Corporate Sponsorship Package

Contact: Mark Collings 403-598-3301 mark@hwy2.tv
Sponsorship proposal for the independently produced documentary *One Billion Barrels*

**The Story**

In 1953, Drayton Valley had only a few commercial businesses and a handful of dwellings. The growth prospects for the area were minimal. Some agricultural activity, some logging. Not inspiring.

Almost overnight, the rumble of seismic testing was heard through the region. Dozens of geological seismic teams descended on sleepy Drayton Valley. The people in the area wondered what was going on? Could oil be found here as it had further east in Leduc? Highly unlikely, said those in the business. Different rock formation that did not hold oil. But that all changed when **Arne Nelson** convinced his boss at Socony-Vacuum (Standard Oil) that the geology in the region told a different story.

One Billion Barrels tells the story of the Pembina oil strike and the massive changes to oil exploration and the people of region. Using rare, never seen footage, shot by Reading & Bates employee Robert Walin, we will see first-hand the development of oil wells, pipelines and communities.

The Pembina discovery was a completely new idea and brought a completely different level of activity into play. It had a major impact on the oil and gas industry in Western Canada. It remains one of the most productive oil fields in the world.

**Promo video:** [https://youtu.be/F5ckd69SZ2s](https://youtu.be/F5ckd69SZ2s)

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**Our Fundraising Goal:** $30,000

**Anticipated Release Date:** Fall 2019

*ONE BILLION BARRELS* represents a unique and valuable opportunity to sponsors.

Documentary films have an average “shelf-life” of ten years. Today, with distribution spread over an increasing wide range of outlets, documentaries offer strong content that is in demand and carries over into the most popular outlets.

But the largest growth of the Internet is coming over the next twenty years and will see more diversification and new services. Video content will continue to play a major role.

For a sponsor to attach their brand to strong content like the documentary *ONE BILLION BARRELS* is a very good investment. For the cost of a small media buy that will play in a local market over a period of weeks, advertiser's can promote their brand for a decade to a world audience.

There are several levels of sponsorship available:

### Primary Sponsor - $5,000

- Opening title credit (with logo)
- Closing Credits (with Logo)
- Logo on website
- 10 DVD copies of film with company ID
- 2-minute corporate video on the film showcasing the sponsor support
- Electronic press kit for company to announce their sponsorship support

### Secondary Sponsor - $2,000

- Closing Credits (with Logo)
- Logo on website
- 5 DVD copies of film
- Electronic press kit for company to announce their sponsorship support

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**Supporting Sponsor - $1000**

- Thank-you in closing credit (without logo)
- Logo on website
- 5 DVD copies of film
- Electronic press kit for company to announce their sponsorship

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A partnership with **ONE BILLION BARRELS** is especially appropriate for brands that are associated with oil and gas exploration, petroleum industry products and services, public education, social responsibility or connects with demographics that are interested in Alberta resource industry issues. This is also a great partnership for those who want to align with a message of personal determination, making a difference, and the importance of pursuing goals that benefit the community.

*Customizable sponsorship packages consist of inclusion on the* **ONE BILLION BARRELS** *website* [www.pembinooilfield.com](http://www.pembinooilfield.com), *online and social media exposure, experiential marketing (onsite presence such as signage, marketing materials, event access and product sampling opportunities at ONE BILLION BARRELS screenings, events or select film festivals), inclusion in press releases, marketing materials, mailings, promotions and prize packages, private screenings, inclusion in advertising, and more.*

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