

# The Crosswalk

SPONSORSHIP PACKAGES AND  
SUPPORT OPPORTUNITIES

Presented By Ballinran Entertainment





# About the Doc

The Crosswalk from Ballinran Entertainment is inspired by the tireless efforts of Sirkel Foods owner Kelly Ballantyne and allies in the community to install a rainbow crosswalk in the heart of Stratford's heritage downtown.

We are bringing Stratford's story to the world and your financial contribution will help make that possible. If you believe this is a story that needs to be told, your generous support would be greatly appreciated. We encourage you to share this opportunity with your network

# Documentary Goals

01

## CELEBRATE DIVERSITY AND INCLUSION

Amplify the voices and stories of Stratford's LGBTQ+ community, promoting understanding and acceptance through the power of storytelling.



02

## RAISE AWARENESS ON KEY ISSUES

Address critical topics like education, mental health, and social inclusion, sparking conversations and encouraging support for local programs.




03

## SHARE STRATFORD'S UNIQUE STORY WITH THE WORLD

Bring Stratford's vibrant, untold story to a global audience, showcasing the community's commitment to equality and progress.



A scenic view of a lake with autumn foliage and houses in the background, overlaid with a quote. The quote is in large white text with yellow quotation marks. The background shows a calm lake with ripples, a line of trees with colorful autumn leaves, and several houses visible through the trees. The sky is a soft, hazy blue.

“There’s hurdles we need to get over, but I think we can all get over the hurdles together.”

*Kelly Ballantyne,  
Business Owner & Stratford LGBTQ+ Ally*

# Sponsorship & Other Opportunities

See how you can  
support your LGBTQ+  
community AND  
get your brand  
in front of an engaging  
audience



# Sponsorship Packages

## PRESENTING SPONSOR

**\$12,500\***

### THE VALUE

- Exclusive “Presented by” title in all marketing materials and in the opening credits of any theatrical, film festival, or premiere screening event.
- Prominent logo placement on all promotional materials, including posters, website, and social media.
- Acknowledgement and logo recognition in the closing credits of any broadcast release of the film.
- Opportunity to host or speak at the documentary’s premiere and related events.
- Feature in a behind-the-scenes segment or interview included in the documentary’s digital release package.
- Recognition in press releases, media coverage, and promotional interviews.

\*2 AVAILABLE

# Sponsorship Packages

## MAJOR SPONSORS

**\$5,000**

### THE VALUE

- Prominent logo placement on the documentary's promotional materials, website, and social media.
- Acknowledgment as a major sponsor in the film credits and at the premiere event.
- Invitations to exclusive screenings and networking events with the production team and other sponsors.
- Inclusion in select media outreach and press releases.
- Opportunity for collaborative marketing efforts (e.g., co-branded content).

## CONTRIBUTING SPONSOR

**\$2,500**

### THE VALUE

- Logo placement on the documentary's website, social media, and select promotional materials.
- Acknowledgment as a contributing sponsor in the film credits and at the premiere event.
- Invitations to the premiere and other key events related to the documentary.
- Social media shout-outs and inclusion in a sponsor appreciation video

# Sponsorship Packages

## COMMUNITY SPONSORS

**\$1,000**

### THE VALUE

- Logo placement on the documentary's website and in event programs.
- Acknowledgment in the credits as a Community Sponsor.
- Invitations to the premiere and local community events.
- Recognition on social media and in a dedicated thank-you post.

## ADVOCATE SPONSORS

**\$500**

### THE VALUE

- Name listed on the documentary's website.
- Acknowledgment in the film credits as an Advocate.
- Invitation to a special screening event.
- Social media recognition

## SUPPORTING SPONSORS

### THE VALUE

- Name listed on the documentary's website as a Supporter.
- Acknowledgment in the credits for donations of \$250.
- Digital thank-you card or shout-out on social media.
- Option for personalized updates on the project's progress

**\$250 / \$100**



# Individual Contribution Opportunities

## ASSOCIATE PRODUCER

**\$5,000\***

### THE VALUE

- On-screen courtesy credit as Associate Producer
- Included in an associate producer's profile included in the documentary's digital release package.
- Recognition in press releases, media coverage, and promotional interviews

\*4 AVAILABLE

## COMMUNITY PARTNER

**\$1,000\***

### THE VALUE

- Acknowledgement in the credits as a Community Sponsor.
- Invitations to the premiere and local community events.
- Recognition on social media and in a dedicated thank-you post.

# Individual Contribution Opportunities

## SUPPORTERS

**\$500**

### THE VALUE

- Name listed on the documentary's website.
- Acknowledgment in the credits as a Supporter.
- Invitation to a special screening event.
- Social media recognition.

## ADVOCATES

**\$250/100**

### THE VALUE

- Name listed on the documentary's website as an Advocate
- Acknowledgment in the credits for donations of \$250.
- Digital thank-you card or shout-out on social media.
- Option for personalized updates on the project's progress.



# HARNESSING THE POWER OF FILM

## **Boost your Brand Reputation**

Documentaries are powerful tools for social change, sparking conversations, ideas and inspiration. Your involvement in The Crosswalk will elevate your brand and position your company at the forefront of inclusivity.

## **Support Stratford as Progressive and Inclusive Community**

Stratford is a well-known international destination that relies heavily on the tourist economy. Your affiliation with a film that speaks to an inclusive and forward-thinking community, will resonate beyond your own brand.

## **Visibility on National and International Platforms**

Position your brand with highly visible marketing as part of a compelling documentary that resonates positively with audiences at film festivals, public screenings and on broadcast platforms in Canada and internationally.



# About Ballinran

Founded in 1995, Ballinran Entertainment captivates audiences through the power of cinematic storytelling.

The key to our success is our ability to uncover the drama in the stories we capture from all corners of the world, from the exotic flavours of Bollywood, to the bone-chilling Canadian Arctic, to the breath-taking savannah of Africa.

We bring decades of industry experience to the screen, creating internationally-filmed productions that are distributed globally



# About Stratford-Perth Pride

Founded in 2017, Stratford-Perth Pride is a non-profit organization that provides 2SLGBTQIA+ programming, resources and education to make Stratford, St. Marys & Perth County a more welcoming, accepting and inclusive community.

Stratford-Perth Pride focuses on key initiatives in order to achieve our vision to make Stratford, St. Marys, Perth County a place where no matter who you love or how you identify, you will be safe, valued, equal and proud.





# Contact

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 [@stratfordperthpride](https://www.instagram.com/stratfordperthpride)

Help us bring Stratford's untold story to the world by supporting this important documentary. If you believe this is a story that needs to be shared, your generous contribution will make it possible.



# Thank you for listening!

Got any questions?  
Feel free to call us, email us, or hit us up on  
social media.