

Sundance Institute Documentary Fund

SAMPLE BUDGET: DOCUMENTARY AUDIENCE ENGAGEMENT CAMPAIGN

ALL VALUES IN USD

| Description   | Long Campaign | Short Campaign |
|---|---------------|----------------|
| <b>CAMPAIGN RESEARCH AND DESIGN</b>                                 |               |                |
| Strategist   Researcher   Budget Development                        |               |                |
| Partnership Development (incl. summit meeting)                      |               |                |
| Independent Firm to Assess Impact   Evaluation                      |               |                |
| Graphic Design  |               |                |
| Postage and Shipping  |               |                |
| <b>SUBTOTAL RESEARCH AND DEVELOPMENT</b>                            |               |                |
| <b>CONSULTANT TEAM</b>  |               |                |
| Impact Campaign Management   Coordinator                            |               |                |
| Filmmaker Fee (Appearances and Advisory)                            |               |                |
| Publicist   |               |                |
| Social Media   Digital Strategy                                     |               |                |
| Campaign Documentation (Photog, Press, Analytics, Results)          |               |                |
| <b>SUBTOTAL CONSULTANTS</b>   |               |                |
| <b>TOOLS</b>  |               |                |
| Discussion Guides   Fact Sheets   Tool Kits                         |               |                |
| Video Modules for Web   Advocacy   Educational                      |               |                |
| Website: design & launch  |               |                |
| Maintenance   |               |                |
| Digital Interactives (Games   Apps   Maps   VR   Mobile   Petition) |               |                |
| <b>SUBTOTAL TOOLS:</b>  |               |                |
| <b>SCREENINGS</b>   |               |                |
| Organizational and allied screenings/events                         |               |                |
| Mini-Grants @ community organizations (\$500 x 40)/(\$500 x 20)     |               |                |
| Subject Travel Support  |               |                |
| Filmmakers   coordinator travel support                             |               |                |
| Allies travel support   |               |                |
| Allies support for presentation, events                             |               |                |
| <b>PROJECT TOTAL COSTS:</b>   |               |                |

|                                |  |  |
|--------------------------------|--|--|
| <b>FUNDING SOURCES SECURED</b> |  |  |
| Producer's Investment          |  |  |
| Private Donation               |  |  |
| Private Donation               |  |  |
| Fundraiser                     |  |  |
| Crowd Sourcing                 |  |  |
| Foundation Grant               |  |  |
| Foundation Grant               |  |  |
| Foundation Grant               |  |  |
| Broadcast License              |  |  |
| <b>TOTAL FUNDING SECURED</b>   |  |  |

|                                |  |  |
|--------------------------------|--|--|
| <b>FUNDING SOURCES PENDING</b> |  |  |
| Private Donation               |  |  |
| Private Donation               |  |  |
| Foundation Grant               |  |  |
| Foundation Grant               |  |  |
| Foundation Grant               |  |  |
| Fundraiser                     |  |  |
| Broadcast License              |  |  |
| Broadcast License              |  |  |
| <b>TOTAL FUNDING PENDING</b>   |  |  |