



Dear Executive,

When is the last time your brand appeared in a feature length film with national distribution?

We are offering your company the opportunity to reach a highly targeted audience by sponsoring the upcoming documentary film, *A Voice for Lil Olive*. This film features a rescued puppy mill dog whose story changed the lives of thousands of people. The film will premier in 2016.

***By sponsoring this film, you are also supporting the elimination of puppy mills. This important cause is championed by dog lovers around the world.***

Your brand will reach more than 40,000 consumers directly through Facebook and tens of thousands more after the film is released. The film will be marketed and distributed for many years to come to a highly motivated group of loyal followers who spend thousands each year on pet products. The core audience is women in the 35-65 age group, with strong connections to their family pets. This group's use of social media has grown at over 500% in the past six months and they are looking for online content for their pets. ***They will share information and buy from companies they know are supporting causes in which they believe and follow.***

Our goal is to include major celebrities and pursue all major distribution channels such as HBO, Netflix, Hulu, PBS and more. Your company will be mentioned in the film, on social media, on our website, in email marketing and more. ***Your sponsorship today provides an opportunity to come in at the beginning stages of film development and grow as we reach a larger audience.***

Please find attached a booklet about the film. We have an award-winning film team, a large and continuously growing social media following and a survivor's impactful tale to tell, all in the pursuit of ending the puppy mill industry. But we can't do it alone. We're seeking the support during the film's development phase to bring this story to the world. ***This documentary will be the definitive film about puppy mills and will make a difference.***

We hope you'll join us, and Lil Olive, in speaking for those who have no voice.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas Young", with a long horizontal flourish extending to the right.

Thomas Young, Executive Producer  
*A Voice for Lil Olive*

***A Voice for Lil Olive***  
**Corporate Sponsorships Levels - Development Phase**

<b>Sponsorship Level</b>	<b>Financial Commitment</b>	<b>Benefits</b>
<b>Basic</b>	\$2,500	<ul style="list-style-type: none"> <li>• Website listing with logo and link</li> <li>• Social media mention</li> <li>• Film credit</li> </ul>
<b>Rescuer</b>	\$5,000	<ul style="list-style-type: none"> <li>• All of the above</li> <li>• Business name and logo at the end of the film</li> <li>• Blog story about the company on website</li> </ul>
<b>Adopter</b>	\$10,000	<ul style="list-style-type: none"> <li>• All of the above</li> <li>• Business logo and ad on the movie website</li> <li>• Logo included on all email blasts</li> </ul>
<b>Major Sponsor</b>	\$25,000	<ul style="list-style-type: none"> <li>• All of the above</li> <li>• Multiple postings on Lil Olive’s Facebook page (41,000+ followers to date)</li> </ul>
<b>Hero</b>	\$50,000	<ul style="list-style-type: none"> <li>• All of the above</li> <li>• Special mention in the film as a major sponsor</li> </ul>
<b>“Supa-Tongue”</b>	\$100,000/plus	<ul style="list-style-type: none"> <li>• All of the above</li> <li>• “Presented By” status, to be included in the film, marketing materials and social media</li> <li>• Celebrity mention</li> <li>• Contact us for more details</li> </ul>