until the release of the DVD, to promote the following events. A dedicated email is preferred, however, inclusion of these events in your regular newsletter would be acceptable as well. *Schoolhouse Rocked* will provide content for the following emails:
  1. *Schoolhouse Rocked* crowdfunding announcement (sent two weeks prior to the crowdfunding campaign)
  2. *Schoolhouse Rocked* crowdfunding launch (sent the day that the crowdfunding campaign starts)
  3. Crowdfunding bump (sent two weeks after the start of the crowdfunding campaign)
  4. *Schoolhouse Rocked* membership promotion (promoting exclusive, subscriber-only content – sent between the crowdfunding campaign and movie release)
  5. Movie pre-release (sent just prior to ticket pre-sale availability)
  6. Movie release (sent just prior to release, with a link for ticket pre-sales)
  7. DVD/Blu-ray release (sent just prior to DVD and Blu-ray release, with a link for pre-sales)



- **7 Blog and/or Social Media Posts Promoting *Schoolhouse Rocked***

In coordination with the dedicated e-blasts, we ask that our Marketing Partners post announcements on their websites and social media pages. We can provide content, graphics, and videos for these posts.

1. *Schoolhouse Rocked* crowdfunding announcement
2. *Schoolhouse Rocked* crowdfunding launch
3. Crowdfunding bump
4. *Schoolhouse Rocked* membership promotion
5. Movie pre-release
6. Movie release
7. DVD/Blu-ray release

- **12 Facebook “Likes” & “Shares” of Specific *Schoolhouse Rocked* Posts**

We have found few better ways to reach the homeschool community than good ol’ Facebook, but as you know it takes engagement to really make an impact. We ask that our Marketing Partners “Like” and “Share” 12 Facebook posts. We will notify you each month about the important post. Subscribe to the *Schoolhouse Rocked* Facebook page and “Like” and “Share” additional posts for extra credit!

- **Promotion of *Schoolhouse Rocked* at Conventions and Conferences\***

We can provide videos, posters, handouts, and free video downloads for your convention booths and speaker sessions. We know that every booth and session is different, so we can provide custom materials and giveaways for your 2019 conventions.

- **Interview with Filmmakers on Your Company Podcast or Radio Show\***

If you have a podcast or a radio show, the filmmakers (Garritt and Yvette Hampton) would love to join you as guests and share *Schoolhouse Rocked* with your audience.

- **Ad for *Schoolhouse Rocked* in Your Company Magazine, Catalogue, or Website\***

We ask our Marketing Partners to help promote *Schoolhouse Rocked* by placing an ad in your company magazine, catalog, or on your website.

\* If applicable



To become a *Schoolhouse Rocked* Marketing Partner call or email Yvette Hampton at 661-877-3172 or [Yvette@SchoolhouseRocked.com](mailto:Yvette@SchoolhouseRocked.com)