



ZLI Initiatives: Fundraising with Purpose

About Us

ZLI is a 501 c(3) with a mission to support the sciences of light and life through the arts for animal welfare & wildlife conservation.

**ZLI's
Save a Billion Birds!
Campaign**

ZLI Campaigns seek to advance ZLI's Mission by demonstrating the value of applied photobiology for a specific subject.

ZLI's Save a Billion Birds! recognizes window glass as a dangerous border to be overcome, but also the distant spaces that are nevertheless connected.

As a 501 c(3), it is the purpose of ZLI to fund endowments, raising money in such a fashion as to support the mission along the way. Biking for Birds, is an initiative intended to do just that.

Logistics

As a 501 c(3) charity, ZLI provides 'permanent' product loans to donors, commensurate with support.

This includes sponsored Biking for Birds items, as well as Bird-Friendly Products such as screens, window films, and lattice work, for installation on properties in need of remediation.

BIKING for BIRDS

An intersectional collision monitoring program, intended to improve equitable nature access.

One billion+ birds die every year in the US alone by window glass. African-Americans historically have enjoyed limited access to birding and nature.

Biking for Birds addresses both, obviating challenges and encouraging solutions.

The Context

Collision monitoring programs, where citizen scientists collect dead birds from the base of community buildings, are used to combat collisions.

The first collision monitoring programs began in Toronto. Birders patrolled the streets to identify collisions, even when building owners resisted. In response to threats, the birders defiantly took to bicycles, enabling quick entry and exit onto private property, in order to protect a public resource that they loved.

History has taught us that this would not be possible for African Americans, due to active segregation and the inequitable application of law.

Roadmap

Establishment

Initial funding and marketing builds community, establishing routes/events.

Chamber of Commerce Engagement

As it is not enough to recognize a problem, solutions to collisions come in the form of SDG based sponsorships.

Joint Bird-friendly Projects

Collision sites are remediated through outreach, along w. exemplary projects.

The Program

BIKING for BIRDS supplies communities to enjoy & protect birds.

Bikes / Gear

ZLI provides ten (10) 'Buffalo Bicycles'/group, along with associated cycling gear from local resellers.

This supports international SDG goals, while producing local solutions.



Uniforms

Identifiable badging prevents harassment in contested areas.



Swag



Birding tools enhance experience and advance SDG goals achievement.



Partners



Budget

\$50 k



Single Group Costs

1. Buffalo Bicycles (10)
2. Uniforms (10)
3. Binoculars, Bags, App, Gloves
4. Management, Support



Money In

1. Sponsors
2. 501 c(3) Donors





The Show

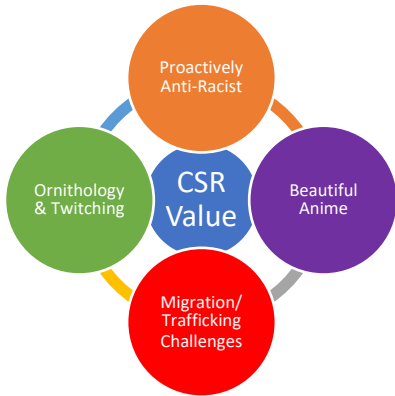
The Green Year

A character-driven anime eco-docudrama, advancing nature & science access for all birders.

Twenty-One Episodes @30 min

Diagramming three

ornithological concepts/facts per episode



Audience

Empathetic families, animal welfare advocates, 18-30 year old women/men, particularly ex-pats of African heritage.



Distribution

Streaming / VOD

Anime, educational, and festival outlets.

Theatrical

Museum, school, aviaries, independent venues.

SWAG & Programming

Biking for Birds Events, Bird-Friendly Product Loans



Logline

A son of a lynched man seeks to complete a birder's 'big year', by travelling however possible.



Synopsis

The Green Year tells the fictional story of Sam Robinson, Alabama son of a lynched African American father, who navigates the borders he faces to win a birder's 'Big Year'.

After guiding Petersen and Fisher in their quest to spot birds in the American south, young Sam Robinson decides that he too will complete a 'Big Year'. Unable to travel freely due to segregation, poverty, and sunset laws, he begins by gathering dead birds under the windowsills of Montgomery businesses.

Trouble soon comes though, and Sam is compelled to protect his sisters by leaving home. His journey takes him through the Caribbean to Brazil, before an odd twist of fate blows him to Liberia and ultimately, a life he chooses to live in London.

Each of the twenty-one episodes in the series features a different order of bird across its range, detailing its biology, habitats, and natural history.



Roadmap

Season One

Sam creatively breaks borders, highlighting the absurdity of racism.

Feature Film

Upon completion of Season One, a feature film tells Sam's backstory by revisiting 'To Kill a Mockingbird'.

Season Two

Sam fights human/wildlife trafficking, after his sister is abducted in India.



