



X



SCENE XV

CATAPULT FILM FUND:  
CELEBRATING 15 YEARS OF  
IDENTITY



# TABLE OF CONTENTS

Agency Brief	3
Executive Summary	4
Situational Analysis + SWOT	5-7

## 01

### PHASE ONE: RESEARCH

Research: Primary + Secondary	8-11
Key Publics	11

### PHASE TWO: PLANNING

Challenges + Opportunities	12-13
Key Messages	14

## 02

## 03

### PHASE THREE: IMPLEMENTATION

Campaign Overview + Theme	15
Goals, Objectives, Strategies+ Tactics	16
Media Relations	17
Proposed budgets + timelines:	
Social Media campaign	18-23
Partnership campaign	24-27
Brand ambassador campaign	28-32

### PHASE FOUR: EVALUATION

Evaluation Plan	33-36
Appendix	37-50

## 04

# AGENCY BRIEF

“Where creativity meets strategy, and visions come to life.”

At Masterpiece public relations (PR), our mission is clear—to guide our clients to achieve their goals and transform them into new possibilities. Our team operates on the belief that our agency was not created to just be a service provider; we are equipped with a diverse range of expertise in productivity, innovation, and client consultation. As a team, we are dedicated to enhancing the futures of our clients. We take pride in approaching every project as a unique opportunity to create a **masterpiece**.

## Our Team

### ★ **Taiesa Smith: Media Director**

Taiesa Smith is a visionary known for approaching work with exceptional commitment. She consistently pushes boundaries and thrives on translating complex ideas into surprising results that others may find hard to envision. Smith finds satisfaction in collaboration and playing a pivotal role in elevating individuals and brands to their highest potential! She defines her success by her ability to generate imaginative solutions that bring smiles to people's faces, that being the ultimate driving force behind her dedication to the PR industry.

### ★ **Natalia Angeles: Creative Director**

Natalia Angeles approaches tasks through a creative lens. Angeles finds joy in creating and using her multimedia skills to transform a client's vision. She only has two rules when it comes to creating; have excitement and fun! As Angeles continues her route in PR/creative directing, she hopes to inspire others.

### ★ **Mayenci Gomez: Project Manager**

Mayenci Gomez demonstrates herself as an efficient and driven individual. Her clear decision making makes it easy for to switch between leadership roles and being a team player to reach the best outcome for her clients. Gomez enjoys learning from others while inputting her personal touches to achieve an innovative and original experience. She believes to reach an end goal is to develop a starting plan, throw yourself into the fire and continuously revise for perfection— an effective combination for a PR specialist to have.

### ★ **Alize Ortega: Research Analyst**

Alize Ortega is a multifaceted PR specialist. Her skills in research, social media, strategic communication, and networking can bring any idea to life. Having a few years experience in newspaper and magazine she plans to connect with Dig Magazine, and later gain an internship within the radio industry during her academic career. Through her unique approach, effective communication, and resourcefulness she strives to create opportunities that will positively impact the world.

# Executive Summary

Masterpiece PR presents **“Scene XV: Celebrating 15 Years of Identity,”** an innovative campaign tailored specifically for Catapult Film Fund. Drawing from a comprehensive understanding of Catapult’s past endeavors, current positioning, and future aspirations, the heart of this initiative is the dedication to elevate Catapult Film Fund as a singular force. The campaign sets to reshape perceptions, solidifying Catapult’s position as a key player in supporting filmmakers and setting them apart from any other comparables in the industry.

The core of our strategy is the recognition that Catapult Film Fund seeks more than mere visibility; it aspires to showcase a distinct identity for the organization. With industry insights and creative intuition, **“Scene XV: Celebrating 15 Years of Identity”** aims to amplify Catapult’s reputation, making them incomparable to other nonprofits. Our approach involves not just highlighting Catapult’s achievements over the past 15 years, but establishing a narrative that resonates with the industry, developing an unmistakable imprint to set Catapult apart.

In alignment with Catapult’s goals, we strive to deepen community bonds. Beyond traditional engagement, our goal is to foster a network among film enthusiasts, contributors, grant recipients, and any other organization that aspires to uplift the arts and culture of our communities. Community-strengthening is a valuable aspect of this campaign because it aids in elevating Catapult beyond a funding entity. Recognizing the importance of a strong supporter network makes for simpler processes in transparent communication and setting clear criteria that broadens Catapult’s reach beyond traditional audiences and publics of the film industry.

As a testament to our commitment, Masterpiece PR envisions **“Scene XV: Celebrating 15 Years of Identity”** not merely as a campaign but as a transformative journey, aligning seamlessly with Catapult Film Fund’s aspirations. Through strategic storytelling, established community, and new expansion, we hope to achieve measurable success in positioning Catapult in the non-fiction film realm.



SCENE XV

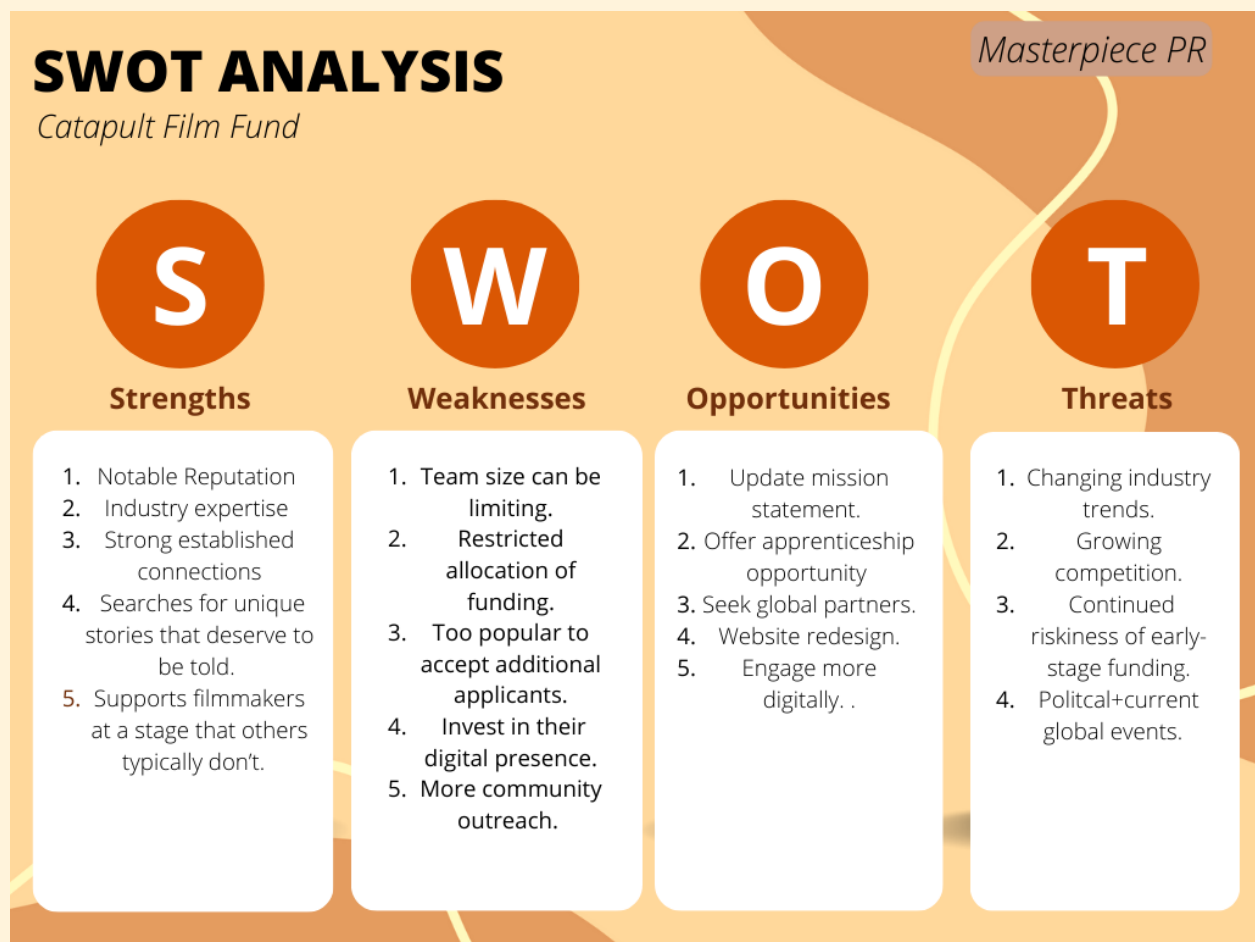
CATAPULT FILM FUND:  
CELEBRATING 15 YEARS OF  
IDENTITY



# Situational Analysis + SWOT

Catapult Film Fund, a non-profit organization, dedicates itself to providing funding and mentorship to non-fiction filmmakers in the crucial early stages of development. As they approach a 15-year milestone, Catapult aims to draw inspiration from past projects, to help shape the foundation for the future. Guided by a vision of a world where filmmakers receive early support to create compelling, artful, and cinematic non-fiction films, Catapult is committed to understanding its audience and refining its perception.

