



Making Waves for Social Change

Health Equity Documentary Sponsorship Package



A 501c3 Nonprofit Organization

**Prepared by Marty Pack Founder/Executive Director
9.24.22**

Content

Sponsorship	3
Mission/Current Project	4
Why Sponsor	5
Who We Are	6
Sponsorship Package	Appendix A
Budget/Scope	Appendix B



Sponsorship Levels	Executive Producer \$200,000	Producer \$100,000	Assistant Producer \$50,000	Production Management \$25,000	Production Assistant \$10,000	Film Runner \$5,000
* Add ons are available for an additional cost						
Featured sponsor logo placement on our website	✓	✓	✓	✓	✓	✓
Inclusion and Equity statement for sponsor included on our website	✓	✓	✓			
Sponsorship recognition in the film credits	Large, Standalone Company Logo in opening credits and "Produced by" end credits	Logo on sponsors title screen in opening credits and end credits	end credit (no logo)	✓	✓	
10 tickets to local premiers in featured cities	✓	✓	✓	✓		
Advertisement and logo placement in ads prior to the start of the film	✓	✓	✓	✓		
Advertisement and logo placement in ads prior to the start of the film	✓	✓				
1 - 2 minute filmed scene to speak on equity during ads, prior to film	✓					
Included in the sponsorship backdrop for pictures at all film festivals and premiers	✓	✓				
Easter Egg – having your organization in the background of a scene or in B roll	✓					
Bonus Scene at the end of film/2 minutes for organization to speak on equity	✓					

Mission Statement

Education through documentary storytelling.

What We Do

We amplify the voices of women and marginalized communities. We view documentary film making as a tool to educate students, organizations, the public, and law makers on social justice issues. Through academic and investigative research, we project the message of women and marginalized communities to effect change. We provide hope and inspire concrete actions to improve lives.

WE MAKE WAVES FOR SOCIAL CHANGE

Current Project

Health Inequity through the lens of marginalized communities.

Synopsis

When COVID hit the U.S., we knew it would be catastrophic. It was revealed just how broken Public Health and our medical institutions were. We grew to understand just how woefully underprepared our country was for such an event. This is a stain on America, and it continues to bleed across the breadth of the American fabric. COVID is a condition that disables and marginalizes communities expeditiously, and impact-fully.

The new condition is a perfect demonstration of what we know, rich get help, minorities and disadvantaged socioeconomic groups die. This is not hyperbole. Our docuseries confirms, BIPOC, LGBTQI+, working poor, Indigenous Americans, and undocumented communities lack resources for their survival. It demonstrates a new way in which death of dismissed communities is being perpetrated. We establish the need for radical investment in Public Health, education, disparaged communities, insurance coverage, and health care systems, NOW.

This worldwide pandemic has proven to be a mass disabling event, but it is also a mass marginalizing event for these underserved communities. Our goal, with this film, is to change the narrative around healthcare. To push equity forward we must recognize, understand, and claim our failings as they are, and in doing so, commit to reconstructing a system that is equitable.

We can raise awareness with Wail of a Tale's documentary, conceptualized by Marty, while working as a COVID investigator in a rural county in Colorado. Based on direct experiences she has with individuals suffering from COVID, she exposes health inequity.



What is Health Equity?

Access is Equity

Health equity is the state in which everyone has a fair and just opportunity to attain their highest level of health. There is a plethora of studies documenting health disparities in marginalized communities. We can tell where people will live or die when faced with the disease based on zip code.

“African American/Black and Hispanic populations experience disproportionately higher rates of SARS-CoV-2 infection and COVID-19–related mortality but similar rates of case fatality. Differences in health care access and exposure risk may be driving higher infection and mortality rates.”

“The experience of the health care system may further exacerbate risks for mortality among African American people as a result of systemic racism. Implicit bias on the part of health care providers may affect clinical decision making in diagnosis, treatment, pain management, and referral.”

Goals and Expected Outcomes

We will produce and promote a 120-minute documentary. This will be taken to film festivals around the country building interest and cultivating solutions to our broken health care system. We will inform critical thinking to generate informative conversations about the future of public health. We are pushing equity forward.

We will create a docuseries for classrooms, sixth (6th) grade and up with a companion lesson plan for teachers. This lesson plan includes activities to build conversation around marginalized groups, as well as developing research skills needed for critical thinking in a time of misinformation. Each segment of the series focuses engagement on one forgotten community and obstacles faced in getting health care. We explore rural and urban health desserts and what that means to the wellbeing of humans living without access.

Why Sponsor?

When you sponsor our film, you contribute to equity through education. Based on research, your reach will be extensive with all age groups.

“The survey results were strongly positive towards documentaries, with at least 70% of the population watching documentaries a few times a month and 25.4% watching them at least once a week. This frequency of documentary viewership is very similar across all age groups...”

- Arts Management and Technology Laboratory

“Millennials and Gen Zs are taking action to drive the change they want to see in the world. They are becoming more political y involved, making a conscious effort to ensure they spend their money with companies that reflect their values and pushing for change on societal issues. They believe in their individual power to make a difference, but they are also demanding that businesses and governments do their part to help build a better future.”

- Forbes



Diversity, inclusion, and equity are verbiage being used to show commitment to ending racism. Sponsoring our documentary is an action business can take to demonstrate they are up for the responsibility of promoting those ideals. Ending systemically broken institutions is critical to the survival of our population and economy. Showing your support tells younger generations that you are looking out for their future.

Active sponsorship draws attention to the fidelity organizations have to marginalized communities. It is my hope, that through this educational film, we can start to end systemic racism in our healthcare system. Join us in this imperative mission. It is time.



