

POWER OF PEARL

THE FARM BENEATH THE SEA

THEATRICAL PREMIERE SPONSORSHIP OPPORTUNITIES

POWER OF PEARL is an adventurous portrait of sustainable pearl farming in the Philippines, Indonesia, and Australia where building interdependent communities, fighting climate change, and halting encroaching industries is crucial for survival. Pearls act as a barometer of ocean health and offer a window into the environment for people who might not otherwise be inclined to explore it.

DIRECTED BY Ahbra Cale Perry & R.T. Higgins
PRODUCED BY Dani Faith Leonard, Alex Cirillo & Kalyanee Mam
NARRATED BY Ashlan Cousteau
RUN TIME: 80 Minutes



GrandScape Pictures
and Big Vision Creative present

POWER OF PEARL

The Farm Beneath The Sea

WINNER
2013 AMERICAN
DOCUMENTARY FILM FUND

GRANDSCAPE PICTURES PRESENTS
A FILM BY AHBRA PERRY AND R.T. HIGGINS "POWER OF PEARL" MUSIC BY JUSTIN SHERBURN NARRATED BY ASHLYN COUSTEAU
EXECUTIVE PRODUCERS PETER BAZAR JEREMY SHEPHERD JORGE ADELER AND GRANDSCAPE PICTURES PRODUCED BY KALYANEE MAM ALEX CIRILLO DANI LEONARD
DIRECTED BY AHBRA PERRY AND R.T. HIGGINS

THIS FILM IS
NOT YET RATED

SKYWALKER
SOUND
GrandScape Pictures
WWW.POWEROFPEARLMOVIE.COM

NARRATIVE, THEMES & AUDIENCE

As consumers, citizens, and business owners, we have a decision to make - we can choose whether or not our companies and the companies we support enrich the lives of the people around them and benefit the environment. Sustainability can be a valuable business tool and the products created, like South Sea Pearls, represent meaningful stories that weave community, nature, and long-term profit.

Themes: Conscious Consumerism // Conservation & Sustainability // Community

Audience Profile: jewelry/pearl lovers, environmentalists, business owners, fans of adventure travel, science and nature documentaries





PREMIERE GOALS

- Assemble influencers around POWER OF PEARL that will play a role in the release including celebrity activists, partners like the UN, environmental organizations, jewelers, and pearl lovers
- Acquire press that sets up POP as an influential film that is deserving of an impactful release
- Invite distributors to see POP in an impressive setting to negotiate any rights that have not yet been sold
- Set up a screening model that can be used for the release of the film, from pop-up events to bookings

THE PREMIERE JANUARY 16TH, 2019 SVA THEATRE, NYC

THE RECEPTION

Guests will arrive to the premiere screening of the film to find a red carpet reception for VIPs, influencers, documentary film buyers, and organizations. We'll feature our partner organizations, filmmakers, and have time for speakers, while guests mingle over passed food and beverages.

We'll invite press to be in attendance for the reception, where they can photograph and interview our team, activists, and celebrity guests.

The reception will feature photography from the film, as well as a special interactive activation that will allow us to feature pearl vendors and create special images that guests can share.

CONTINUED...





ABOUT THE ACTIVATION: Leading up to the premiere, we'll partner with several pearl companies and designers to create one-of-a-kind pieces using the types of pearls that are featured in the film. Guests will have an opportunity to try on the pieces and pose for stunning pictures in a photo booth that they will be enticed to share, along with information about the film and about pearls, in general. When our guests post these images and share our information, the film benefits and so do pearl companies.

WHO WE'LL INVITE: Film distributors, television networks, screening platforms, press, influencers, politicians, partner organizations, the film's supporters, jewelry companies, film critics, and friends.

THE SCREENING

Following the red carpet reception, POWER OF PEARL will receive its World Premiere screening in NYC! The SVA Theatre is a state of the art venue in New York's Chelsea neighborhood.

Before leaving, guests will receive information about how to support and be involved with the release of the film in the future.



PREMIERE BUDGET

The budget for the premiere reception and screening is \$35,805, which includes staffing, activations, publicity, and venue fees. This number is subject to change based on special requests of our sponsors.

PREMIERE SPONSORSHIP OPPORTUNITIES

We'd love to have your company or organization at our NYC premiere on January 16, 2018!

"Thanks" — \$2,500

- Small Logo on the screen in the theater before the screening begins
- Featured on a logo loop on the screens at the red carpet reception
- Two tickets to the premiere with reserved seating
- You will be thanked by the producers before the screening begins

"Special Thanks" — \$5,000

- A blog post on the POP website linking to your company
- Medium logo on the screen in the theater before the screening begins
- Featured on a logo loop on the screens at the red carpet reception
- Four tickets to the premiere with reserved seating
- You will be listed in our press release
- You will be thanked by the producers before the screening begins

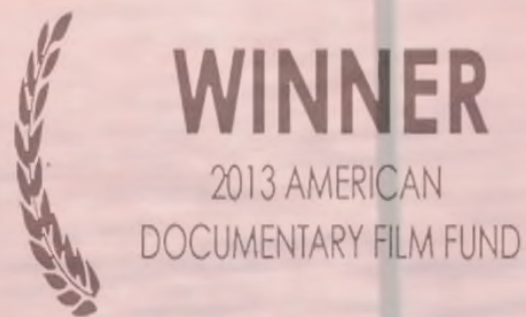
"Very Special Thanks" — \$10,000

- A blog post on the POP website linking to your company
- Large logo on the screen in the theater before the screening begins
- Featured on a logo loop on the screens at the red carpet reception
- Eight tickets to the premiere with reserved seating
- You will be listed in our press release
- You will be thanked by the producers before the screening begins
- Your logo will be featured on our Step and Repeat banner behind press photos
- Your company will receive first right of refusal to participate in our premiere photo activation, explained on page 6
- Your company will be featured and linked to in our paid facebook advertisements that will run after the event.