Acknowledging the evolving industry, they seek to stand out among competitors, contemplating avenues such as a digital brand refresh, website redesign, or an anniversary event. The core objectives of Catapult are to effectively tell their story to better fulfill their mission. Masterpiece PR, having conducted a thorough assessment, offers an in-depth analysis, presenting insights and potential opportunities to address inquiries and implement tools vital for sustained success.



## STRENGTHS

- ★ Established a notable reputation over the decade and a half they've been around.
- ★ Offer industry expertise and mentorships globally. They aren't limited to just the United States
- ★ Catapult also offers strong, established connections within the film industry [film festivals/award ceremonies and retreats].
- ★ Their dedication to searching for voices that have experienced genuine and unique stories that deserve to be told. Which has created lasting relationships, and alumni that are proud of collaborating with Catapult.
- ★ One of the few organizations that supports filmmakers during the risky beginning stages of film production. And are highly successful.

## WEAKNESSES

- ★ Their team size might be a bit limiting. They are mighty, but seven people can only take on so much workload. Be careful about spreading your team too thin.
- ★ They have allocated a significant amount of funding for grants over the years, but it might be a bit restricted due to the fact that they only accept applicants for non-fiction films. Could possibly look at expanding the genre of films they help produce.
- ★ The current recognition and popularity Catapult has doesn't allow for them to accept additional applicants. As a result, they should look towards seeking additional support and ways to gain more funding opportunities.
- ★ Their digital presence could use some investment. Updating the site's color scheme, pictures, and overall layout can go a long way. It creates more engagement when the site looks uniform, and allows user accessibility to connect or stay informed about Catapult.
- ★ Their community outreach could be stronger. A lot of their news stories are related toward their awards and alumni/partnerships, but what about those who don't participate but still want to be informed of Catapult. Could create a stronger connection towards awareness for non-participants.

## OPPORTUNITIES

- ★ Update or create a new mission statement. The current one has worked beautifully, but an update can refresh the whole essence of the organization and invite more engagement than what was occurring previously.
- ★ Offer an apprenticeship for graduates or people who want to learn more about being a part of the organization beyond filmmaking. Since there is not much room to accept applicants, allow people to become involved in a different way. It still allows engagement, and keeps on brand with creating lasting connections.

- ★ Seek global partnerships to expand aid in funding and other potential collaborations. Since Catapult takes applicants across the world, it makes sense to use that same mentality towards funding.
- ★ A website redesign with a possible introduction to a blog portion.
- ★ Engage more digitally using social media platforms. Facebook holds the organization's most followers, but Instagram and Twitter have potential reach as well.

## THREATS

- ★ Changing industry trends. Understanding what will help attract more attention and engagement both in the physical and digital world.
- ★ Growing competition who might have more readily available funding to handle more projects.
- ★ The continued riskiness of taking on projects at the infant stage of development. Staying prepared for all possible issues, delays, and obstacles is crucial.
- ★ Political/current global events. It's good to know the state of the world, and utilize that to figure out what story is most important to put out. Also, how it will affect your global reach.

## Competitors

- ★ **ITVS [Independent Television Service]:** Created in 1988, they fund a variety of documentary projects that expand the diversity and innovation for public television in the United States. ITVS is located in San Francisco, California.
- ★ **Chicken & Egg Pictures:** Originated in 2005. They support women and non-binary filmmakers with grants and mentorship to produce non-fiction films. Located in San Francisco, California and New York City, New York.
- ★ **Sundance Institute Documentary Fund:** Established in 2002, this organization provides grants to projects that focus on contemporary social issues. Located in Park City, Utah, Los Angeles, California and New York City, New York.
- ★ **IDA Enterprise Documentary Fund:** Founded in 2017, the International Documentary Association [IDA] funds feature-length films that take on a journalistic approach. Located in Los Angeles, California.
- ★ **Ford Foundation [JustFilms]:** The Ford Foundation was originally founded in 1936, and in 2011 they launched JustFilms. This branch of the original foundation was created to support documentaries that address the root cause of social injustices. Located in New York, New York.

# PHASE 1: RESEARCH

## Primary Research

Masterpiece PR did not conduct primary research for Catapult Film Fund since our goal for this organization is to leverage Catapult Film Fund's position in the industry and leverage resources for filmmaking. Catapult Film Fund did not need to figure out quantitative or qualitative data since this organization knows which audiences to focus on. Our agency believes using information already available about Catapult Film Fund would suffice and give us a timeline to work with. Our secondary research was extensive enough to notice strengths and weaknesses through online research.

## Secondary Research

### *Social Media Monitoring Research and Key Findings*

#### ★ Types of post that get the most engagement

- ★ They are most active on Facebook and Instagram
  - ★ Their most liked/high engagement posts are those that mention what film has won an award.
  - ★ The hashtag #catapultfilmfund has been used in 100+ posts
  - ★ They can definitely benefit from a content calendar in order to give the public a well rounded knowledge of updates and who they are
  - ★ With such a big following on Facebook, they can definitely use that to their advantage to grab multiple audiences
  - ★ They can benefit from a Facebook group channel so filmmakers or those who support Catapult have a chance to network
  - ★ X (Twitter) could be as effective as Instagram and Facebook
  - ★ Utilize the Reel tool as it can be used to post short clips that have been created throughout the years
    - Montage of the films
  - ★ For Facebook instead of posting images/videos, some graphics can be used such as a bar graph showcasing the amount of films they have produced over the years
  - ★ Be more active on Instagram/Facebook stories, engage with the public through polls, Q&A, or a day in the life of a filmmaker
  - ★ Instagram ads that promote any events set for the public, or if a film is being featured in another film festival promote that as well
- ★ Sources:
- ★ <https://www.wholewhale.com/tips/instagram-for-nonprofits/>
  - ★ <https://www.instagram.com/catapultfilmfund/>
  - ★ <https://www.facebook.com/catapultfilmfund/>
  - ★ <https://www.thesocialmediaartist.com/10-easy-ways-to-promote-your-film-on-instagram/>

## *News Monitoring Research and Key Findings*

### ★ **The Media's Perception of Catapult Film Fund**

- When news outlets mentioned Catapult Film Fund, they were positioned as a non-profit film funding organization.
- This organization's grants such as the pre-Catapult grant and application process were mentioned in multiple articles.
- Articles understood that this organization is composed of shortened documentaries which consist of nonfiction storytelling.
- Nominated documentaries under Catapult Film Fund were mentioned in articles.

### ★ **Positive Tone and Understanding the Mission**

- Media outlets understood Catapult Film Fund's mission of supporting small filmmakers and early filmmaking which was highlighted in the beginning of articles.
- A huge support for the documentary style filmmaking Catapult Film Fund introduces was met with words like "powerful" and "moving storytelling."
  - This is a great way to set them apart from other film organizations by positioning them as discovering small filmmakers and early film development.

### ★ **Lack of Catapult's Owned Media Included**

- When discussing Catapult Film Fund's efforts in filmmaking, many articles did not have photos or videos of films they've created.
- Visual media such as stills, photos or small snippets of documentaries were not included which is important if this organization wants more exposure from general audiences who have no knowledge of Catapult Film Fund.

### ★ **Lack of Personalization**

- Although the news media was aware of Catapult Film Fund's mission and grant opportunities, that is where it stopped.
- News outlets weren't able to pick out specific films or filmmakers under Catapult Film Fund unless it was an article mixed in with other film companies.
- No journalist wrote about a particular film, its bigger impact or a filmmaker's direction in the creative process.

