

# Invisible Corps

In Officio Salutis  
In Service of Health

## NATIONAL UNDERWRITING PACKAGES

### THE PROJECT (please see the full project outline)

The Commissioned Corp of the Public Health Service touches the lives of millions of Americans every day. USPHS Commissioned Corps is the only uniformed service in the world dedicated to public health – the unique public health force of the federal government. For over 200 years, their sole mission has been to “protect, promote and advance the health and safety of the nation”. This Corps has 11 professional categories including physicians, nurses, dentists, veterinarians, scientists and others in 800 locations across the US and around the world.

This project will center on a one-hour documentary that covers the history and role of the Public Health Service Commissioned Corp that will be made available to all PBS stations across the country starting Spring of 2023. It will include a number of shorter videos along with a viewer/discussion guide for use with the film in classrooms and small groups. The program will tell the story of USPHS officers work in a wide range of areas that ultimately affect the health of our citizens, communities and country.

### THE GOAL

The audience for this project includes those who utilize and depend on the USPHS as well as community leaders, educators and health care professionals who will engage citizens in understanding the crucial nature of public health endeavors and how the Commissioned Corp of the Public Health Service enacts this vital service. This project will help Americans understand the USPHS Commissioned Corps’ role in healthcare delivery, research, regulation and disaster relief.

## NATIONAL SPONSORSHIP PACKAGES

This project includes: *(Please note these elements may change depending on final funding of project)*

**DOCUMENTARY** (one hour) National and Regional release

Theatrical release / film festivals, national distribution to PBS stations.

**SHORTENED VERSION OF DOCUMENTARY** (20 to 30 minutes)

Shortened documentary for use at services clubs or in the classroom.

**LIFT OUT SPECIALTY VIDEOS** (several specific videos / 1 to 3 min each)

Short videos created from the original documentary.

**INFORMATIONAL PROMOS CREATION AND DISTRIBUTION**

For use on partner websites, social media and for TV stations promotion.

**HISTORICAL ARCHIVE MATERIALS** Full interviews from program for education use.

**CURRICULUM / VIEWER GUIDE** for use in classrooms to accompany the documentary.

**PRODUCTION WEB SITE** Including downloads for all the above videos and guides.

**SOCIAL MARKETING COMPONENT** Social Media tools creation/distribution.

**PREMIERE GALA EVENTS** to celebrate the project and honor our sponsors and partners prior to release.

Produced by Christopher Productions, LLC

Spring 2023

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## NATIONAL UNDERWRITING PACKAGES

### Headline Sponsor: \$100,000

#### SPONSORSHIP PRODUCT/COMPANY EXCLUSIVITY

No other competing business will be given a sponsorship. Maximum two sponsors at this level

#### DOCUMENTARY PROGRAM (Full Length and Shortened Version)

Sponsor name on opening credit page one BEFORE the show title in first position and with individual page. List will be first come first served regarding page number and will adhere to PBS standards for broadcast.

Sponsor name on **end credits** "Made Possible By" in first position as at top of show.

Sponsor name on all **press releases** at the end of first paragraph of release in first position as "This project is being underwritten through the support of..."

Sponsor name on all flyers distributed to organizations and schools in first position.

Sponsor name on all marketing materials distributed in first position.

#### SHORTENED VERSION OF DOCUMENTARY (appx. 20-30 min) Sponsor Introduction if desired for sponsor use.

Sponsor name on opening credit page one as above.

#### BRANDED INFORMATIONAL PROMOS

PSA like promos of various lengths tagged with sponsor info for sponsor use.

#### SPECIALIZED WEB SITE INFORMATION developed on production and partner websites

This will include resources and program information and promoted in all marketing materials.

Sponsor logo on **home page of production web site** with other Headline Sponsors.

#### VIEWER GUIDE for use in classrooms and civic groups.

Sponsor name will appear in the same manner and fashion as above in the "headline" position with other headline sponsors on the cover of the curriculum guide.

#### GALA PREMIERE event in the Spring of 2023

Sponsor logo signage if desired and verbal / visual acknowledgement at event.

#### PRIVATE SPONSOR PREMIERE Spring of 2023

Available prior to national release.

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## NATIONAL UNDERWRITING PACKAGES

**Title Sponsor: \$75,000**

### SPONSORSHIP PRODUCT/COMPANY EXCLUSIVITY

No other competing business will be given a sponsorship. Maximum three sponsors at this level

### DOCUMENTARY PROGRAM (Full Length and Shortened Version)

Sponsor name on opening credit page two, three or four depending on number of Headline Sponsors but BEFORE the show title, grouped with other Title Sponsors on one page and in a slightly smaller font than Headline Sponsors. List will be first come first served regarding page position and will adhere to PBS standards for broadcast.