Marty Pack - Founder / Wail of a Tale Productions
501(c)3 Nonprofit Organization
EIN: 87-3031753

Contact Information

Wail of a Tale Productions
1121 Bayridge Dr.
Lewis Center, Ohio 43035

Marty Pack
Executive Director / Creative Producer
Cell: 312.835.4033
marty@wailofatale.org

<https://www.wailofatale.org/>

The producers will enlist the services of experts, including Asa Featherstone, Director of Photography. Many relationships have been established for post production work. The producers will enlist the services of experts, including a composer, colorist, assistant editor, post sound mixer, and a graphic artist to complete the post-production process.

¹ What is health equity? (2022, July 1). Retrieved September 21, 2022, from <https://www.cdc.gov/healthequity/whatis/index.html>

² Ducharme, J., & Wolfson, E. (2019, June 17). How your zip code could affect your lifespan. Retrieved September 22, 2022, from <https://time.com/5608268/zip-code-health/>

³ Mackey, K., Ayers, C. K., Kondo, K. K., Saha, S., Advani, S. M., Young, S., Spencer, H., Rusek, M., Anderson, J., Veazie, S., Smith, M., & Kansagara, D. (2021). Racial and ethnic disparities in COVID-19-related infections, hospitalizations, and deaths. *Annals of Internal Medicine*, 174(3), 362–373. <https://doi.org/10.7326/m20-6306>

⁴ Dehon, E., Weiss, N., Jones, J., Faulconer, W., Hinton, E., & Sterling, S. (2017). A systematic review of the impact of physician implicit racial bias on clinical decision making. *Academic Emergency Medicine*, 24(8), 895–904. <https://doi.org/10.1111/acem.13214>



Sponsorship Packages

Tier One: Film Runner (\$5,000)

- Featured sponsor with logo placement on our website

Tier Two: Production Assistant (\$10,000)

- Featured sponsor with logo placement on our website
- Sponsorship recognition in the film credits

Tier Three: Production Management (\$25,000)

- Featured sponsor with logo placement on our website
- Sponsorship recognition in the film credits
- 10 tickets to local premiers in featured cities

Tier Four: Assistant Producer (\$50,000)

- Featured sponsor with logo placement on our website
- Sponsorship recognition in the film credits
- 10 tickets to local premiers in featured cities
- Advertisement and logo placement in ads prior to the start of the film

Tier Five: Producer (\$100,000)

- Featured sponsor logo placement on our website
- Sponsorship recognition in the film credits
- Inclusion and Equity statement for sponsor included on our website
- 10 tickets to local premiers in featured cities
- Advertisement and logo placement in ads prior to the start of the film
- Included in the sponsorship backdrop for pictures at all film festivals and premiers

Tier Six: Executive Producer (\$200,000)

- Featured sponsor logo placement on our website
- Inclusion and Equity statement for sponsor included on our website
- Sponsorship recognition in the film credits
- 10 tickets to local premiers in featured cities
- Advertisement and logo placement in ads prior to the start of the film
- 1 - 2 minute filmed scene to speak on equity during ads, prior to film
- Included in the sponsorship backdrop for pictures at all film festivals and premiers
- Easter Egg – having your organization in the background of a scene or in B roll
- Bonus Scene at the end of film/2 minutes for organization to speak on equity

Add-ons for each package are available for an additional cost.



	Unit	FY 2021 (Nov 21 - Mar 22)		FY 2022 (Apr 22-Mar 23)		Total	
		Cost/Unit	# Units	Cost/Unit	# Units		
Personnel							
Executive Director	hour	\$ 42	0.0	\$ -	\$ 42	1,040.0	\$ 43,680
FICA		7.65%		\$ -	7.65%		\$ 3,342
Fringe	month	\$ 500	5.0	\$ 2,500	\$ 515	12.0	\$ 6,180
Total				\$ 2,500			\$ 53,202
Consultants							
Accountant	month	\$ 300	5.0	\$ 1,500	\$ 300	12.0	\$ 3,600
Legal	hour	\$ 300	30.0	\$ 9,000	\$ 300	70.0	\$ 21,000
Social Media	hour	\$ 25	240.0	\$ 6,000	\$ 25	1,040.0	\$ 26,000
General Admin Support	hour	\$ 18	240.0	\$ 4,320	\$ 18	1,040.0	\$ 18,720
Total				\$ 20,820			\$ 69,320
Travel							
Air	RT ticket	\$ 500	0.0	\$ -	\$ 500		\$ -
Lodging	night	\$ 130	0.0	\$ -	\$ 130		\$ -
Mileage	mile	\$ 0.56	200.0	\$ 112	\$ 0.56	500.0	\$ 280
Other	month	\$ 50	5.0	\$ 250	\$ 50	12.0	\$ 600
Total				\$ 362			\$ 880
Programs							
Health Inequity Film	LS	\$ 138,445	1.0	\$ 138,445			
(see detail in tab)							
Health Inequity Film					\$ 150,000	1.0	\$ 150,000
Total				\$ 138,445			\$ 150,000
Contracts							
Board Insurance	year	\$ 1,500	1.0	\$ 1,500	\$ 1,500	1.0	\$ 1,500
Total				\$ 1,500			\$ 1,500
			SUBTOTAL	\$ 163,627		SUBTOTAL	\$ 274,902
Contingency		15.0%		\$ 24,544	15.0%		\$ 41,235
GRAND TOTAL				\$ 188,171			\$ 316,137

These costs are based on six (6) shoots, we anticipate 18 to 24 shoots with current treatment. We will be traveling to several states to interview patients, doctors, researchers, and medical professionals. Relationships have been built with our Director of Photography and post production. Costs are based on quotes from these professionals.

Time Line

We anticipate a ten month time line for production and post production. This would start from date of contract with Asa Featherstone, our DP.

