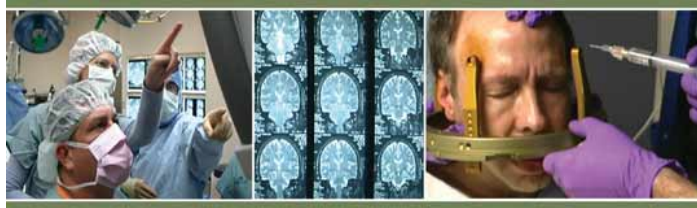


## SPONSORSHIP OPPORTUNITIES

### **SHAKEN: Journey into the Mind of a Parkinson's Patient**

an award-winning documentary now airing on public television stations around the country



Lila Films needs to raise \$150,000 to cover the costs of outreach, promotion, and the creation of an educational DVD with bonus tracks offering another hour of information about Parkinson's disease, deep brain stimulation, and therapies to improve the quality of life.

We are looking for organizations, companies, foundations and charitable donors to help us reach our goal.

Since *SHAKEN* premiered on public television on April 1, 2009, it has been broadcast in 29 states, to a potential audience of about 100 million. Based on the traction *SHAKEN* has gained in its first four months on the air, we are confident that broadcasters who have already aired the program in the spring will re-air it in the fall, and that we will soon get additional coverage in all 50 states. October is National Disability Awareness Month, National Physical Therapy Month, and National Medical Librarians Month. November is National Family Caregivers Month. Also, Health Care is front page news these days. For all these reasons, we have every reason to expect that *SHAKEN* will reach millions over the next three years.

In order to reach as many people as possible, we are uploading the film to the PBS satellite one more time -- on September 26 at 7:00 pm -- to give public television programmers around the country one more opportunity to download this film with your underwriting credit on it, and then schedule it in to their local markets as many times as they wish over the next three years. Programmers who have already aired the show in their markets will be able to re-download the new version with your logo/name on it, and re-broadcast is as often as they wish.

In addition to offering air time to corporate sponsors, we can also prominently feature your name and logo in the video trailer on the web, in the DVD content, on the DVD and packaging, on our website, and on all online and print promotional materials, press releases and media advisories about the film. We will also link directly to you from our website and from the educational DVD.

Prefer to make a tax-deductible gift to the project? We are set up to receive charitable contributions for outreach, promotion and education. Please consider directing your legacy to the powerful change that this film can bring to the lives of many.

Please contact Deborah Fryer at 303-442-1966 or [Deborah@lilafilms.com](mailto:Deborah@lilafilms.com) for more information on sponsorship opportunities and/or tax benefits to supporting this project.

## SPONSORSHIP OPPORTUNITIES for SHAKEN: Journey into the Mind of a Parkinson's Patient

		<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
		<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>
<b>BROADCAST</b>	30 secs total airtime	<b>X</b>			
	20 secs total airtime		<b>X</b>		
	12 secs total airtime			<b>X</b>	
	8 secs total airtime				<b>X</b>
Please note that if you wish to have your company name/logo appear on air in the sponsorship/underwriting credits at the beginning and end of the program, support must be received by Sept 4, 2009.					
		<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
		<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
<b>WEB</b>	15 secs in the online trailer	<b>X</b>			
	10 secs in the online trailer		<b>X</b>		
	6 secs in the online trailer			<b>X</b>	
	4 secs in the online trailer				<b>X</b>
	direct link to your company home page	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	online promotional materials	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	online press releases and media advisories	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>DVD</b>	DVD-content – 15 sec spot	<b>X</b>			
	DVD-content – 10 sec spot		<b>X</b>		
	DVD-content – 6 sec spot			<b>X</b>	
	DVD-content – 4 sec spot				<b>X</b>
	DVD-exterior	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	DVD-packaging	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>PRINT</b>	print promotional materials	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Sponsorship and charitable donations for outreach and promotion on the web, DVD, and in print exposure may be received at any time.					

## SPONSORSHIP OPPORTUNITIES

**SHAKEN: Journey into the Mind of a Parkinson's Patient**  
an award-winning documentary now airing on public television stations around the country

### **Your Company Logo/Name will be prominently featured**

#### **ON TELEVISION:**

- in a spot before and after each broadcast of the program as it airs on public television stations around the country: "This program was made possible by the generous support of (your company name and logo)." We project the film will be broadcast to potentially 250 million viewers over the next year. See [www.lilafilms.com/shaken.htm](http://www.lilafilms.com/shaken.htm) to read reviews and learn more about the current carriage of the film.

#### **ON THE WEB:**

- in the video trailer about the film that will appear on our website and on You Tube
- on our website with a direct link to your company's web page
- in all emails, e-newsletters and online promotional materials about the film

#### **ON THE EDUCATIONAL DVD:**

- as part of the DVD content
- on the face of the DVD itself
- in the DVD packaging

#### **WE ARE CREATING A NEW EDUCATIONAL DVD! COMING SOON!**

This new DVD will feature several BONUS TRACKS.

- hear full interviews with neurologists
- watch the brain surgery in its entirety
- see how the neurostim device is programmed
- learn more about the connection between exposure to pesticides and Parkinson's disease
- practice a new movement therapy that can significantly improve the quality of your life

We need to raise the money in order to create this DVD. You can play a vital role in bringing this educational tool to the public!

#### **IN PRINT:**

- on all newsletters and print promotional materials about the film

Please contact Deborah Fryer at 303-442-1966 or [Deborah@lilafilms.com](mailto:Deborah@lilafilms.com) for more information.