### ★ **Sources:**

- ★ <https://deadline.com/2023/03/catapult-film-fund-2023-research-grant-filmmakers-and-advisors-announcement-1235284985/>
- ★ <https://www.icirnigeria.org/catapult-development-fund-offers-grant-for-documentaries/>
- ★ <https://mediainpactfunders.org/member-spotlight-catapult-film-fund/>
- ★ <https://realscreen.com/2013/04/23/tribeca-13-catapult-film-fund-names-six-grantees/>
- ★ <https://realscreen.com/2022/10/31/catapult-film-fund-appoints-megan-gelstein-theresa-navarro-as-co-directors/>

- ★ <https://www.broadwayworld.com/india/article/Sundance-Winner-Documentary-AGAINST-THE-TIDE-Wins-The-Top-Awards-At-Two-Prestigious-Film-Festivals-On-The-Same-Day-20231104>

## *Client's Owned Media Research and Key Findings*

- ★ The website is due for an update. The current layout and media selection appears outdated. A refined look could enhance the appeal, encouraging visitors to click through and look around. Consider, for instance, updating the font size and type to create a more fluid and visually appealing experience for users.
- ★ Enhancing consistency in posting both on social media platforms and via online websites would significantly contribute to increased relevance and engagement. Consistent newsletters and updates have the potential to foster connections with audiences.
- ★ While they currently have a commendable news section on their website, the absence of a dedicated blog presents a gap in their owned media portfolio. Introducing a blog can serve as a powerful outreach tool. Tapping into the popularity of this platform and providing a fresh avenue for engagement with targeted audiences searching to stay connected with Catapult.
- ★ Vimeo offers an excellent opportunity for continued video sharing. Given that Catapult has an existing presence on the platform with a few clips, they can also cross link those through Instagram or Facebook as well to boost awareness. Additionally, they can feature select examples at the bottom of their website when potentially revamping the design. It would not only refresh the site, but also provide visitors with engaging visual content.
- ★ Consider text sizing and spacing on the web page. Incorporating visuals strategically in between to enhance user experience. This thoughtful approach aims to help users digest information easier.
- ★ Updating the categories and archives section within the website's news segment is important. It will prevent user confusion and ensure seamless browsing. It's equally important to meticulously check and maintain all links to guarantee functionality. Contributing not only to user satisfaction, but to the professional image of Catapult.
- ★ Continue to address the programs they offer, and the individuals they've supported. Expanding on how potential partners can engage with Catapult. Providing detailed information on all opportunities to collaborate, fund grants, and partner with Catapult. This ensures accessibility.
- ★ Catapult has a solid foundation for its website. Refining the finer details and elements of the layout plays an influential role in shaping the overall user experience. Attention to these small details will elevate the site's quality.
- ★ **Sources**
- ★ <https://catapultfilmfund.org/news/>
- ★ <https://vimeo.com/user66121589>
- ★ <https://app.robly.com/archive?id=5alaa70cd338107351bf8959de066d09&v=true>

# Key Publics

Prior to execution of the campaign, it is important to identify the key publics and secondary audiences that will be targeted throughout the process of execution. Our primary key publics serve as the main beneficiaries of what Catapult has to offer, they are meant to increase awareness, engagement, and applications from filmmakers seeking support. Our secondary key publics serve different purposes but are just as vital to building a community of support to ensure the campaign succeeds in reaching its goals. Here is a breakdown of key publics and secondary audiences that we strive to reach.

## Primary Publics

- ★ **Filmmakers**– Vital for the success of Catapult’s continuation to fund projects
- ★ **Film Industry Professionals (Directors, Screenwriters, Cinematographers, etc.)**– Expanding the network within the broader connections throughout the film industry

## Secondary Publics

- ★ **Media and Entertainment Journalists**– Facilitate connections with journalists and media outlets, securing coverage and features that highlight Catapult’s initiatives and success stories; Increase public awareness
- ★ **Film Enthusiasts and Audiences**– Generate support and contribution from those who advocate and appreciate non-fiction films
- ★ **Arts and Cultural Organizations (Includes local Communities)**– Creates a grassroots support system and adds to your network of connections
- ★ **Educational Institutions**– Early education to interest future talent, collaborators, or donors

## PHASE 2: PLANNING

### Challenges + Opportunities

#### Challenge #1:

- ★ A challenge Catapult Film Fund faces is they have a small team of less than 10 people which makes it harder to expand their organization. Catapult may have great ideas for expansion they want to incorporate, but it makes it hard to implement or create since one person may have to take multiple roles to keep Catapult active.

#### Opportunity #1:

- ★ Seek collaborations and partnerships via social media. Platforms like Instagram can be utilized to attract key audiences and create engagement. A partnership can help alleviate the burden on the internal team, and can be the extra parts of the team they lack. This can help boost productivity, allowing the team to focus on more strategic and creative aspects of the organization.

#### Challenge #2:

- ★ On Catapult Film Fund's digital social sites, there are disorganized forms of media that are not intertwined with all their social media platforms, resulting in losing the attention of audiences. Most of the media presented are only one form of media(stills/photos) and show mainly the awards the type of films receives. This threatens the engagement levels of Catapult's audiences that results in a slower rate of expansion for the organization.

#### Opportunity #2:

- ★ Explore the incorporation of various media formats including (but not limited to): video snippets, behind-the-scenes footage, teaser videos, audio snippets, and filmmaker interviews. Leverage the features of different social media platforms to diversify the presentation of media content which caters to a broader audience, and takes advantage of multiple ways of accessibility. Also, make sure there is uniformity and a schedule behind the content creation across platforms. This will contribute to a more memorable brand image for Catapult Film Fund.

#### Challenge #3:

- ★ Catapult Film Fund lacks a consistent reputation in the film industry by being positioned as just a grant and scholarship non-profit film organization by news media outlets. News media outlets usually reported on the type of opportunities Catapult offers and what films were made under the organization but failed to highlight the impact the films made.



### **Opportunity #3:**

- ★ Cultivate relationships with journalists who cover film and social impact. Offer exclusive interviews, access to behind-the-scenes content, and personalized insights into the transformative journeys of filmmakers supported by Catapult. Extend that same effort of fostering relationships with key publics towards journalists because they too are an extension of Catapult's audience. Focusing attention towards these connections and outlets will help reshape how Catapult is perceived within the film industry.

# Key Messages

Key Messages serve as a foundation for effective communication in a campaign. Providing clear and consistent statements that set the standard for the organization's values and goals. As well as creating engagement between the organization and their target audience. Some key messages Catapult should consider for their upcoming campaign are-

1. Over the past 15 years, Catapult has been dedicated to dismantling barriers for filmmakers worldwide.
2. Delivering financial support and personalized empowerment to non-fiction filmmakers since 2010
3. Catapult goes beyond supporting filmmakers; it's about transforming dreams into reality.

## WHO should say them:

- ★ Alumni

- ★ Brand ambassador(s) selected during this campaign.

[For example- [@cinema.joe](#) who has almost 10k followers for a more niche audience, or [@cinematechne](#) who has over 100k followers]

## HOW will Catapult convey the message:

- ★ Social media: Instagram reels/Facebook.

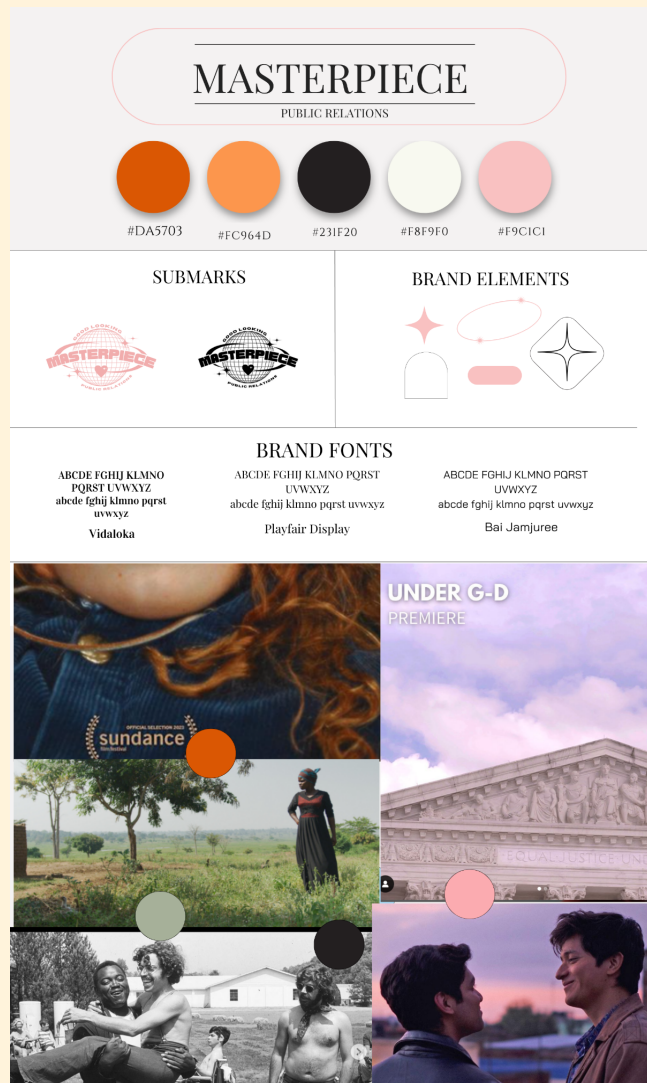
- ★ Catapult website: Revamp the homepage.

