



DO-ONE SPONSORSHIP OPPORTUNITY

NOVEMBER 2020

DO-ONE is a campaign that will empower citizens to take charge and change their present environmental situation.

The goal of DO-ONE is to provide citizens with simple ideas; things each of us can do daily that will reduce our personal consumption of fossil fuels and other natural resources such as water.

The DO-ONE public service announcements (PSAs) are friendly and uncomplicated. Elementary reminders of things each of us CAN DO to improve the environment. The PSA's are catchy and simple. Occasionally, DO ONE PSA's will feature celebrities from the sports and entertainment world.

DO-ONE's goal is to make environmental responsibility fun, easy, accessible, and sexy.

DO-ONE PSA's will be produced by professional and amateur filmmakers from around the world.

DO-ONE PSA PROCESS AND GUIDELINES

Process:

1. Potential collaborators submit PSA concepts for approval by a regional DO-ONE Adjudication Team – see Pages 2 to 5 for sample submission concepts and www.do-one.ca for sample PSAs.
2. DO-ONE Adjudication Team greenlights selected PSAs.
3. Filmmaker produces PSA footage.
4. DO-ONE adds the music, introduction and ending graphics.
5. DO-ONE awards \$500 for each PSA that is produced.
6. Filmmaker is added to the DO-ONE Collaborator web page.
7. PSAs are posted on the DO-ONE website as well as several related social media channels.

Notes and Guidelines:

- Be creative.
- Explore a vast range of environmental actions, ranging from saving energy, water conservation, improving water quality and reducing resource consumption.
- Engage well known people and/or professions involved, examples could include:
 - If there is a hockey player involved, it would be great to see him closing his locker and leaving the locker room - then stopping to turn off the ice rink lights. Something fun.
 - Local businesses and business people could be do an action, such as turning lights off – encourages local businesses to participate but they are also getting the promotion!

- Local politicians and police doing an act would be great, etc.
- Total length of PSA's will not exceed 35 seconds.
- Filmmakers may submit and produce multiple PSAs.
- PSAs will be sponsored by local, regional, and national businesses, DO-ONE will ensure that their business ethic aligns with DO-ONE.
- There is no deadline as our goal is to release at least one PSA per week, two would be optimum.
- PSAs are the property of DO-ONE, each filmmaker will be credited on the video and on the DO-ONE website.

DO-ONE SPONSORS

The investment to sponsor one PSA is \$2,500 and can vary based on market size and duration of boosting of the PSA, you may sponsor as many as you like.

Sponsors receive:

- Brand association with Do-One
- Links to your business from social media posts
- Prominent home page logo placement on Do-One website
- Logo placement on the Do-One Facebook timeline
- 150 business brand ads on social media channels (Instagram, Facebook, YouTube, Tik Tok)
- Top 3 rotating ad placements on the Do-One website
- Mention in press release as partner
- Mention in news coverage as partner

PSA CONCEPT SAMPLES

BICYCLE

BLACK SCREEN:

We hear the sound a bicycle over the following words.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see a person riding a bike in a bike lane on an urban street. The person rides by the camera and smiles.

SUPER:

DO ONE

CLOTHESLINE

BLACK SCREEN:

We hear the sound of a gentle breeze over the following words.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see the hands of a woman pinning clothes onto a clothesline. We know see the source of the gentle breeze.

A line of colorful clothes drying in sunshine. The clothes gently billow in the breeze.

SUPER:

DO ONE

LIGHT BULB

BLACK SCREEN:

We hear a buzzing, electrical sound over the following words.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

A naked light bulb. A hand reaches into the frame and pulls the light chain, extinguishing the bulb. Dark.

SUPER:

DO ONE

TREE

BLACK SCREEN:

We hear the sound of digging. A shovel pushing into soil.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

The shovel is rested on a pile of freshly dug earth. A small tree is planted. Hands press the soil around the trunk.

SUPER:

DO ONE

IDLING

BLACK SCREEN:

We hear the sound of an engine running.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see a school bus. Close-up exhaust pipe; smoke. The interior of the bus; it is empty.

A hand reaches for the ignition key and turns the bus off. Outside the bus it is now quiet. Birds can now be heard.

SUPER:

DO ONE

THERMOSTAT

BLACK SCREEN:

We hear the sound of air passing through ductwork.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

Close-up of a home thermostat. The heating dial is reduced from 75 degrees to 68. Close-up of a flame inside a heater as it goes out. The air sound stops.

SUPER:

DO ONE

WATER HEATERS

BLACK SCREEN:

We hear the sound a gas flame.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

A hand reduces the temperature on a water heater tank from 140 degrees to 110. The flame goes out.

SUPER:

DO ONE

LIGHT SWITCH

BLACK SCREEN:

We hear someone humming a song. (i.e. Bono)

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see a hand turn off a light switch while leaving a room.

SUPER:

DO ONE