



THOMPSON COMMUNICATIONS

Thirty Day Fast Track Producer's Marketing Program

Create and Distribute Press Release

Your press release is the backbone of your marketing program, beyond being used to submit your project to media outlets, it is also the source of information that everyone from potential investors to potential distributors will be asking you.

I will help you develop a professional quality press release that we will distribute to entertainment media outlets for you.

Create Promo One-Sheet

A one-sheet is similar to a poster, we use it primarily to promote your film to potential distributors. It will give the potential distributor a flavor for the style of your film, so it may **refer** to the potential audience, rather than **speaking to** the potential audience. It will increase the professionalism of your marketing effort, by providing industry executives with information on your film in a format that **they are accustomed to receiving**.

Develop Target Distributors List

Although there are thousands of film distributors world wide, your film will only appeal to a certain segment. We will focus our outreach on distributors that would have an interest in your film, generally because of similar films that they may have had success with in the past, or because they specialize in your particular type of film.

Contact of Up to Twenty-Five Target Distributors

I prefer to contact potential distributors by mail, unless they have specifically requested to be contacted by e-mail.

I then turn responses over to you, so that you and your attorney can decide how to respond and handlesubsequent negotiations.

Total Cost of Program: \$2495

Can be paid in two installments.

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