- ★ Catapult blog: Introduce a new section to the website.

# PHASE 3: IMPLEMENTATION

## Campaign Overview + Theme

The campaign theme, tailored exclusively for Catapult Film Fund, is a result of careful consideration of their concerns and inquiries by Masterpiece PR. Our strategic goals for the campaign are rooted in finding a harmonious balance between Catapult's focal points and identifying additional elements that can be effectively utilized. Our primary objectives include reestablishing awareness, commemorating a significant milestone, and continuing a distinct presence among competitors within the film industry. These goals have been carefully curated through extensive research to ensure a purposeful and impactful campaign.



# Goals, Objectives, Strategies+Rationale, Tactics

**Strategy #1:** Utilize Social Media to position Catapult as a leading nonprofit supporting filmmakers at the beginning stages of their nonfiction films.

- ★ **Tactic/Execution:** Implement social media strategy across Instagram, TikTok, Facebook, and other platforms of your choice. Develop a content calendar to share reels of grant recipients stories, conduct live Q&A sessions, and release teasers/trailers for upcoming projects; decide what gets posted/updated weekly/monthly.
- ★ **Tactic/Execution:** Create a hashtag as part of the campaign that encourages aspiring filmmakers to submit a short documentary style video by using the hashtag; award the winner an invitation to the feature event.

**Strategy #2:** Use a Feature Event to leverage filmmaker interactions to humanize the organization and make the event memorable.

- ★ **Tactic/Execution:** Host a Catapult Film Fund social event, showcasing 1-2 documentaries funded by catapult; Position the event as a celebration of creativity and storytelling. Spotlight winners of the social media portion of the campaign (if chosen to be executed). Leverage Filmmaker interactions to humanize the organization and make the event memorable.

**Strategy #3:** Host Online Webinars and Workshops to strengthen the sense of community by fostering connections and providing educational opportunities.

- ★ **Tactic/Execution:** Launch a series of online webinars and workshops featuring Catapult's network of industry experts, filmmakers, and film critics. Develop teasers/trailers to generate interest. Host the webinars and workshops through Zoom to create a collaborative environment to offer valuable resources and facilitate meaningful connections among Catapult Film Fund members.

**Strategy #4:** Create an ambassadors/mentorship program to leverage external advocates to expand the supporter network beyond filmmakers and enhance overall credibility.

- ★ **Tactic/Execution:** Establish a brand ambassador program with 5-10 influential individuals passionate about Catapult's mission and nonprofit films. Equip ambassadors with engaging content and key messages to spread awareness. Leverage access to alumni and past/present funders to enhance credibility.
- ★ **Tactic/Execution:** Integrate a "testimonial" section to revamp the Catapult Film Fund website.

## Media Relations

Securing coverage with prominent news outlets holds immense value for projecting Catapult Film Fund's feature event into the spotlight. As Catapult gears up to celebrate its 15-year milestone, depending on the venue location, a strategic pitch to either KTLA or SFGATE will enhance the event. Pitching a dedicated segment to KTLA that reintroduces Catapult, amplifying its impactful mission in supporting non-fiction filmmakers. Transitioning from that to the announcement of the upcoming event, this will encourage key audiences to stay updated by following Catapult's social media platforms, and visiting their website.

Simultaneously, an email pitch to SFGATE's news or culture section offers an opportunity to highlight the unique aspects of Catapult's journey. As well as informing people about the feature event. It's recommended to pitch these options six months prior to the event, allowing ample time for communication, collaboration, and effective planning with either media outlet.

- Samples of the KTLA and SFGATE pitches are located in the Appendix section.

# Social Media Campaign: Proposed Timeline + Budget

By implementing this social media strategy, Catapult Film Fund can maintain a consistent and engaging online presence, positioning themselves as a leading non-profit supporting filmmakers at the beginning stages of their nonfiction films. The Timeline allows for strategic planning and adjustments to maximize audience engagement and campaign impact.

## *Pre-Launch Preparation:*

### 1. Define Content Themes and Goals

- ★ Identify key themes for each month (e.g. Success Stories, Behind-the-Scenes, Filmmaker Spotlights)
- ★ Measurable Goals based on Catapult's current engagement on their social channels to ensure a challenging but attainable goals
  - Increase average engagement rates by 25% over the campaign period
  - Grow Instagram followers by 20% during the campaign
  - Receive 1,000 submissions using the campaign hashtag

### 2. Content Creation and Calendar Planning

- ★ Hire or assign someone on Catapult's team to become Catapult's Social Media Manager
- ★ Create a content calendar outlining weekly and monthly posts fitting your established themes
- ★ Develop engaging content: Reels, Q&A sessions, teasers/trailer releases, and regular posts
- ★ Allocate specific days for each type of content to maintain consistency

## *Launch and Engagement:*

### 1. Platform Setup and Launch

- ★ Create or update Catapult’s social media pages on Instagram, TikTok, Facebook, and other selected platforms
- ★ Introduce up-to-date bios, profile pictures, and relevant links
- ★ Launch the campaign on Instagram, TikTok, Facebook, and other selected platforms
  - Publish introductory posts about Catapult’s mission and the upcoming campaign
  - Launch a hashtag to promote the feature event celebrating Catapult’s 15 year anniversary, “#SceneXV.”

## 2. Weekly Content Execution

- ★ Execute the content calendar with regular posts and reels
- ★ Conduct live Q&A sessions on platforms with the ‘Live’ feature to foster audience interaction
- ★ Begin releasing teasers/trailers for upcoming projects and contests to generate excitement

## 3. Hashtag Campaign Kickoff

- ★ Launch the hashtag campaign, “#MySceneXV,” encouraging aspiring filmmakers to submit short documentary-style videos
- ★ Create promotional graphics and posts explaining the contest rules
- ★ Feature early submissions and highlight the importance of the campaign

## 4. Engagement Boost and Evaluation

- ★ Boost engagement by responding to comments, messages, and actively participating in relevant conversations
- ★ Evaluate campaign performance against goals
- ★ Make adjustments to the content calendar based on engagement and audience feedback

## ***Sustained Engagement and Building Momentum:***

### **1. Consistent Content Delivery**

- ★ Continue with the planned content calendar, ensuring consistency

### **2. Winner Announcement and Feature Event Invitation**

- ★ Announce the winner of the hashtag campaign with a dedicated post (story post or feed post based on preference)
- ★ Share the details to the feature event to generate excitement and anticipation

### **3. Feature Event Countdown**

- ★ Start a countdown series with daily posts building up to the feature event
  - Social media platforms like Instagram now have a countdown feature that your followers can interact with and use

## ***Post-Event Reflection:***

### **1. Post-Event Content**

- ★ Share highlights, photos, and reactions from the feature event
- ★ Express gratitude to attendees, sponsors, and collaborators

### **2. Reflection and Future Teasers**

- ★ Reflect on the achievements and milestones over the past 15 years
- ★ Begin teasing upcoming projects and initiatives for the next few months/year



# Feature Event

## Event Execution

### *Pre-Event:*

#### 1. Announcement

- ★ Tease the event with posts about the 15th-anniversary
- ★ Use the established content calendar to stay organized and consistent
- ★ Announce how to attend (tickets, contest winners, invites, etc.)
  - Decide if you will have a premium ticket to participate in a Q&A session or attend a panel with spotlighted guests

#### 2. Filmmaker Spotlights

- ★ Introduce filmmakers and documentaries that Catapult has funded through social media posts

#### 3. Workshop and Panels

- ★ Promote free workshops and panels

#### 4. Printed Material

- ★ Design and print posters, flyers, and promotional materials
- ★ Budget around \$500 for printing

### *Event Launch:*

#### 1. Live coverage

- ★ Share live updates and behind-the-scenes content
- ★ Utilize Instagram Stories, Facebook Live, or TikTok for real-time engagement

#### 2. Hashtag Integration

- ★ Encourage attendees to use a specific hashtag for the event

#### 3. Viewing of Social Media Contest Winners' Videos

- ★ Dedicate a segment to showcase the top 3 contest winners' video

- ★ Have the winners present to share insights into their filmmaking journey

## ***Post Event:***

### **1. Winner Spotlight**

- ★ Highlight the winners of the social media contest and the viewing of their submissions videos or snippets of them

### **2. Feature Event Highlights**

- ★ Share posts with event highlights, including photos, quotes, and memorable moments
- ★ Express gratitude to attendees, sponsors, and collaborators

### **3. Reflection and Future Teasers**

- ★ Reflect on achievements over the past 15 years
- ★ Tease upcoming projects and initiatives