"Brought to You By" — \$15,000 (limited to two companies)

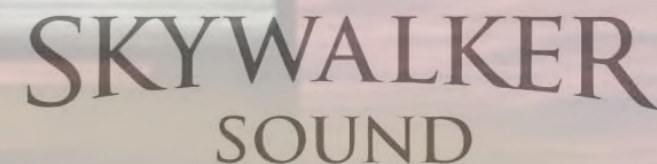
- A blog post on the POP website linking to your company
- Banner with logo on the screen in the theater before the screening begins
- Listed at the top of all of our printed materials and press materials
- Featured on a logo loop on the screens at the red carpet reception
- Twelve tickets to the premiere with reserved seating
- You will be listed in our press release as the main sponsor of the event (the event is "presented by")
- You will be thanked by the producers before the screening begins
- Your logo will be featured on our Step and Repeat banner behind press photos
- Your company will receive first right of refusal to participate in our premiere photo activation, explained on page 6
- Your company will be featured and linked to in our paid facebook advertisements that will run after the event.

PAST SUPPORTERS & SPONSORS:



*"Visually stunning, looks to be a surprisingly emotional
and a highly intriguing journey."*

*-Matt Donnelly, LA Times
Los Angeles Times*



A LUCASFILM COMPANY

FUTURE SCREENINGS

Our team has strong relationships with film distributors and we'd like to sell the TV broadcast rights in the US and abroad, in addition to the digital and streaming rights worldwide. Most importantly, we want to bring this film to the people who would appreciate it the most through pop-up screenings hosted by organizations like yours!

HOSTED SCREENINGS

- Hosting organization will be able to screen the film.
- Our filmmakers will travel to your screening and deliver a speech/presentation geared towards your audience.
- Our jewelry and photo activation that will be featured at the premiere will travel! Leading up to your event, you can also partner with companies and designers that you want to work with to create your own one-of-a-kind pieces to be featured as well.

BASE PACKAGE

- Screening fee starts at \$2500.
- Speaker fees start at \$3,000 depending on the number of team members present.
- Host will need to cover the travel expenses of the team and the shipping costs of activations.

Packages will be available that include copies of the film and additional materials for your organization to sell.



ABOUT THE DIRECTORS

Ahbra Cale Perry and R.T. Higgins found themselves in Palawan, Philippines in 2011 and embarked on a seven-year journey to make POWER OF PEARL. Ahbra's first film, 18 MINUTES, premiered in Cannes in 2006, while Robert is an award-winning director and editor. POWER OF PEARL was supported by Big Vision Empty Wallet, AmDocs film fund, and narrated and supported by Ashlan and Philippe Cousteau.

ABOUT PRODUCERS DANI FAITH LEONARD, ALEX CIRILLO & BIG VISION CREATIVE

In 2010, Dani Faith Leonard & Alex Cirillo co-founded BIG VISION EMPTY WALLET, an inclusion-focused incubator that develops and amplifies unique voices in film and TV, as well as BIG VISION CREATIVE, a NY-based, but palm-tree-loving production company. Recent projects include feature film THE LIGHT OF THE MOON, SXSW 2017 Audience Award Winner released in theaters last Fall, and feature film LEZ BOMB, executive produced with Bobby Farrelly and recent Grand Jury Prize Winner at the 2018 Bentonville Film Festival. After POWER OF PEARL participated in Big Vision's Incubator program and Dani & Alex joined the POWER OF PEARL team in 2016 to shape the story, guide the team through post production, and lend their expertise in marketing and distribution.

Cirillo got her start at Washington Square Arts & Films where she produced TV pilots, commercials and digital content. She produced A.M. Lukas' ONE CAMBODIAN FAMILY PLEASE FOR MY PLEASURE starring Emily Mortimer which, following its premiere at the Palm Springs International Short Film Festival, was released on TNT and Refinery29 in September 2018 as a part of their Shatterbox Anthology, with creative support from the Sundance Institute's Women at Sundance Program. Dani is also a comedian and writer and has a background in theatre. Her comedy work has been featured in Esquire, Nylon, Refinery 29, Entertainment Weekly, and more.

In addition to film and TV, the Big Vision founders have produced over 300 interactive events and live productions from premieres to innovative talks to award shows. They have lead conversations about audience building, distribution, and creative collaboration at the Sundance Film Festival, Savannah Film Festival, aTVfest, SeriesFest, and the Downtown Las Vegas Project. They will be producing the live events around the theatrical tour of POWER OF PEARL.



We hope to partner with you to
bring our film to audiences.
- The POWER OF PEARL Team