Key Episodes

Ep.1 Passeriformes

Dismissed by his clients, Sam entertains his sisters' hobbies.
Species: Northern Mockingbird

Ep.6 Accipitriformes

Caught with a bag of dead birds, Sam escapes incarceration when an eagle breaks his window.
Species: Bald Eagle

Ep.9 Psittaciformes

Sam risks all while preventing his hosts from poaching birds and is blamed for their injuries despite his own.
Species: Parrots

Ep.12 Procellariiformes

Sam decides to join ward-mate Tolbert in Liberia, to escape the stigma he faces in Brazil.
Species: Albetros

Ep.15 Passerines

Sam and his rangers arrest villagers under false pretenses, after reports of poaching.
Species: Liberian Pepper Bird

Ep.18 Cuculiformes

Peterson's daughter, working for ZSL, urges Sam to come to London, to escape the coming violence.

Species: Black Cuckoo

Ep.20 Ciconiiformes

Sam takes a position in London, heading up an ornithology department and reuniting with his sisters.

Species: White Stork



Partners



Budget

\$19.4 m



Comparable Projects

Title	Type	Budget	Gross
Demon Slayer: Mugen Train	Anime	\$15 million	\$502 million
Raya and the Last Dragon	CGI	\$100+ million	\$130.3 million
Your Name	Anime	\$3 million	\$358 million
Encanto	CGI	\$50 million	\$119.3 million



Money In

Sponsors
501 c(3) Donors
Accredited Investors
Pre-Sale and Tax Rebates

SPONSORSHIP OPPORTUNITIES

LOGO PLACEMENT**

Sponsor Levels	10s PSA / Advertising included prior to opening credits	5s PSA / Advertising included after end credits	Opening Credit Mention	Dedicated Screening Invitations ***	Post Credit Inclusion	Web-site	Limited Product Placement (Director's Discretion)	Hosted Screenings at Sponsor Venue
Sole Sponsor +\$5,000,000	✓	✓	✓	✓	✓	✓	✓	✓
Episode Sponsors \$1,000,000		✓	Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	✓
Premiere \$500,000			Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	✓
Featured \$100,000			Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	✓
Partner \$10,000					Logo ✓ Name ✓	Logo ✓ Name ✓	Logo ✓ Name ✓	✓

- * Promotional Items subject to agreement
- ** Logo placement and dimensions commensurate with sponsorship level
- *** Specific screenings subject to prior arrangement with PhotoDiversity Films LLC

WHAT WE DO

PhotoDiversity™ Films presents documentary and animated films from diverse international perspectives on cultural, environmental and animal welfare issues.

OUR CHARITABLE PARTNER

The Zoological Lighting Institute™ Supports the Sciences of Light and Life through the Arts for Animal Welfare and Wildlife Conservation as a 501c(3) NPO. We provide scholarships and educational programming.

WHY SPONSOR?

PhotoDiversity Films celebrate engagement, inclusion and diversity as fundamental values.

OUR AUDIENCES ARE YOUR AUDIENCES.

Sponsoring this anime demonstrates a commitment to working with our well-educated, international and influential audiences to protect the animals they love, through the very communities that already support you,



The Green Year

An Anime Eco-docudrama to Challenge Borders

Office Use Only

Date Pmt Recvd: _____
Date Logo Recvd: _____
Date Entered: _____
Thank You Sent: _____

SPONSOR NAME:

(as you Prefer to be Listed) _____

CONTACT PERSON: _____

ADDRESS: _____

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ST: _____

COUNTRY: _____

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PHONE: _____

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ZLI/PHOTODIVERSITY CONTACT: _____

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Type: _____

Card# _____

CCV _____

Expiration Date: _____

_____ In Kind Donation (Please List Description & Value)

_____ Direct Deposit:

The Zoological Lighting Institute

Chase Bank

Domestic Routing Number: 698983035

International SWIFT Code: CHASUS533

Account Number: 698983035

Routing Number: 021202337

PLEASE SEND COMPLETED FORM W/PAYMENT TO:

Donations c/o The Zoological Lighting Institute

85 Broad Street, 17th Floor

New York, NY 10004

or electronically to: donations@zoolighting.org

SPONSOR RECOGNITION LEVEL

	Sole Sponsor	\$5,000,000
	Episode Sponsor (x21)	\$1,000,000
	Premiere Sponsor	\$500,000
	Featured Sponsor	\$100,000
	Partner Sponsor	\$10,000
	Community Sponsor	\$1,000

PRE-PRODUCTION SUPPORT:

	Eco-travel Participation	\$10,000
	Named Annual Scholarship	\$5,000
	Screening Pre-Sale	\$1,000
	DVD/Blu-ray Pre-purchase	\$100

The Zoological Lighting Institute is classified by the Internal Revenue Code as a 501 c(3) Nonprofit Public Charity. It may therefore receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code. FIN #27-4522002