## ***Venue Options:***

### **1. San Francisco, Home of Catapult**

- ★ San Francisco, the birthplace of Catapult Film Fund, will become the symbolic host for the 15th-anniversary celebration. This choice pays homage to the organization's identity, fostering a local and intimate atmosphere that aligns with its progressive and culturally rich roots
- ★ The Women's Building (Estimated Cost: \$1,500-\$3,000)
- ★ Fort Mason Center for Arts & Culture (Estimated Cost: \$2,000-\$4,000)
- ★ Other Venue Rental ranges from \$1,000-\$5,000

### **2. Los Angeles, Filmmaking Hub**

- ★ Los Angeles, the epicenter of the film industry, provides an extensive stage for Catapult Film Fund's celebration. The city's cinematic history and community will offer an ideal backdrop, connecting the organization with a diverse network of industry professionals,

collaborators, and film enthusiasts. Choosing Los Angeles extends the reach of the celebration, reflecting Catapult's commitment to embracing the broader film community and its impact over the last 15 years

- ★ Hudson Loft (Estimated Cost: \$3,000-\$6,000)
- ★ Other Venue Rental ranges from \$1,500-\$7,000

## ***Event Production:***

### **1. Audio-Visual Setup**

- ★ Budget for basic AV equipment rental including microphones and projectors
- ★ Allocate \$1,500-\$2,500

### **2. Decor and Signage**

- ★ Keep decorations simple but engaging
- ★ Allocate \$500 for banners, signage, and decorations

### **3. Contingency**

- ★ Set aside a fund for extra expense, about \$1,000

# Partnership & Supporter Campaign: Proposed Timeline + Budget

Based on our research, previous Catapult Film Fund partnerships are arts organizations and small non-profit organizations within the film industry. Catapult Film Fund's partnerships have similar values in their support of filmmaking for people of color, women, people apart of the LGBTQ+ community and small filmmakers.

By incorporating a partnership & supporter campaign strategy for Catapult Film Fund's 15th year anniversary, we will be able to extend their collaborations beyond the usual audiences they obtain. They can leverage more coverage and resources for their organization to continue to expand their mission of supporting small filmmakers and establishing themselves as credible in the film industry.

For this reason, film editing software companies are the target for potential partnerships and future supporters.

## Key Publics for Partnership Campaign

- ★ Film industry professionals
- ★ Film enthusiasts or audiences
- ★ Filmmakers

## *Pre-Launch*

### 1. Create Goals, Theme and Idea for Partnership

- ★ What does Catapult Film Fund want to get out of a partnership?
- ★ Exposure? More donors and investors? Establishing themselves as credible in the film industry
- ★ Theme can be based on Catapult Film Fund's "Celebrating 15 Years of Identity"

## 2. Craft a Partnership Outreach Letter

- ★ Assign someone to craft an outreach letter to the list of potential video editing software companies.
- ★ Include subject line, goals, why we love the company, why we want to work with them, how it will highlight Catapult Film Fund's 15th year anniversary, the benefits of working together and the final date we want it finalized.
- ★ Example of Letter included in the appendix section

## 3. Outreach to Editing Companies

- ★ Gather list of emails from film editing companies and public relations specialists.
- ★ Tailor the outreach letter to all the individual companies being contacted.

## *Launching Process*

### 1. Brainstorm With Chosen Company

- ★ Figure out length of short documentary, partnership requirements for using editing software and budget.
- ★ Discuss deadlines and when submissions will open and close.

### 2. Social Media Post and Public Submissions

- ★ Assign and create a flyer for a social media post about partnership. (Appendix Example)
- ★ Catapult Film Fund opens public submissions for someone's story to be made into a short three to five minute documentary.
- ★ Launch flyer onto social media sites and redirect applications to Catapult Film Fund's website

- ★ Develop additional content on social media reminding people about submissions and the deadline: Short informational videos, flyer posts on stories, reels, etc.
- ★ Close public submissions, announce winner and proposed release month.

## ***Creation of Short Length Documentary***

### **1. Interview and Notes**

- ★ Interview winner for documentary and create notes

### **2. Brainstorm and Create**

- ★ Brainstorm ideas for documentary and approve it with winner and partnering company
- ★ Create a written draft of content for documentary and sample documentary
- ★ Have a Catapult Film Fund filmmaker help with creation and execution

### **3. Finalize**

- ★ Do final touches and submit to partnering company for approval
- ★ Budget: \$7,000 to \$14,000

## ***Official Launch and Information***

### **1. Release Short Film Documentary for 15th Anniversary Celebration**

- ★ Re-Announce the winner and background for documentary on social sites and website
- ★ Can also incorporate it into the feature event for “Social Media Strategy Outline” for more momentum
- ★ Post 30 second to one minute snippets on social media sites and redirect them to watch it on their website first.
- ★ After one week, post full short-film on all social media platforms

- ★ Continue promotion and emphasizing partnership with company
- ★ Budget: \$500 for promotion on social sites

## ***Post-Launch Reflection***

### **1. Winner and Filmmaker Feedback**

- ★ Garner winner's thoughts on documentary through video format to post to social sites
- ★ Get some quotes and post it on website
- ★ Get insight to filmmaker's creative process and thoughts about outcome

### **2. Partnering Company and Catapult Film Fund Feedback**

- ★ Post a thank you note to partnering company and achievements possible through the partnership onto website
- ★ Redirect any viewers to 15th Anniversary content from feature event for "Social Media Strategy Campaign"

# **Brand Ambassador & Mentorship Campaign: Proposed Timeline + Budget**

When looking at Catapult Film Fund's social media sites, we noticed more personalization would be helpful to push Catapult's goal of establishing their identity in the film industry. By implementing an external brand ambassador and mentorship campaign, Catapult Film Fund will have a secondary voice that can spread their values and mission to wider audiences which will boost their support and captivate future supporters.

## **Key Publics Targeted for Brand Ambassador & Mentorship Campaign:**

- ★ Film Industry Professionals
  - Example: Film critics, executive producers, etc.
- ★ Film enthusiasts or audiences
  - Example: Teenagers, informed viewers on life hardships, etc.
- ★ Arts and cultural organizations
  - Example: Americans for the Arts, San Francisco Museum of Modern Art

## ***Pre-Launch:***

### **1. Define Goals and Themes**

- ★ Create weekly or bi-weekly themes or tasks for brand ambassadors to highlight
  - Examples
    - Best Catapult Film Fund films to watch if you want to learn about American history
    - Celebrating Catapult's "15 Years of Identity" with My Top Five Catapult's Films
    - "15 Years of Identity" From Then To Now: Grant Recipients and the Faces Behind the Creation



- ★ Will brand ambassadors attend Catapult Film Fund events? Will they have to shoot content for Catapult?

- ★ Pick key performance indicators to highlight for Catapult Film 15th Anniversary

## 2. Craft an Influencer List

- Create a list of four to 10 nano-influencers (Less than 10,000 followers)
- Create a list of three to nine micro-influencers (10,000- 100,000 followers)

## 3. Narrow Down Influencer List by Organization's Factors

- Find out engagement rates?
- Audience size? Audience gender?
- What social channels do they use the most?
- What tone is used? Professional? Laid back?

## 4. Create Email Pitch & Direct Message Pitch

- Craft an email pitch consisting of:
  - Introduction of organization, why you want to work with them, expectations, compensation and length of ambassador program
- Craft DM Pitch
  - Keep DM shorter but input similar elements to email pitch

## *Onboarding Process:*

### 1. Send Out Pitches and DMs

- ★ Slightly tweak each pitch for each influencer
- ★ Send at an appropriate time when they will most likely respond

### 2. Agree and Reiterate

- ★ Pick the one to two brand ambassadors for nano-influencer category and macro-influencers based who agreed to join
  - Nano-Influencer Example: @cinema.joe\_
  - Macro-Influencer: @cinemonika
- ★ Discuss framework that will mutually benefit them and Catapult Film Fund
- ★ Re-Discuss expectations and provide structure for influencers to follow for postings for Catapult's 15th Year Anniversary
- ★ Discuss specific days of the week and time to posts
- ★ Agree on one social media site to post for each ambassador

### 3. Contract and Length

- ★ Create contract to make brand ambassador program official
- ★ Go over all aspects of contracts and sign on it
- ★ Ambassador program will last about one month to one month and a half leading up to Catapult's 15th year anniversary and feature event
- ★ Total Budget: \$10,000 to \$14,000
- ★ For two nano-influencers(Split into two): \$5,500 total; \$2,750 a month for each person
- ★ For two micro-influencers: \$8,500 total; \$4,250 a month for each

## *Launch and Execute:*

### 1. Introduction of Brand Ambassadors

- ★ Introduce influencers as brand ambassadors and give short description on social media sites and Catapult website
  - Incorporate a picture, why they joined and link to their social media outlets through bios and website links

