**COOL SHOW TITLE**

**Sponsorship Agreement Outline**

Updated on Friday, September 7, 2017

Fall 2013



**Show Information**

**Title:** Cool Show Title

**Producers:** Producer Smith, Producer Johnson

**Associate Producer:** Some other guy

**Genre:** Drama, Action

**Format:** Narrative

**Synopsis:** After a science experiment gone wrong, Ithaca College has created a scenario feared by many: the Zombie Apocalypse. Closed off from the outside world, many have fallen, but a group of students struggle to survive while trapped within the boundaries of the IC campus. Together, they scavenge for resources, fight the good fight, and strive for a cure to save them all.

[SHOW PICTURE]

**Expected Number of Crew Members:** 35

**Expected Number of Main Cast Members:** 10

**Expected Number of Extras:** TBD (will depend on scenes being shot)

**Number of Planned Film Shoots:** 22

**Marketing Plan**

**Would include:** Standard visual/auditory acknowledgment, social media marketing

**Standard Visual/Auditory Acknowledgment**

**Sample visual acknowledgment:**



**Details:**

* Visual/auditory acknowledgment would occur at the beginning and end of every episode
  + Potentially during commercial breaks
* Auditory aspect of acknowledgment would be recorded by “Ithapocalypse” cast/crew
* Per request, visual acknowledgment could include Domino’s Pizza’s business address and contact information

**Social Media Marketing**

**Details:**

* Would consist of posts on the “Ithapocalypse” Facebook page and Twitter account
  + Posts/tweets would be weekly and would link to the Domino’s Pizza social media accounts
* Posts would specifically link to an order page, whether it be Domino’s, GrubHub, etc.
* Would also consist of posts by the “Ithapocalypse” cast and crew’s personal social media accounts
  + Includes Facebook, Twitter, Foursquare, Instagram, Google+, etc.
  + Posts/tweets/check-ins/etc. would appear multiple times a week and would link to Domino’s Pizza social media accounts

**Sample Post:**



**Sample Tweet:**

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**Craft Services Request**

**Orders Per Week:** Two

**Times/Dates of Orders:** Wednesday evening, Saturday afternoon

**Average Amount of Cast/Crew On-Set Per Day:** 25

**Requested Food Per Order:** Four large pizzas, one bottle of soda

* Plates and napkins would be ideal, but not necessary

**Weekly Totals:** Eight large pizzas, two bottles of soda

* Each pizza is allowed one topping

**Number of Shoots That Require Craft Services:** 22

**Planned Dates of Orders:**

* September 12
* September 15
* September 19
* September 22
* September 26
* September 29
* October 3
* October 6
* October 10
* October 13
* October 17
* October 24
* October 27
* October 31
* November 3
* November 7
* November 10
* November 14
* November 28
* December 1
* December 5
* December 8

**Plan of Delivery:** Order would be placed through an “Ithapocalypse” crew member and an “Ithapocalypse” crew member would drive to the Domino’s Pizza location to pick up order