

## Partnership Opportunities

### ABOUT THE FILM

Building the *Pink Tower* (working title) is a documentary film project that aims to expand the education conversation to include the development and child-focused approach of Montessori education. Our changing world requires a learning approach that is proven, grounded in science, and flexible enough for children from all backgrounds to thrive with joy.



Co-directors Jan Selby and Vina Kay are parents of children who attended Montessori schools. Jan is an EMMY® award-winning film producer, director and founder of [Quiet Island Films](#). Vina is the Executive Director of [Voices for Racial Justice](#), whose mission is to advance racial, cultural, social, and economic justice in Minnesota. They believe it is a moral imperative to support the development of children who are self-aware, happy, respectful, community-oriented, passionate, life-long learners leading meaningful and productive lives.

### WE INVITE YOU TO BE A SUPPORTING PARTNER

We are looking for collaborators who share our passion for transforming education. Your support will help us change the conversation around education so that all children can reach their full potential.

#### “Early Bird” Screening Kit: \$500

- Once the film is completed, be one of the first to get an Early Bird Screening Kit. Each kit includes the film, an unlimited-use public screening license, and digital promotional materials.

#### Blueprint Level: \$5000+

- Announcement of funder partnership on our website blog, email to our e-newsletter subscribers and in all social media
- Logo in end-film credits shared with other organizations
- On film website, organization listed as a Blueprint Level Sponsor with a link to your website
- 10 “Early Bird” Screening Kits. (Each kit may be sold for \$500 before and during phase I film distribution. After phase I, Screening Kits will be valued at \$250 each. Screening Kit includes the film, an unlimited-use public screening license, and digital promotional materials.)

#### Designing Level: \$10,000+

- Announcement of funder partnership on our website blog, email to our e-newsletter subscribers and in all social media
- Logo and website URL in end-film credits shared with 1 other organization at most
- On film website, organization logo listed as a Designing Level Sponsor with link to your website
- 25 “Early Bird” Screening Kits. (Each kit may be sold for \$500 before and during phase I film distribution. After phase I, Screening Kits will be valued at \$250 each. Screening Kit includes the film, an unlimited-use public screening license, and digital promotional materials.)



#### Building the Stories Level: \$20,000+

- Announcement of funder partnership on our website blog, email to our e-newsletter subscribers and in all social media
- Logo and website URL in end-film credits, standing alone. For broadcast version, voice over narration mentions organization name and website
- Logo on marketing materials distributed at film festivals and select screening events
- On film website, organization logo listed as a Building the Stories Level Sponsor with link to website & short description of organization mission
- Co-Director/Co-Producer Jan Selby or Vina Kay to attend 1 screening event
- 50 “Early Bird” Screening Kits. (Each kit may be sold for \$500 before and during phase I film distribution. After phase I, Screening Kits will be valued at \$250 each. Screening Kit includes the film, an unlimited-use public screening license, and digital promotional materials.)

#### Celebrating the Pink Tower level: \$50,000+

- Announcement of funder partnership on our website blog, email to our e-newsletter subscribers and in all social media
- Organization logo and tag line in opening-film credits on stand-alone page as Production Partner. Logo and website URL in end-film credits, standing alone. For broadcast version, voice over narration mentions organization name, tag line and website
- Prime placement of logo on marketing materials distributed at film festivals and select screening events
- On film website, organization logo listed as a Celebrating the Pink Tower Level Sponsor with link to website & short description of organization mission
- Co-Director/Co-Producer Jan Selby or Vina Kay to attend 2 screening events
- Customized social media campaign coordination
- Film festival recognition of sponsorship (and 2 tickets if available given festival restrictions)
- 100 “Early Bird” Screening Kits. (Each kit may be sold for \$500 before and during phase I film distribution. After phase I, Screening Kits will be valued at \$250 each. Screening Kit includes the film, an unlimited-use public screening license, and digital event promotional materials.)
- An Executive Producer film opening credit is still available and may be considered for donations over \$50,000.

#### DISTRIBUTION STRATEGY

Our goal is to have all children have access to quality education. We believe that the stories in the film – and the incredible results – will serve as catalysts for action. With adequate funding, *Building the Pink Tower* (working title) will be completed in 2017.

Our national distribution strategy will incorporate multiple channels in a well-timed rollout, partnering with more than 5000 Montessori schools in the United States. Possible distribution channels include film festivals, education innovation summits and events, social and racial justice summits and events, broadcast opportunities, and public screenings to inspire community engagement and inspire action.