- ★ Launch campaign on Catapult Film Fund's social media sites and website
  - Emphasis Catapult's upcoming 15th year anniversary to push for more intimate media to share with audiences and show the work they have completed over the years with films

## 2. Weekly/Bi-Weekly Content:

- ★ Carry out the framework for each brand ambassador which will be posted on agreed social media outlets with posts, original videos, stories, etc.
- ★ Must tag Catapult Film Fund's socials for all original content created by brand ambassador
- ★ Content will be aligned and mentioned in with Catapult's "15 Years of Identity"
- ★ Catapult Film Fund will repost content created on their social sites and website

## 3. Length of Content:

- ★ One month and a half
- ★ Nano-Influencer: Will post twice a week on their story and create a post once a week
- ★ Micro-Influencer: Will post twice a week on their story and create a post bi-weekly

## 4. Engagement:

- ★ Brand ambassadors will respond to most comments and messages pertaining to the Catapult content created
- ★ They will also redirect audiences to Catapult Film Fund's website for more detailed information about upcoming feature event

## 5. Finish Program:

- ★ Brand ambassador program will stop a week after anniversary and events pertaining to it

## ***Post-Ambassador Campaign:***

### **1. Closing:**

- ★ Publicly thank brand ambassadors for supporting Catapult Film Fund
- ★ Create one post on all social sites highlighting a favorite post or story from each ambassador
- ★ Create a section on Catapult Film Fund's website with links of all the media created from each ambassador under a newly designed "Brand Ambassador" tab.

### **2. Reflection:**

- ★ Revisit KPIs and how well they were met
- ★ Ask brand ambassadors for feedback on campaign
- ★ Determine positives and negatives from each ambassadors experience with framework created for them and with working with Catapult
- ★ Create a 2023 to 2024 brand ambassador digital file with notes

Example of Brand Ambassador Email Pitch and Brand Ambassador Framework in Appendix

## PHASE FOUR: EVALUATION

### Survey Questions

A post-event survey is valuable as it provides a direct form of feedback to assess attendee satisfaction, and evaluate the success of various event components. The survey can be translated to an online forum such as a Google Form to make it easily accessible to attendees post events. Through a combination of rating scales and open-ended questions, surveys aid in future event planning and continual improvement.

#### *Post Event Survey Questionnaire*

1. How did you hear about Catapult Film Fund's 15-year anniversary event?
  - a. Social Media
  - b. Email Newsletter
  - c. Website
  - d. Word of Mouth
  - e. Other (please specify): \_\_\_\_\_
2. Do you currently follow Catapult Film Fund on social media platforms? If yes, please specify which platforms.
3. What motivated you to attend the event?
4. Which documentaries made a lasting impression on you during the showcase?
5. On a scale of 1 to 5, how would you rate the overall quality and diversity of the documentaries presented? 1 being low quality and a complete lack of diversity and 5 being high quality and very diverse.

1	2	3	4	5
Low		Moderate		High
6. Were you aware of the social media campaign contests before the event?
  - a. Yes
  - b. No
7. Did you engage with or vote for any of the contest entries? If yes, which one(s) and why?
8. Please rate the relevance of the panels and workshops at the event on a scale of 1 to 5. 1 being very irrelevant and 5 being very relevant.

1	2	3	4	5
Low		Moderate		High

9. Did you face any challenges related to travel, parking, or accommodations? If yes, please specify.

10. On a scale of 1 to 5, how would you rate the celebratory aspects of the event?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Low</b>		<b>Moderate</b>		<b>High</b>

11. Did you find opportunities for networking with industry professionals or fellow attendees?

- a. Yes
- b. No

12. Were there any specific connections or insights gained through networking that you found valuable?

13. On a scale of 1-5, how organized was the event?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Low</b>		<b>Moderate</b>		<b>High</b>

14. Were there any aspects of the event organization that you think could be improved? If yes, please specify.

15. Do you have any suggestions for how Catapult Film Fund can continue to support filmmakers and their projects in the future? If yes, please specify.

# Website Analytics and Social Media Traffic

To track if Catapult Film Fund's campaign of "Celebrating 15 Years of Identity" was effectively used, tracking Catapult Film Fund's website analytics before and after the launch would be most efficient. With our campaigns that target Catapult Film Fund's social media sites, it is important to track and compare social media traffic to see if we met our goals of distinguishing Catapult's identity, achieving community strengthening and fostering a supporter network.

## *Website Analytics*

### **Semrush**

- ★ There is multiple sites that can be used to track engagement and analytics in websites such as Semrush
- ★ This is an all-in-one digital tool which improves Catapult Film Fund's overall owned media tools.
- ★ Semrush will be used for analytics to track:
  - Traffic status.
  - Most engaging time during the week and day.
  - What locations in the United States and international locations tuned in with Catapult's campaign launch.
  - Which sections on the Catapult Film Fund website were visited the most and garnered the most time viewed.
  - What age demographic was most engaged.
- ★ [Semrush.com](https://www.semrush.com)

### **Seobility**

- ★ A great way to track if Catapult Film Fund is using the right SEO to target our audiences and gives us a percentage for SEO usage.
- ★ After the campaign we can compare the page quality, page structure, link structure and what improvements need to be made.
- ★ It will determine if we made our campaign align and be easily accessible to audiences.
- ★ [seobility.net](https://www.seobility.net)

## *Social Media Traffic*

### **Later**

- ★ Is a digital free tool to audit Instagram profiles.
- ★ Catapult Film Fund can use Later to go back on content shared before, during and after campaign launches which will measure how impactful the new content created was toward previous Catapult Film Fund audiences and possibly newer audiences.
- ★ Will be used to assess engagement levels for all Instagram aspects used:
  - Reels, stories, posts, links in bio, direct message numbers, amount of tagged posts, amount of story mentions, comment numbers, likes, etc.
- ★ Can also be done manually and can help the organization see if their post on their social media matches what their mission is.
- ★ Can be used to analyze if our “Celebrating 15 Years of Identity” campaign became clear to our audiences and if not, what aspects did we lack in?
- ★ [later.com](https://later.com)



# APPENDIX

## Social Media Content Calendar

Content Calendar						
November 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 <b>Welcome Post:</b> introduce the team & purpose	2	3 <b>Q&amp;A Friday:</b> Story Post with question block	4
5	6 <b>Movie Monday:</b> Post- team favorites Story Post- Ask fan favorites	7 <b>Teaser Tuesday:</b> Post- Upcoming Projects or events	8	9	10 <b>Flashback Friday:</b> Post- Share past projects	11
12	13 <b>Film Education Monday:</b> Post- Behind the scenes	14	15 <b>Reel Wednesday:</b> Reel- memorable moments & documentary classics	16	17 <b>Film Friday:</b> Story Post- Share polls and questions about popular films	18
19	20 <b>Guess The Movie Monday:</b> Post- Share past projects	21	22 <b>Catapult Journey:</b> Post- infographics highlights over the years	23	24 <b>Weekend Watch:</b> Post- film recommendations for the weekend	25
26	27	28 <b>Teaser Tuesday:</b> Post- Upcoming Projects or events	29	30		

## Social Media Q&A/Blog Mockup

### IN DEPTH



**A LOOK IN DEPTH WITH DIRECTOR ELAINE  
MCMILLION SHELDON ON THEIR FILM "KING  
COAL"**

#### THEMES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

#### PLOT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**119 MINUTES**

# Q&A



Ask us Anything!

Type something...

## *Press Clipping Template + Sample*



**\*MEDIA OUTLET TITLE\***

**\*Article Headline\***

**\*Article clip where the client is mentioned\***

---

**UVM (Unique Visitors Monthly): ###**

\*Sample\*



# SCREENDAILY

## A DEEP DIVE INTO THE CINEMATIC MASTERY OF [FILM TITLE]

[Film Title] nulla congrue egestas ante, id ultricies orci dignissim commodo. **The Film Was Funded by Catapult Film Fund** which...placerat, libero eu pharetra pulvinar, lorem dui pulvinar nisi, et semper orci orci vitae magna. Nullam sodales, felis id feugiat scelerisque, tortor nulla interdum mauris, ac porttitor odio dolor eget eros.

