

*Bhutan: A Kingdom of Happiness*

<http://www.Bhutanakingdomofhappiness.com>

***SPONSORSHIP OPPORTUNITIES***

Sponsorship Opportunities are available through Enlightened Media LLC in conjunction with The Bhutan Foundation and through Stone Soup Productions.

Select one of the following Sponsorship Packages below for a variety of branding, credit and screening benefits.

To become a sponsor, you may use your credit card through our secure PayPal account through Stone Soup Productions OR mail your check payable to The Bhutan Foundation with *Bhutan: A Kingdom of Happiness* written in the memo portion of your check to:

*The Bhutan Foundation  
2100 Pennsylvania Avenue, NW  
Suite 525  
Washington, DC 20037  
www.bhutanfound.org*

As a sponsor of *Bhutan: A Kingdom of Happiness*, you will receive on-screen acknowledgement and much more.

When you send your check to The Bhutan Foundation, fifteen percent of your sponsorship will be donated to The Bhutan Foundation to support Bhutan's Center for Media and Democracy and its work with promoting quality media, media literacy and building a culture of democracy.

## BHUTAN: A KINGDOM OF HAPPINESS

### Option I: *Exclusive Corporate Underwriting* \$200,000 to \$350,000

**This is an exclusive sponsorship with maximum branding, credit and screening opportunities.**

- Exclusive Corporate only Licensing Rights to Screen and use the *Bhutan: A Kingdom of Happiness* Program in Perpetuity
- Exclusive On-screen Credit during Television Broadcast of *Bhutan: A Kingdom of Happiness*
- Exclusive Corporate Credit and Recognition on all *Bhutan: A Kingdom of Happiness* Promotional and On-air Spot Campaigns.
- Exclusive Credit as the Corporate Sponsor of *Bhutan: A Kingdom of Happiness* on all Media References and Releases Domestically and Internationally
- Exclusive Credit as the Sole Sponsor of *Bhutan: A Kingdom of Happiness* at all Public Screenings and Events Sponsored by the Participating Broadcast Network
- Exclusive Credit On-screen for Introduction Slate to *Bhutan: A Kingdom of Happiness* at all Outreach Events
- Exclusive Corporate Credits (Name, Logo & Message) Provided on *Bhutan: A Kingdom of Happiness* Home/Institutional Video Versions
- Exclusive Corporate Credits (Name, Logo & Message) provided on *Bhutan: A Kingdom of Happiness* Retail/Home/Institutional versions in DVD
- Exclusive Corporate Credits (Name, Logo & Message) on *Bhutan: A Kingdom of Happiness* Viewer Guides
- Banner Identification, Including Logo, on *Bhutan: A Kingdom of Happiness* Web site
- Hot Links from the *Bhutan: A Kingdom of Happiness* Web site directly to Underwriter's Corporate Web site
- Exclusive Credit Acknowledgements on All Printed Materials for *Bhutan: A Kingdom of Happiness* Community and Educational Programs coordinated with the Project's Partnering National and Community Organizations
- Exclusive Corporate Credit on Materials Generated for *Bhutan: A Kingdom of Happiness* Interdisciplinary Curriculum Units for Education
- Exclusive Corporate Credits (name & logo) on Musical CD of *Bhutan: A Kingdom of Happiness* Original Soundtrack Released for Special Circulation
- Exclusive Corporate Use of the *Bhutan: A Kingdom of Happiness* Logo and Image for Corporate National and International Promotion and Advertising
- Exclusive Corporate Affiliation with National and Community Alliances Associated with *Bhutan: A Kingdom of Happiness*

- Exclusive Corporate Name & Logo on ***Bhutan: A Kingdom of Happiness*** Posters, Brochures & Other Special Materials
- Exclusive Corporate *Tie-In* Opportunities to Host ***Bhutan: A Kingdom of Happiness*** Private Screenings
- Exclusive Corporate Tie-In Opportunities for Participation in Community Motivational Speaking Tours with ***Bhutan: A Kingdom of Happiness***
- Private invitation-only performance and ***Bhutan: A Kingdom of Happiness*** film premiere presented exclusively for the Corporate sponsor and their special guests. The filmmakers will host the Corporate sponsors and their guests for a VIP reception.

## ***BHUTAN: A KINGDOM OF HAPPINESS***

### **Option II: *Partnership Underwriting* \$76,000 to \$190,000**

**This is a collaborative sponsorship with multiple branding, credit and screening opportunities.**

- Partnership Licensing Rights to Screen and use the ***Bhutan: A Kingdom of Happiness*** Program in Perpetuity
- Partnership On-screen Credit during Television Broadcast of ***Bhutan: A Kingdom of Happiness***
- Partnership Credit and Recognition on all ***Bhutan: A Kingdom of Happiness*** Promotional and On-air Spot Campaigns.
- Partnership Credit as a Sponsor of ***Bhutan: A Kingdom of Happiness*** on all Media References and Releases Domestically and Internationally
- Partnership Credit of ***Bhutan: A Kingdom of Happiness*** at all Public Screenings and Events Sponsored by GSK or the Participating Broadcast Network
- Partnership Credit On-screen for Introduction Slate to ***Bhutan: A Kingdom of Happiness*** at all Outreach Events
- Partnership Credit (Name, Logo & Message) Provided on ***Bhutan: A Kingdom of Happiness*** Home/Institutional Video Versions
- Partnership Credit (Name, Logo & Message) provided on ***Bhutan: A Kingdom of Happiness*** Retail/Home/Institutional versions in DVD
- Partnership Credit (Name, Logo & Message) on ***Bhutan: A Kingdom of Happiness*** Viewer Guides
- Banner Identification, Including Logo, on ***Bhutan: A Kingdom of Happiness*** Web site
- Hot Links from the ***Bhutan: A Kingdom of Happiness*** Web site Directly to Underwriter's Corporate Web site
- Partnership Corporate Credit on Materials Generated for ***Bhutan: A Kingdom of Happiness*** Interdisciplinary Curriculum Units for Education
- Partnership Credit (name & logo) on Musical CD of ***Bhutan: A Kingdom of Happiness***. Original Soundtrack Released for Special Circulation by GSK
- Partnership Credit on All Printed Materials for ***Bhutan: A Kingdom of Happiness*** coordinated with the Project's Partnering National and Community Organizations
- Partnership Credit Use of the ***Bhutan: A Kingdom of Happiness*** Logo and Image for Corporate National and International Promotion and Advertising
- Partnership Corporate Credit with National and Community Alliances Associated with ***Bhutan: A Kingdom of Happiness***
- Partnership Corporate Credit Name & Logo on ***Bhutan: A Kingdom of Happiness*** Posters, Brochures & Other Special Materials

