



Eye of C

A DOCUMENTARY FILM &
PHOTOGRAPHIC ARCHIVAL
PROJECT

*Sponsorship & Support
Opportunities*

WWW.EYEOFCFILM.COM





A DOCUMENTARY FILM

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The background of the slide features a faded, high-key photograph. On the right, a Black man in a police uniform, including a blue cap with a gold emblem and a yellow stripe, is smiling. On the left, a woman in a dark suit and white blouse is also smiling. The text is overlaid on this image.

Message from the Executive Producer

I envision EYE OF C as a documentary film where audience members are given the power to experience, observe, and interact within the history of Black Cincinnati through the use of Virtual/Augmented Reality plus other Oculus platforms, as seen through the eye of C Smith.

With an extensive catalog of photographs, C Smith, a Visual Historian, captured the history of Black Cincinnati across six decades!

EYE OF C promises to present many different voices and touches on a variety of sensitive issues deemed to be the cause of conflicts within, and surrounding, the Black communities of Cincinnati.

With your help, the impact of EYE OF C can extend well beyond broadcast. We hope that this film is used to inspire profound dialogue in many communities, for years to come.

I invite you to consider joining us on this journey.

Pamella D'Pella

Mission Statement



It is the goal of Creativity in Motion, through history preservation and innovative storytelling, to reach a community to experience and engage a historic collection—six decades of images and stories—through the Eye of C Smith.



HISTORY

Legendary C Smith is a “Visual Historian” who began shooting photos at 14 years old. He has amassed a treasure trove of photographs.



GOALS

The importance of assessing, cataloging, and digitizing C Smith’s collection is a necessary initiative to preserve this important slice of Black experience through the lens of American History.

Team



The Eye of C project is operated by a dedicated team of highly talented individuals. Through their tireless efforts and vision, our mission can be achieved in preserving and showcasing the history of an important photographer's journey. Each has harvested unique skills and experiences that have enabled them to make this effort a success.



PAMELLA D'PELLA

A professional film, television actress singer-songwriter, photographer, artist and dancer recognized for her extensive career and as founder of Creativity in Motion.

EXECUTIVE PRODUCER & DIRECTOR



GREG BAXTER

A leader who has expanded the capability of Creativity in Motion to deliver best-in-class digital and new-media development and production activities.

EXECUTIVE PRODUCER



VEANISE GINA RUFFIN MOORE

A published author, historian, talk show host, public relations guru and public speaker. As an expert on African American history, she has been featured in news reports on CBS, NBC and ABC news affiliates—especially in Cincinnati, Ohio.

PRODUCER & HISTORIAN

Project Highlights



PRESERVE MEMORIES TO LAST FOREVER



Council Women
Jan-Michele Kearney

HISTORIC WHO'S WHO OF BLACK CINCINNATI



METICULOUS CAPTURE OF PEOPLE, PLACES & EVENTS



IMMERSIVE STORYTELLING CATERS TO ALL AGES



CREATIVITY IN MOTION, LLC

Founded in 2006, Creativity in Motion, LLC (CIM) is a 360° immersive content production studio that brings an inclusive and collaborative mindset for all projects. CIM strives to combine Talent, Creativity, Design and Technology for every production resulting in a body of work that inspires audiences. Each CIM team member is passionate and creative with an entrepreneurial spirit. CIM also brings vast knowledge of beautiful production locations; dynamic collaboration in pre-production planning; cutting-edge technical production expertise; and post-production capabilities to every project.



Film Audience



DEMOGRAPHICS



35% Male

65% Female

85% Black American

88% are between the ages of 25 - 54

25% are between the ages of 18 - 34
(interested in animation*)



21% are between the ages of 2 - 17**

* The Hollywood Reporter, *Box Office: Younger Audiences* Sept 2019

**Theme Report, Motion Picture Association of America, 2018

*** Selig Center for Economic Growth, May 2020



REACH

Reach an audience with buying power growth that is outpacing the national average.

Estimated at \$1.4 trillion in 2019, according to the Selig Center for Economic Growth, this buying power is projected to grow to \$1.8 trillion by 2024.***



RELEVANCE

Recent events have sparked a national conversation centered on the Black experience throughout all reaches of America - not only through interactions with law enforcement but at the workplace, grocery stores and shopping malls.



SPONSOR EYE OF C

Film Sponsorship Packages



\$100,000

- Single screen card in the film end credits
- Signature Sponsor Credit and Logo on DVD case & poster
- Premiere Sponsored 3-minute in the DVD Extras
- Your Branded Merchandise and Brochures included in Eye of C gift bags, distributed at select national and international screenings, and all private parties
- Premiere visibility & branding on the Eye of C website
- Inclusion in all press releases and materials
- 20 Tickets to the Eye of C film premiere and VIP reception
- Priority seating for 20 guests to the cast & crew screening
- 100 Director's Cut DVDs



\$50,000

- Sponsor-shared screen card in the film end credits
- Sponsor credit on DVD case & poster
- 2-minute video—Highlighting Eye of C and your brand, available for use online and social media marketing networks
- Your Branded Merchandise and Brochures included in Eye of C gift bags,
- Visibility and branding on the Eye of C website
- Priority seating for 10 guests
- 50 Director's Cut DVDs



\$25,000

- Sponsor-shared screen card in the film end credits
- Sponsor credit on DVD case & poster
- 2-minute video—Highlighting Eye of C and your brand, available for use online and social media marketing networks
- Your Branded Merchandise and Brochures to be included in Eye of C gift bags
- Visibility and branding on the Eye of C website
- Priority seating for 5 guests
- 25 Director's Cut DVDs



\$10,000

- Special thank you shared screen card in the film end credits
- Sponsor credit on DVD case & poster
- Your Branded Merchandise and Brochures to be included in Eye of C gift bags
- Visibility and branding on the Eye of C website
- Exclusive one-time coverage of your product or service on our social media sites
- Priority seating for 5 guests
- 25 Director's Cut DVDs



MAKE IT YOURS

- All Custom Packages include any of our available options customized for your personal business needs

James Brown

Salient Features



COMMUNITY INVOLVEMENT



PRESS & MEDIA COVERAGE



YOUTH AUDIENCE



BRAND AWARENESS



GOOD CAUSE



SWAG BAGS





SUPPORT PHOTO ARCHIVAL



Photographic Archival Project



The cultural preservation of photographs, as shot through the eyes of C. Smith, is imperative. The photographic archival project entails:

- **Collection Organization** - An estimated 60,000 photographs require an appropriate organizational approach for physical and intellectual access; organization in archival boxes and folders; and creation of a collection overview using a selection of representative images, digitizing them as necessary
- **Creation of the Catalogue** - Devise a hierarchy for digital files consistent with the organization of the physical archive; using best practices for file name creation; and creation of a database to facilitate search and access
- **Digitization** - Scanning contractor to handle all media types — photos, negatives, slides — providing digital files
- **Placement** - Creation of a written guide to the archive and creation of the archive overview



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