Duis sit amet ipsum pretium erat accumsan iaculis vitae eget risus. Donec ut dui in lorem volutpat fermentum bibendum pulvinar libero. Nunc imperdiet eros et mi posuere pellentesque. Donec tincidunt ipsum eget nisl ullamcorper eu placerat libero ullamcorper. Maecenas id luctus ligula. Cras condimentum eleifend nibh sit amet iaculis. Suspendisse placerat sollicitudin mi, vel ornare augue Nulla congrue egestas ante, id ultricies orci dignissim commodo. Fusce placerat, libero eu pharetra pulvinar, lorem dui pulvinar nisi, et semper orci orci vitae magna. Nullam sodales, felis id feugiat scelerisque, tortor nulla interdum mauris, ac porttitor odio dolor eget eros. Duis sit amet ipsum pretium erat accumsan iaculis vitae eget risus. Donec ut dui in lorem volutpat fermentum bibendum pulvinar

---

UVM: 380,119

## ***Media Relations Email Pitches: KTLA News Station + SFGATE Online News***

1. [For KTLA– either to their news section or entertainment]

**Subject: Unveiling Catapult’s 15th Anniversary and feature event– a cinematic celebration!**

**Dear [KTLA reporter],**

**I hope this email finds you well. My name is [\_\_\_\_], and I am reaching out on behalf of Catapult Film Fund, a non-profit organization. We are dedicated to supporting non-fiction filmmakers from the early stages of development.**

**We are thrilled to share that Catapult is approaching our crystal anniversary. We’ve planned a special event that promises to be a celebration of all the cinematic storytelling and creative projects that have come over the decade and a half.**

**To kick start the festivities, we envision an engaging segment on KTLA that would aid the reintroduction of Catapult to the public. This segment would include our rich history, impactful mission, and of course, the exciting announcement of our upcoming feature event.**

**The event promises to be a unique blend of artistic expression and a testament to the incredible journey Catapult has undertaken in supporting filmmakers across the globe. Catapult believes that this segment will align seamlessly with KTLA’s commitment to deliver compelling and informative content.**

**Following the announcement to keep the audience informed and engaged, we ask that you would include our social media channels ([Instagram](#)/[Facebook](#)). As well as our personal [website](#). That way items like event updates and other relevant details can be easily accessible. We would be honored to collaborate with KTLA to share this exciting moment, and thank you for your consideration for our proposal.**

**We look forward to the possibility of showcasing Catapult’s journey on KTLA and enhancing our 15-year anniversary into a memorable and widely celebrated event.**

**Best regards,**

**[Name]**

**[Title]**

**Catapult Film Fund**

**[Contact Info.]**

2. [For SFGATE– either news or culture section]

**Subject: Celebrating 15 years of Catapult Film Fund: An invitation to join our cinematic milestone.**

**[Dear SFGATE reporter],**

**My name is [\_\_\_\_], and I represent Catapult Film Fund, a non-profit organization. We are committed to providing crucial funding and mentorship to non-fiction filmmakers.**

**I'm excited to share that Catapult is on the verge of a momentous occasion– our 15th anniversary. To mark this incredible milestone we are hosting a feature event that promises celebration of creativity, diversity, and the remarkable filmmakers and partners we've had the privilege to collaborate with.**

**I am reaching out to SFGATE, because your dedication to delivering stories resonates with our organization. We believe that our journey at Catapult and the announcement of our upcoming anniversary event aligns harmoniously with the distinctive storytelling your platform embodies.**

**By collaborating with SFGATE, we aim to share this significant moment with your audience and contribute to both our mission of fostering vibrant and lasting relationships. Our vision for the article would include engaging details that capture Catapult's essence, commitment to empowering filmmakers, and the impact of the projects we've funded. This would be coupled by the announcement of our feature event, and directing the audience to stay informed via Catapult's [Instagram](#) and [Facebook](#). As well as our person [website](#).**

**Thank you for considering our proposal. We are eager at the opportunity to share our celebration with SFGATE and all of San Francisco.**

**Best regards,**

**[Name]**

**[Title]**

**Catapult Film Fund**

**[Contact Info.]**

***Workshop + Networking Event***

CATAPULT FILM FOUNDATION INTRODUCES

# OPPORTUNITIES THROUGH A LENS

Join us in our network and workshop  
event

**December 1**  
**5 PM onwards**  
**Balboa Theater**

We will have a red carpet entrance, yummy  
food and screening of our documentaries



# *Partnership Campaign Flyer for Short Film Story Submission*



X



## **Catapult Film Fund x Adobe Premiere Pro: Celebrating 15 Years of Identity**

**Do you have a story to tell and ever imagine it happen through a cinematic lens? Well now it can be a reality!**

**We are partnering with Adobe Premiere Pro to highlight Catapult Film Fund's "Celebrating 15 Years of Identity" anniversary and we want to celebrate it with you too!**

- We are taking public submissions for someone's story to be filmed in a two to five minute documentary
- Will be directed by a previous Catapult Film Fund filmmaker and edited by Adobe Premiere Pro
- Will be featured in our San Francisco feature event
- Open now until December 20!
- Winner will be announced December 29
- Must be nonfiction
- Visit our website at [catapultfilmfund.org](http://catapultfilmfund.org) for the application process and more information





# *Partnership Campaign Sample Email/Letter*

## *Pitch Example*



**Subject Line: Catapult Film Fund Partnership with Adobe Premiere Pro**

Hi (Insert PR Specialist or Director of Communication) ,

My name is Emily Hoover-Finnigan and I am the associate director of communications and operations for Catapult Film Fund. I am always thrilled about the ease Adobe brings for filmmakers when using your software for creative storylines such as the movie "Everything Everywhere All at Once."

I am interested in partnering with Adobe Premiere Pro to create a short-film documentary featuring one of our audience's story. We want to celebrate our company's 15th year anniversary and continue to reiterate our identity in the film industry. Catapult Film Fund is dedicated to jumpstart small nonfiction filmmakers in early-stage funding and helping our filmmakers create compelling, aesthetic and story-driven films.

Together, we can propel meaningful nonfiction films that are based on real people from real experiences.

Below is our idea for the collaboration:

- Promote and choose one of our audience's nonfiction stories to document and show through a short two to five minute documentary.
- Choose one of our previous Catapult Film Fund filmmakers to direct and film the documentary with some of your film team.
- Make a monetary donation to sponsor the short-length documentary and use your software to edit it.

Catapult Film Fund hopes you will join us in our efforts to celebrate and expand the work we have developed for early-stage filmmaking for 15 years.

Please call or email me at (insert email and phone number) to get started.

Best regards,

Emily Hoover-Finnigan  
Associate Director of Communications and Operations

# *Brand Ambassador Email Pitch Template (For Nano and/or Micro-Influencers)*

Can be shorter for direct message

**Subject Line:** Celebrate Your Niche for Films with Catapult Film Fund's "15 Years of Identity" Film Anniversary

Hi [Content creator's name],

My name is [Name of communications or PR specialist] and I'm with Catapult Film Fund.

I came across your [social media platform] profile and your post about [include description of post or name of post] caught our attention. Thank you for sharing your love for films [describe an aspect of filmmaking that relates to Catapult] with your viewers and now, a new audience member!

We are opening a spot to invite you to become a Catapult Film Fund brand ambassador!

We believe your quick-formed videos [include a specific aspect of content creator] meshes well with what Catapult Film Fund's mission and values are— supporting story-driven filmmaking. Your audience enjoys finding new movies and films to watch, and we like to support those filmmakers in bringing those stories to life in its early stages of production.

Catapult Film Fund is now honoring the work we have accomplished within the last 15 years we've been in the film industry by "Celebrating 15 Years of Identity." This campaign will comprise of many creative and promotional aspects that will lead to our feature event located in San Francisco on [include specific date]. This would include talking about Catapult Film Fund films, filmmakers and the impact we have made for nonfiction storytelling which will tie into our 15th anniversary campaign.

As a thank you, we'd like to offer you a form of compensation through [list compensation range or reward]. This brand ambassador program will also provide [share Catapult Film Fund benefits and other benefits pertaining to filmmaking].

If you're interested, I'd love to chat with you about Catapult Film Fund's "15 Years of Identity" ambassador program and how it will be beneficial for yourself and our brand.

We look forward to hearing from you and are excited to share more with you!

Best regards,

[Name of PR specialist or communications director]

[Title]

Catapult Film Fund

[Contact Info]

## Brand Ambassador Framework Example



### FRAMEWORK FOR MONIKA

@cinemonika

**Micro-Influencer: 67k Followers**

Niche: Reviews a variety of films and creates list of recommendations for audience to watch, her favorites and themes for films.