Sponsor name on **end credits** “Made Possible By” in position as at top of show.

Sponsor name on all **press releases** at the end of first paragraph of release in position as at top of show “ This project is being underwritten through the support of....”

Sponsor name on all flyers distributed to organizations and schools in position as at top of show.

Sponsor name on all marketing materials distributed in position as at top of show.

### SPECIALIZED WEB SITE INFORMATION developed on production website and partner websites

This will include resources and program information and promoted in all marketing materials.

Sponsor logo on **home page of production web site** with other Title Sponsors.

### BRANDED INFORMATIONAL PROMOS

PSA like promos of various lengths tagged with sponsor info for sponsor use.

### VIEWER GUIDE for use in classrooms and civic groups.

Sponsor name will appear in the same manner and fashion as above in the “title” position with other title sponsors on the cover of the curriculum guide.

### GALA PREMIERE event in the Spring of 2023

Sponsor logo signage if desired and verbal / visual acknowledgement at event.

### PRIVATE SPONSOR PREMIERE Spring of 2023

Available prior to national release.

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## NATIONAL UNDERWRITING PACKAGES

### Supporting Sponsor: \$50,000

Maximum 6 sponsors at this level.

#### DOCUMENTARY PROGRAM (Full Length and Shortened Version)

Sponsor name on supporting sponsor group page before the show title but in a slightly smaller font and after the title sponsor names. This credit will be listed as “in association with..” List will be first come first served regarding page position and will adhere to PBS standards for broadcast.

Sponsor name on end credits “Made Possible By” as at top of show.

Sponsor name on all **press releases** at the end of first paragraph of release as “With additional support from....”

Sponsor name on all flyers distributed to organizations and schools in position as above.

Sponsor name on all marketing materials distributed in position as above.

#### SPECIALIZED WEB SITE INFORMATION developed on production website and partner websites

This will include on line information about resources and the program and will be distributed through partner websites and promoted in all marketing materials.

Sponsor NAME on **home page of production web site** with other Supporting Sponsors.

#### VIEWER GUIDE for use in classrooms and civic groups.

Sponsor name will appear in the same manner and fashion as above in the “supporting sponsor” position with other supporting sponsors on the cover of the curriculum guide.

#### GALA PREMIERE event in the Spring of 2023

Sponsor verbal / visual acknowledgement at event.

#### PRIVATE SPONSOR PREMIERE Spring of 2023

Available prior to national release.

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## NATIONAL UNDERWRITING PACKAGES

**Sponsor: \$25,000**

Unlimited sponsors at this level.

### DOCUMENTARY PROGRAM (Full Length and Shortened Version)

Sponsor name on sponsor group page before the show title but in a slightly smaller font and after the supporting sponsor names. This credit will be listed as “in association with..” Page position will be based on first come first served. It will adhere to PBS standards for broadcast.

Sponsor name on end credits “Made Possible By” as at top of show.

Sponsor name on all **press releases** at the end of first paragraph of release as “ With additional support from....”

Sponsor name on all flyers distributed to organizations and schools in position as above.

Sponsor name on all marketing materials distributed in position as above.

### SPECIALIZED WEB SITE INFORMATION developed on production website and partner websites

This will include on line information about resources and the program and will be distributed through partner websites and promoted in all marketing materials.

Sponsor NAME on **home page of production web site** grouped with other Sponsors.

### VIEWER GUIDE for use in classrooms and civic groups.

Sponsor name will appear in the same manner and fashion as above in the “sponsor” position grouped with other sponsors on the cover of the curriculum guide.

### GALA PREMIERE event in the Spring of 2023

Sponsor verbal / visual acknowledgement at event.

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## NATIONAL UNDERWRITING PACKAGES

**Supporter: \$5 to 15,000**

Unlimited sponsors at this level.

### DOCUMENTARY PROGRAM (Full Length and Shortened Version)

Sponsor name on supporting group page before the show title but in a slightly smaller font and after the sponsor names. This credit will be listed as “in association with..” **Page position will be based on amount of sponsorship and first come first served if equal amounts.** It will adhere to PBS standards for broadcast.

Sponsor name on end credits “Made Possible By” as at top of show.

Sponsor name on all **press releases** at the end of first paragraph of release as “ With additional support from....”

Sponsor name on all flyers distributed to organizations and schools in position as above.

Sponsor name on all marketing materials distributed in position as above.

### VIEWER GUIDE for use in classrooms and civic groups.

Sponsor name will appear in the same manner and fashion as above in the “supporter” position grouped with other sponsors on the cover of the curriculum guide.

### GALA PREMIERE event in the Spring of 2023

Sponsor verbal / visual acknowledgement at event.