

SMOKE CITY: ULTIMO

Partnership Opportunities

The Smoke City documentary series, by St. Louis director Cami Thomas, is a nationally-acclaimed deep-dive into St. Louis. Covered by St. Louis Magazine, Teen Vogue, NPR, ALIVE Magazine and more, the project covers life in St. Louis after the Ferguson uprising, as the city still struggles to have the conversations that has led to its repeated explosive socio-political moments. In the context of the United States in 2019, the series addresses St. Louis', and society's, hesitance to come to terms with its troubled past, through the lens of captivating interviews from St. Louis' most misunderstood residents.

The ultimate goal, and result, of the Smoke City documentary series is to bring together the many corners of St. Louis, uplift our commonalities instead of our differences, and set the stage for a prosperous and more inclusive St. Louis experience, for every resident of any demographic.

What's Unique About Smoke City:Ultimo

Smoke City: Ultimo is the third, and final, installment of the Smoke City series. While Seasons 1 and 2 were broken up into episodes, Smoke City: Ultimo will be Cami Thomas' first ever full-length feature, as a full-scale 120 minute documentary. Preceding wide-scale national distribution, there will be over a dozen live screenings and Q&A sessions across St. Louis.

Strategy:

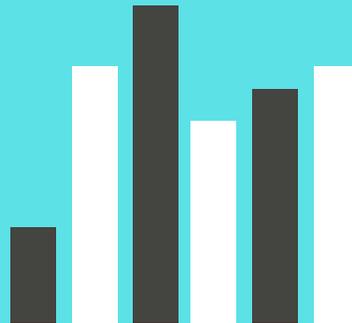
Screenings and increased guerrilla marketing throughout St. Louis City and St. Louis county will spread local reach to 3x compared to Season 2, at an estimated 10k unique viewers via live city screenings, an estimated additional 5k unique viewers through the local and national film festival circuit, and estimated additional 2k viewers in the international film festival circuit, and estimated 20k unique online viewers via FTCTVofficial.com. Coupled with the content rollout, will also be a robust guerrilla and web marketing campaign, with a three phase street team/postering strategy, an estimated 200k St. Louis area web impressions from social media ad campaign, display ads, and PPC web advertising.



AUDIENCE PROFILE

The Smoke City audience consists of local and national change-makers, who create or support art and its power in transforming communities for the better. While various platforms offer the opportunity to consume culture, Smoke City viewers want to reach beyond, urging for content that advocates for the creation and preservation of street culture in its most authentic form. As the city, and nation, look for a blueprint is bridging cultural gaps, our audience is at the forefront of enacting such change, and applying lessons learned through watching Smoke City, to apply in their own communities.

Average age of 18-34
54% Black/African American
31% White/Caucasian
10% Latino/Hispanic
3% Asian/Pacific Islander
2% indicated "other"



- An estimated 200k web impressions St. Louis area and surrounding Missouri, through Columbia
- 3k estimated viewers in the international film festival circuit
- 7k unique estimated viewers in the local and national film festival circuit
- 20k unique estimated viewers in the FTCTVofficial.com website and media platform

PARTNERSHIP OPPORTUNITIES

Laclede Level: \$500

You receive: Name and logo included on ending credits of Smoke City: Ultimo

Where your donation will go: Production costs, rental fee, one community screening St. Louis area high school.

Linbergh Level: \$1,000

You receive: Name and logo on opening production credits during introduction of film, additional name and logo placement on ending credits, schedule one speaking engagement and screening event at your location/date of choice.

Where your donation will go: Production costs, rental fee, two community screenings at St. Louis area high schools.

Chippewa Level: \$2,500

You receive: Name and logo included on ending credits of Smoke City: Ultimo

Where your donation will go: Production costs, rental fee, one community screening St. Louis area high school.

Euclid Level: \$5,000

You receive: Name and logo on opening production credits during introduction of film, additional name and logo placement on ending credits, schedule one speaking engagement and screening event at your location/date of choice, and your company/brand to be featured organically in the actual footage of Smoke City: Ultimo (your brand, product, or location to be featured as part of b-roll in series).

Where your donation will go: Production costs, rental fee, one community screening in St. Louis area high school.

Chouteau Level: \$5,000+

All previous levels, plus: We will also work together on a co-branded, collaborative community project that benefits the city; examples could be co-branded gear, with proceeds benefiting arts education in St. Louis, developing a digital storytelling workshop for St. Louis youth creators, and more. There's also an opportunity to reserve and host the premiere of the Smoke City screening, before content is released to the public.

10% of funds to go directly to community organization of our choice (we will work together to choose an organization to donate to, and behalf of your brand x FTCTV)

All donations above \$1,000 go towards funding educational screenings in St. Louis area high schools