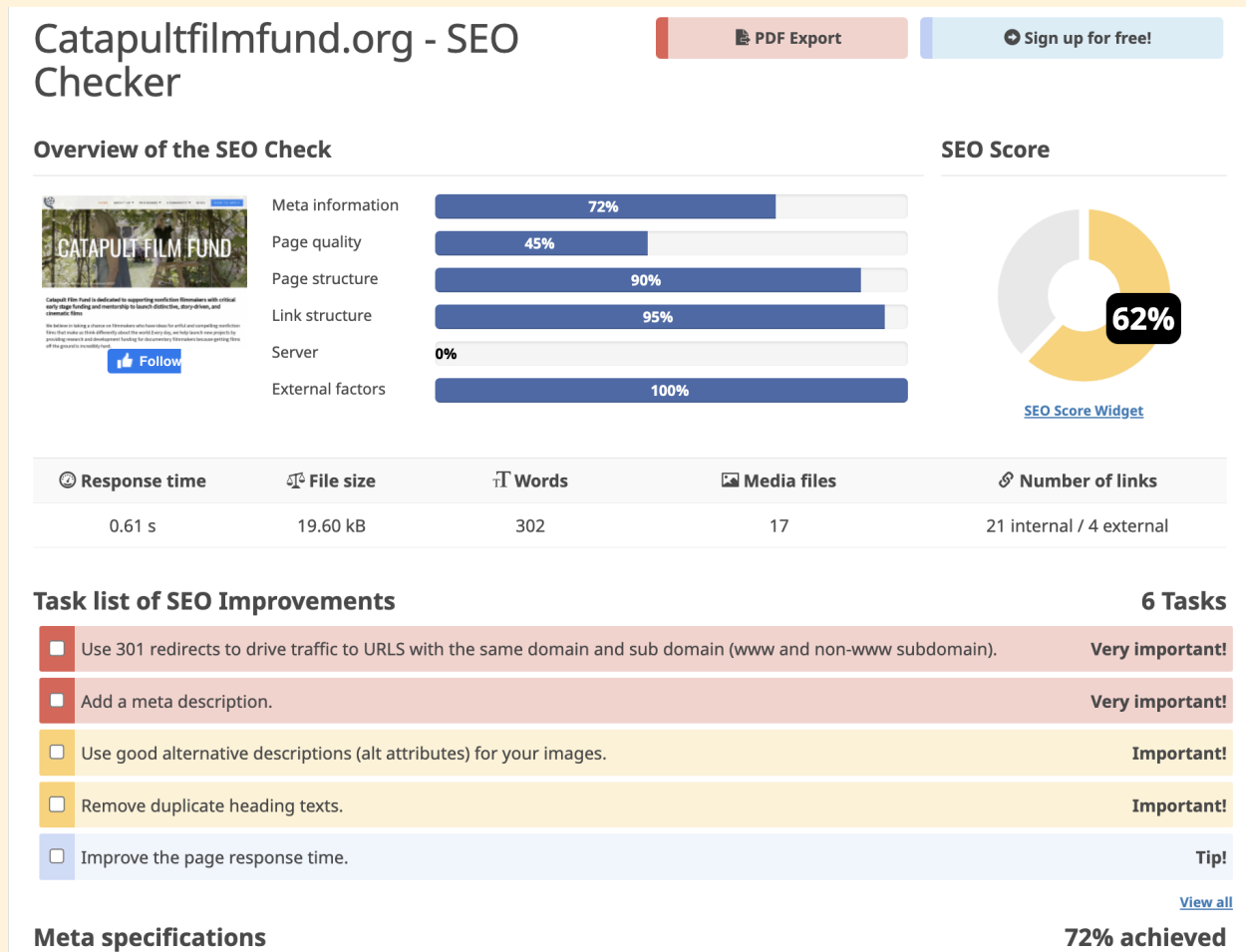
Timeline: February 9 to March 29 2024

**Goal: Increase engagement to Catapult Film Fund website and social sites by attracting wider audiences who understand Catapult's identity and purpose.**

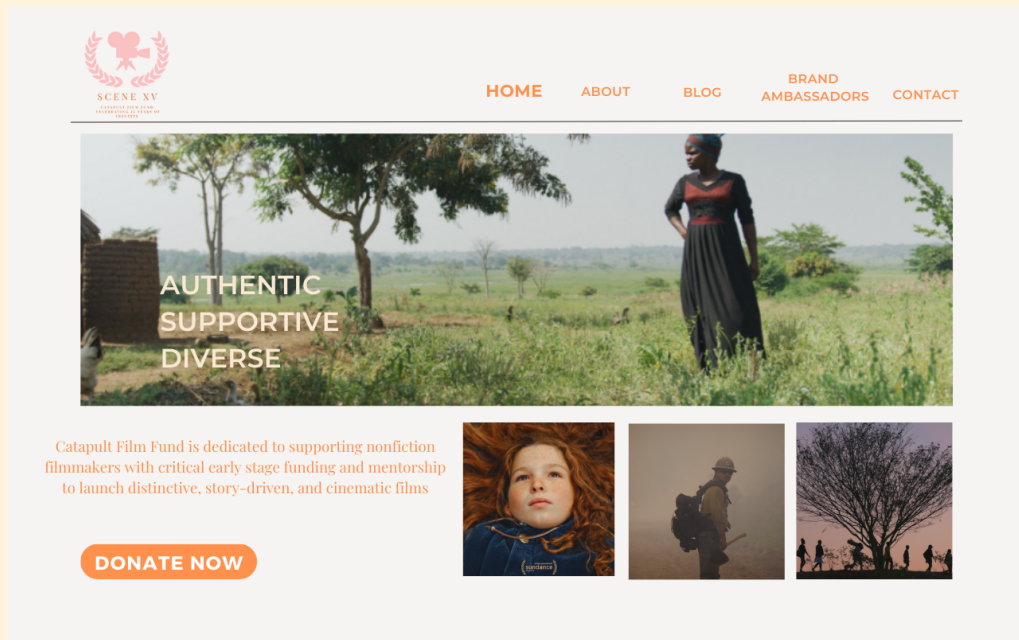
- **Highlight:** Catapult Film Fund's 15th year anniversary with "Celebrating 15 Years of Identity" and lead up posts to feature event to bring exposure and support.

Create Short-Length Reel About	<ul style="list-style-type: none"><li>• Highlight one of Catapult's film documentary and a quick description of what it's about</li><li>• Mention Catapult Film Fund's mission to help in early-stages of filmmaking and how they will continue to honor that in their anniversary</li><li>• Include logo into post and links to their website in the bio</li></ul>
Top Five Favorite Catapult Film Documentaries	<ul style="list-style-type: none"><li>• Create an Instagram reel with your favorite Catapult films released</li><li>• Give stills of films with names and must be at least 10 seconds long</li><li>• Iterate:</li><li>• Celebrating Catapult's "15 Years of Identity" with My Top Five Catapult's Films</li></ul>
Story Post: Pre and Post Film Review	<ul style="list-style-type: none"><li>• Film yourself about to watch a Catapult Film Fund film. Display the name, what it's about and initial thoughts based on description of it</li><li>• Film yourself after and give a quick review on a scale from 1 to 10. See if you were able to predict the plot and highlight the storyline</li></ul>
Story Post: Filmmaker	<ul style="list-style-type: none"><li>• Feature a filmmaker grant recipient and the film made by the recipient</li><li>• Showcase how cool the documentary is and what aspects you liked most about the film.</li><li>• Post can include film cover with Instagram text and tag Catapult Film Fund</li></ul>
Attend and create Instagram post about feature event	<ul style="list-style-type: none"><li>• Attend Catapult's 15th year anniversary and view a couple films</li><li>• Take pictures and videos during your visit and with at least one promotional visuals at event</li><li>• Must create post with four to five slides of you and content gathered</li><li>• Tag Catapult Film fund and use the hashtag #SceneXV</li><li>• Elaborate how excited you are to be here and joining Catapult to celebrate their anniversary and identity</li></ul>

# Evaluation: Website SEO Tracker Example from Later.com



## Revamp of the Website



The application form page has a light blue header with the Catapult Film Fund logo on the left. The navigation menu includes 'HOME', 'ABOUT', 'BLOG', 'BRAND AMBASSADOR', and 'CONTACT'. The main heading is 'APPLY TO BE A BRAND AMBASSADOR'. Below the heading, a paragraph reads: 'Are you someone who is authentic, supportive, and diverse? Are you someone who loves nonfiction films? Well the Brand Ambassador program here at Catapult is the perfect place for you!'. To the right of the text is a form with four orange input fields labeled 'NAME', 'E-MAIL', 'SUBJECT', and 'MESSAGE'. A 'SUBMIT' button is located at the bottom right of the form. Below the form, a note states: 'Please fill out the form below to send us an email.'

[HOME](#)[ABOUT](#)[BLOG](#)[BRAND  
AMBASSADOR](#)[CONTACT](#)

## Contact

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Email: [Info@catapultfilmfund.org](mailto:Info@catapultfilmfund.org)**