

# Social Marketing Campaign:

## Please contact SafeTeen for this Years Topic.

This project produced by **Safe Teen New Mexico** and **Christopher Productions** includes the following:

- ONE-HOUR DOCUMENTARY SPECIAL AND LIVE FOLLOW UP PROGRAM BROADCAST** all production
- DISTRIBUTION OF DOCUMENTARY** in prime time on TELEVISION and to every school district in New Mexico.
- INFORMATIONAL PROMOS CREATION AND DISTRIBUTION** to air leading up to the program.
- SERIES OF NEWS STORIES** leading up to the program airing.
- DOCUMENTARY DVD** made available to every PTA and every school district in New Mexico.
- VIEWER GUIDE** distributed via website to every school district in the state.

Last years campaign is estimated to have reached **over half New Mexico's population.**

### Headline Sponsor: **\$25,000**

**SPONSORSHIP PRODUCT/COMPANY EXCLUSIVITY** (No other competing business will be given a sponsorship)

**DOCUMENTARY AND FOLLOW UP PROGRAM** (One hour of broadcast programming)

Sponsor name on title page one or two **BEFORE** the show title.

Sponsor name on end credits "Made Possible By" in first page as at top of show.

Sponsor name on all **press releases** at the end of first paragraph of release as

" This project is being made possible through the support of..."

Sponsor name on all print ads/promotion distributed.

Sponsor name on all marketing materials developed and distributed by CP in first position.

**SPECIALIZED WEB INFORMATION** specific campaign web information developed on [www.SafeTeen.net](http://www.SafeTeen.net) site

This will include on line information about resources and the program and will be distributed through the CP and SafeTeenNM website and promoted in all marketing materials.

Sponsor logo on home page of SafeTeen web site with other Headline Sponsors.

**INFORMATIONAL PROMOS** leading up to the broadcast.

Sponsor name will appear on the spot as other headline sponsors for at least 5 seconds.

**VIEWER GUIDE** distributed to every school district in the state.

Sponsor name will appear in the same manner and fashion as above in the "headline" position with other headline sponsors on the cover of the curriculum guide and also in the end credits.

**GALA PREMIERE** event

Sponsor logo signage and verbal acknowledgement at event.

Produced by SafeTeen New Mexico and Christopher Productions, LLC

[www.SafeTeenNM.org](http://www.SafeTeenNM.org)

# Social Marketing Campaign:

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**TITLE SPONSOR:           \$15,000**

## SPONSORSHIP PRODUCT/COMPANY EXCLUSIVITY

No other competing business will be given a sponsorship.

## DOCUMENTARY AND FOLLOW UP PROGRAM (One hour of broadcast programming)

Sponsor name on title page two or three before the show title but in a slightly smaller font than the headline sponsor names.

Sponsor name on end credits “Made Possible By” in second or third page as at top of show.

Sponsor name on all **press releases** sent by CP at the end of first paragraph of release as  
“ With additional support from...”

Sponsor name on all print ads distributed by CP in second position after headline sponsors.

Sponsor name on all marketing materials developed and distributed by CP in second position after headline sponsors.

## SPECIALIZED WEB INFORMATION specific campaign web information developed on [www.SafeTeen.net](http://www.SafeTeen.net) site

This will include on line information about resources and the program and will be distributed through the CP and SafeTeenNM website and promoted in all marketing materials.

Sponsor logo on home page of SafeTeen web site with other Title Sponsors.

## VIEWER GUIDE distributed to every school district in the state.

Sponsor name will appear in the same manner and fashion as above with other Title sponsors on the cover of the curriculum guide and also in the end credits.

## GALA PREMIERE event

Sponsor logo signage and verbal acknowledgement at event.

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**SUPPORTING SPONSOR: \$5,000**

**DOCUMENTARY AND FOLLOW UP PROGRAM** (One hour of broadcast programming)

Sponsor name on title page two or three before the show title but in a slightly smaller font than the title sponsor names. This credit will be listed as “with additional support by...”

Sponsor name on end credits “Made Possible By” in second or third page as at top of show.

Sponsor name on all **press releases** sent by CP at the end of first paragraph of release as  
“ With additional support from...”

**SPECIALIZED WEB INFORMATION** specific campaign web information developed on [www.SafeTeen.net](http://www.SafeTeen.net) site

This will include on line information about resources and the program and will be distributed through the CP and SafeTeenNM website and promoted in all marketing materials.

Sponsor logo on home page of SafeTeen web site just below Title Sponsors.

**VIEWER GUIDE** distributed to every school district in the state.

Sponsor name will appear on front page and in end credits just below the title sponsors.

**GALA PREMIERE** event

Sponsor name on sponsor board at event.