

Soul Proprietors

Small businesses. Big hearts.



Info Packet for participants

About the Event

Soul Proprietors is a true community event, uniting business, film and charity. Each competition is filmed by members of the local community, putting a real face on local businesses who are giving back, making a better neighborhood and a better world.

The Film Competition:

Three small businesses that are giving back to their community are selected and paired with a qualified local film crew through random drawing. Each team then competes for a cash prize with a race to complete a polished short film in just five days.

Each entry will profile not only the business and its charitable project but also the creative and innovative founders; a personal recounting of how their idea grew from concept to creation and what motivates them.

The end result is a bridging of the gap between the business community and the neighborhoods they reside in.

An open screening for the public is held and **all proceeds from the door will go to charity.**

Overview:

PR Campaign

A six week PR campaign begins with a call for entries from the local Film Community. A multi-media campaign will be leveraged for exposure.

Meet N Greet

One night of match-up magic at a downtown dinner venue, where film crews are paired with business owners through a random drawing. Five days of filming kicks off the following morning.

Open Screening Event

Premiere night consists of a red carpet open screening at the Jepson Center Auditorium.

An exclusive VIP reception will also take place prior to screening in the south atrium.



What's in it for you?

We tell compelling stories about local business heroes. Our aim is to convey a strong sense of local community and social cause on a deeply personal level.

Why you should participate:

- ★ **It's FREE** – There is zero financial cost to you. A small time commitment is all that we ask.
- ★ **Marketing & Exposure** - This event will be marketed through local TV, magazine and radio outlets giving your company great exposure
- ★ **Potential cash award** - There will be a public screening of the completed films. 100% of the door proceeds will be given to the social cause that is associated with the winning film's business owner. Ted Dennard 's Bee Cause Project was able to install a new educational bee hive thanks to his award winning film. Your film just may be this year's winner, giving your company 's charitable venture a cash award .

Why this project makes good business sense:

- ★ A 2014 Nielsen report found that “66% of **global** consumers say they prefer to buy products and services from companies that have programs which give back to society.”
- ★ “Customers pay a higher price for a product that has higher personal value and people are connecting with doing good.” – The Wall Street Journal

We offer a unique way to reach people where it matters most: their very own neighborhood.



Soul Proprietors: filmed by the community, about the community, for the community



Time Commitment

Meet-N-Greet (2-3 hours)

This is an exclusive downtown kick-off event where film crews and business owners will be paired through a random drawing. This is a no-cost hosted dinner and drink reception for you and a guest.



Filming (be available for 2 days)

The competition clocks starts the morning following our Meet N Greet event, at 8 am sharp. Film crews have just 5 days to film, edit and submit their finished work. We ask that you make yourself personally available for 2 out of these 5 days.



VIP event (1-2 hours)

You and your guest are invited to attend the VIP red carpet event prior to viewing the films.


Open Screening (1-2 hours)

This is the first time all three films will be viewed. The winner will be announced on-stage and one business owner receives the door proceeds for their social cause. We ask that you attend and take your place alongside your film crew on-stage for these awards. (VIP seating)



That's a Wrap!!





Did you know?

Our 2014 Grand Prize film went on to win an Emmy Award!



More Info

Thank you for reviewing our info packet. We hope you decide to take part in this great opportunity. Please call or write at any time with questions or concerns you may have regarding this project.

Deborah Brannigan

CEO, Executive Producer

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View films and photos from our previous competition at www.soulproprietorstv.com

What some of our previous business participants say:



Our film crew was smart, professional and a true pleasure to work with. This was a wonderful way to engage our students, who were the real stars of the show. The resulting film has been a great tool to use in promoting our business. I'll be forever grateful to Debbie for including us. We would do it again in a heartbeat!

**-Leslie Carey
Bikram Yoga Savannah**



Our experience was nothing short of fantastic. The entire competition from start to finish was well organized, professionally done, and extremely rewarding. The event forced us to take a moment and look at how far we have come, how much we have accomplished, and tell our story in voice, video, and action.

**- Kevin Ryan
Service Brewing Co.**



Simply put, our experience was one ignited by excitement; fueled by creative minds coming together for a greater good and most importantly – an experience resulting in a beautiful video that captured all of our imaginations and hearts.

**-Ted Dennard
Savannah Bee Company**



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