- Partnership Corporate Credit on *Tie-In* Opportunities to Host ***Bhutan: A Kingdom of Happiness*** Private Screenings
- Partnership Credit Tie-In Opportunities for Participation in Community Motivational Speaking Tours with the ***Bhutan: A Kingdom of Happiness***
- Private invitation-only performance and ***Bhutan: A Kingdom of Happiness*** film premiere. VIP opening reception (special allotment of complimentary tickets for clients and guests)

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### **Option III Contributing Underwriting \$75,000**

**This sponsorship offers significant credit and branding opportunities beyond the Associate level.**

- On-screen Contributing Credit in End Credit Roll
- Limited Licensing Use of *Bhutan: A Kingdom of Happiness* Documentary Subject to Other Participating Funders
- Contributing Credit (Name, Logo & Message) Provided on *Bhutan: A Kingdom of Happiness* Home/Institutional Video Versions
- Contributing Credit (Name, Logo & Message) Provided on *Bhutan: A Kingdom of Happiness* Retail/Home/Institutional DVD Versions
- Contributing Credit (Name, Logo & Message) on *Bhutan: A Kingdom of Happiness* Viewer Guides
- Banner Identification, Including Logo, on *Bhutan: A Kingdom of Happiness* Web site
- Contributing Credit Acknowledgements on All Printed Materials for *Bhutan: A Kingdom of Happiness*
- Contributing Credit on Materials Generated for *Bhutan: A Kingdom of Happiness* Interdisciplinary Curriculum Unit
- Contributing Affiliation with National and Community Alliances Associated with *Bhutan: A Kingdom of Happiness*
- Contributing Recognition of Corporate Name & Logo on *Bhutan: A Kingdom of Happiness* Posters, Brochures & Other Special Materials
- Contributing Recognition and Use of *Bhutan: A Kingdom of Happiness* Name & Logo for Promotion and Advertising
- Corporate *Tie-In* Opportunities to Host *Bhutan: A Kingdom of Happiness* private screenings on
- VIP invitation to *Bhutan: A Kingdom of Happiness* film premiere and opening reception
- Referral program or matching grant program for those sponsors who find matching contributions. Referrals would engender additional sponsorship opportunities and benefits.

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### **Option IV: *Associate Underwriting* \$35,000 - \$70,000**

**This sponsorship offers significant credit and branding opportunities.**

- On-screen Contributing Credit in End Credit Roll
- Limited Licensing Use of *Bhutan: A Kingdom of Happiness* Documentary Subject to Other Participating Funders
- Credit Provided on *Bhutan: A Kingdom of Happiness* Home/Institutional Video Versions
- Credit Provided on *Bhutan: A Kingdom of Happiness* Retail/Home/Institutional DVD Versions
- Credit on *Bhutan: A Kingdom of Happiness* Viewer Guides
- Banner Identification, Including Logo, on *Bhutan: A Kingdom of Happiness* Web site
- Associate Credit Acknowledgements on All Printed Materials for *Bhutan: A Kingdom of Happiness*
- VIP invitation to *Bhutan: A Kingdom of Happiness* film premiere and opening reception
- Referral program or matching grant program for those sponsors who find matching contributions. Referrals would engender additional sponsorship opportunities and benefits.

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### **Option V: *Club Member* \$5,000 - \$30,000**

**This sponsorship offers a range of credit and branding opportunities.**

- On-screen Club Member Credit in End Credit Roll
- Limited Licensing Use of *Bhutan: A Kingdom of Happiness* Documentary Subject to Other Participating Funders
- Credit Provided on *Bhutan: A Kingdom of Happiness* Home/Institutional Video Versions
- Credit Provided on *Bhutan: A Kingdom of Happiness* Retail/Home/Institutional DVD Versions
- Credit on *Bhutan: A Kingdom of Happiness* Viewer Guides
- Banner Identification, Including Logo, on *Bhutan: A Kingdom of Happiness* Web site
- Club Member Credit Acknowledgements on All Printed Materials for *Bhutan: A Kingdom of Happiness*
- VIP invitation to *Bhutan: A Kingdom of Happiness* film premiere and opening reception
- Referral program or matching grant program for those sponsors who find matching contributions. Referrals would engender additional sponsorship opportunities and benefits.

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**Option VI: *Friend* \$1,000 - \$5,000**

**This sponsorship offers specific credit and branding opportunities.**

- On-screen Contributing Credit in End Credit Roll
- VIP invitation to *Bhutan: A Kingdom of Happiness* film premiere and opening reception
- Referral program or matching grant program for those sponsors who find matching contributions. Referrals would engender additional sponsorship opportunities and benefits.