

SPONSORSHIP PROPOSAL

On September 19, 2017, we will launch the **WedTrotter - Top Wedding Photographers** project.

This is a documentary series consisting of 13 episodes, about the best wedding photographers in the world and the events they shoot at, created by Anghel Brothers. The duration of the project is 1.5 years. **The main purpose of the project is educational.** We aim to inform and educate the public about the photographic art and the backstage work of its practitioners. We also aim to capture the specific traditions of weddings from different cultures around the world.

WedTrotter caravan is on its way. 12 countries, 4 continents, 13 documentary film episodes. All with an educational purpose.

But we cannot do it alone. We invite you to be the supporters of this wedding globetrotter series. We need your help in making it possible to carry out the project from a financial point of view and will make everything in our power to best highlight your brand.

About WedTrotter

TARGET AUDIENCE

- Couples about to get married;
(more than 30,000,000 people are married every year, more than 2,000,000 in the US, over 200,000 in Romania - according to the UN Population Division)
- Aspiring photographers looking for know-how and mentorship;
- Travel enthusiasts;
- The general public (entertainment);
- Higher education;
- Income - above average;
- Living environment - predominantly urban;
- F / M ratio - well balanced.



The inside view. Around the world.

Documentary movie series presented by Anghel Brothers

CAST

The artists presented in this series are world-renowned photographers - awarded, renowned and respected by the entire photographic community in the world. They are part of several highly reputable international organizations.

FOCUS

- Education of the photographic community;
- Documenting cultural diversity;
- Artistic presentation of the urban and natural environment.

DISTRIBUTION & PROMOTION CHANNELS

- Online: website, Facebook, Instagram, Twitter, YouTube, Vimeo;
- International distribution networks;
- Media partners: over 70 publications, radio / TV stations, magazines and blogs - from Romania and abroad.

ESTIMATED REACH FOR WEDTROTTER PARTNERS

- Social media: 100,000 people per month / country;
- Video distribution channels: min. 5,000 monthly views;
- Kickstarter supporters: min. 2 000 throughout the campaign;
- Website: min. 1500 monthly impressions
- Media partners: over 70 Romanian and foreign publications.



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We are looking for the following types of partnership:

I. Main Partner of the series

1 offer

15 000 euro

The Main Partner is promoted throughout the entire series (1.5 - 2 years) to all audiences.

BENEFITS:

Special thanks to the Main Partner in the final frames of each episode in the series

We will include the Main Partner's logo in the video - for all episodes after signing the contract.

Special thanks to the Main Partner on online distribution channels

We will include a link to the Partner's website in the description of each episode, on YouTube, Vimeo, Facebook.

Product placement

The Main Partner has the ability to offer a product that will be used by the team and the protagonist through various activations within an episode of the series and will thus gain contextual exposure to the entire WedTrotter audience.

Commercial filmed at the location of one WedTrotter episode

We travel a lot. Hence, you have the chance to explore great, exotic locations with us.

WedTrotter creators will design and produce an ad according to the specifications provided by the Main Partner at the location of one of the episodes (granted, a very special location!).

Branding on WedTrotter's T-shirt - all episodes

We will include the Main Partner's logo in a visible position on the shirt worn by the series creators during each episode after signing the contract.



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Priority promotion in the WedTrotter Hall of Fame and on the WedTrotter movie poster

We will offer great exposure of the brand in pole position on the series site, on the series poster, on the social media pages and profiles of the series and its creators, as well as on all other digital and print media: Facebook Ads, AdWords / YouTube Ads, Prints, etc.

Priority promotion on online communication materials

The Main Partner's logo will be present on all covers of the social media pages of the series. We will the logo with a link on the site and we will make three exclusive partner posts on the social media channels of the series and its creators.

Priority promotion in press releases

All communications sent to the national and international media following the signing of the contract will contain a reference and link to the Main Partner in a priority position.

Priority promotion through the newsletter

We will include promotional materials of the Main Partner in the newsletter sent to the WedTrotter audience.

Customized advertising

We have the possibility to work with the Main Partner's Marketing and PR team to design a slogan and customized promotional materials to be used in the WedTrotter communication campaign.

II. Episode Partner

12 offers

4 000 euro

The Episode Partner is promoted during the release and promotion period of that episode as well as at the end of the series.

BENEFITS:

Special thanks within the episode

We will include the Episode Partner's logo in the video.

Special thanks in the description of the episode on online distribution channels

We will include a link to the Episode Partner's website in the description of the episode, on YouTube, Vimeo, Facebook.

Press release promotion

We will include the brand name and a link to the Episode Partner's website in a press release about the project, distributed to the national and international media.

Newsletter promotion

We will include promotional materials in the newsletter sent to the WedTrotter audience.

Promotion in the WedTrotter online gallery and in the WedTrotter movie poster

The Episode Partner will receive a listing on the project website, on the digital poster, selective co-branding within the digital promotion materials: Facebook Ads banners, AdWords / YouTube Ads.

Promotion within online communication materials

We will include the Main Partner's logo on the cover of the social media pages of the series for the promotion of the episode. We will also include the logo with a link on the series website and make an exclusive Episode Partner post on the social media channels of the series and its creators.



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III. Logistic partner

The WedTrotter project has as its main costs: airplane flights, team accommodation and license to use the soundtrack.

You can support the project by donating flight miles, days of accommodation or the equivalent of licenses!

BENEFITS À LA CARTE:

Mention as a Logistic Partner on the WedTrotter website

Mention in the WedTrotter poster

Selective co-branding within digital promotion materials

Special thanks in the description of the episodes: YouTube, Vimeo, Facebook

Brand exposure on the Facebook pages of the series and its makers

Mention in press releases

Mention in the newsletter

Various shooting activations



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We are also open to other flexible ways of working together.

WedTrotter Producers

The documentary series will be produced, filmed and edited in a professional, unique and original way by Anghel Brothers Production: Adrian Anghel (videographer / editor) and Cătălin Anghel (photographer / producer).

The experience of over 10 years in television and media endorses Cătălin and Adrian as the perfect team to carry out this project at the highest standards of quality and professional ethics.

[Visit the Anghel Brothers website >>](#)

Let's talk!

As a partner of the WedTrotter documentary, you have the opportunity to participate in an international multicultural project on photography, customs and traditions, tourism and human relationships.

This proposal is just the starting point of the collaboration. We are open to your suggestions about new ways to communicate the value of brands we partner with to the WedTrotter audience. Send us your ideas and we can build together a mutually beneficial partnership.

Thank you and we are looking forward to starting the partnership as soon as possible!

For Sponsorship: Cătălin Anghel (catalin@wedtrotter.com | 0735 392 303)

Laura Bojincă-Moisei (laura@wedtrotter.com | 0748 847 216)



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Documentary movie series presented by Anghel Brothers

Best regards,

Cătălin Anghel, Producer - office@anghelbrothers.ro (0735 392 303)

Laura Bojincă-Moisei, Marketing & PR Director - laura.moisei@gmail.com (0748 847 216)

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