

SPONSORSHIP & PARTNERSHIP DECK FOR

SPONSORSHIP OPPORTUNITIES

A REEL NATION MEDIA
FEATURE LENGTH
DOCUMENTARY



SALLY'S IRON MUSTANGS
Counting Reps, Not Years.

THE STORY

Sally Winchell, an age-defying bodybuilder and nutrition buff turning sixty-five, devotes herself to building health programs in Lancaster, PA, inspiring senior women to revive their passion for well-being and even compete in powerlifting.

A REEL NATION MEDIA DOCUMENTARY FILM

Directed by Abdullah Abu-Mahfouz

The team at Reel Nation Media seeks your partnership in the completion and release of ***Sally's Iron Mustangs***, a documentary feature film on women's health, fitness, and the journey that is aging.

Screenings in US venues (theaters, residually-affiliated theaters, and community centers) and online video-on-demand sales will embody themes of the film including senior wellness, goal setting, and celebrating inner strength. The goals of the film include bettering communities, combating elderly erasure, supporting proactive health initiatives, and increasing access to community facilities across the country.



JOIN THE JOURNEY

SPONSORSHIP & PARTNERSHIP DETAILS

Marketing and Promotion Sponsorship (details on page 3)

Help us reach diverse audiences through sponsorship including advertising your business in our pre-roll, hosting a table at one of our events, or donating funds to cover film finishing costs, all while benefitting community outlets.

Media Sponsorship

Feature us in a video, book, magazine, article, podcast, or any other media platform.

In Kind Sponsorship

Donate goods and services for local silent auctions at our screenings. A portion of the proceeds raised will be donated to the highlighted charity for the event.

Fiscal Sponsorship (\$10,000 - \$15,000)

Or whatever you can fairly provide. Values on our offers are listed at the end of this document.

MARKETING & PROMOTION

SPONSORSHIP OPPORTUNITIES

SPONSOR THE ONLINE MARKETING CAMPAIGN, INCLUDING SOCIAL MEDIA PROMOTIONS AND EMAIL NEWSLETTERS. YOUR LOGO AND MESSAGE WILL BE INCLUDED IN ALL DIGITAL OUTREACH.

SHOWCASE YOUR BRAND'S COMMERCIAL BEFORE THE FILM'S SCREENING AT FESTIVALS, SCREENERS, AND ONLINE PLATFORMS.

PROMINENTLY DISPLAY YOUR BRAND'S LOGO OR STILL AD BEFORE THE FILM PLAYS, LOGO PLACEMENT ON ALL PROMOTIONAL MATERIALS, AND ON THE OFFICIAL FILM WEBSITE.

GIVE US AN ANNOUNCEMENT TO DELIVER TO OUR AUDIENCES BEFORE THE MOVIE STARTS AND IN BETWEEN Q & A SESSIONS.

BUSINESS OR INDIVIDUAL WILL RECIEVE A SPECIAL THANKS IN THE FILM CREDITS.

\$5,000	\$3,000	\$1,000	\$500
PREMIER	SUSTAINER	PATRON	FRIEND
X			
X	X		
		X	
		X	X
X	X	X	X

A DEEP DIVE INTO THE FILM

“Life has no limits, even as a senior. There are still new beginnings. This is something that makes life vibrant for me.” Linda Dickerson

In **Sally's Iron Mustangs**, Director Abdullah Abu-Mahfouz presents a narrative deeply rooted in themes of perseverance and rediscovery of strength, with a special resonance for aging women. This project holds personal significance for Abu-Mahfouz, who desired to highlight the challenges surrounding his own mother's journey in health and aging. Through an intimate and compassionate lens, he aims to create a tangible connection between the audience and the characters, particularly Sally Winchell and her trainees, the Iron Mustangs. The film weaves the challenges faced by Winchell in her mission of health advocacy and the transformative journeys of her trainees as they prepare for the *Senior Games*. Abu-Mahfouz's vision is not only to narrate a story of resilience but also to inspire introspection and empowerment among viewers. He aspires for the audience to see the film as a catalyst for personal reflection, realizing the potential for joy, love, and fulfillment in the pursuit of reclaiming one's strength. This documentary captures the transformative power of community and self-belief, focusing on the themes of strength and potential that reside within every individual, regardless of age.



Reel Nation Media unites virtuous, sincere artists and patrons to heal, empathize, learn, and realize excellence, within themselves and the world, through the authentic cinematic storytelling of characters who build spiritual resilience from their adversities and search for meaning. At Reel Nation Media, we craft cinematic stories that transcend cultural boundaries and foster deep empathy. We believe in the power of film to heal, educate, and inspire, reflecting our commitment to authentic, spiritually enriching narratives.

“Giving back to our community is a belief of our company. In alignment with our values, all screenings of Sally's Iron Mustangs will partner with and benefit community programs and charitable causes.”

Abdullah Abu-Mahfouz,
Director of Reel Nation Media



Sally Winchell offers candid reflection about her impending 65th birthday, sharing her insecurities and aims for her new season of life.

WHY SPONSOR THE FILM

Align with a Positive Message: Your brand will be associated with uplifting content that promotes proactive wellness, female empowerment, and community.

Reach a Diverse Audience: Gain visibility among a wide demographic, from health enthusiasts to seniors and their support systems and documentary fans.

Support Impactful Storytelling: Play a crucial role in bringing this important story to a national audience through our distribution efforts aimed at combating elderly erasure and providing opportunities for fitness in local communities.

What Can a Social Impact Screening Do?

Fundraise for gym equipment, secure coaching for underserved communities, provide healthy meals for seniors, bring other donors into opportunity centers through public-facing events, and more!

THE STORY MATTERS

This film not only challenges societal perceptions of aging but also highlights the importance of health, determination, and community support, offering an uplifting message about the power of resilience and the human spirit.



"We all want to live a good life, not just live."

Judy Harding beams in her interview in a "She believed she could so she did" shirt.

THE NUMBERS

We invite you to request our full audience analysis and post-production, financing, and distribution plans for additional details.

DISTRIBUTION PLAN

100

Estimated Audience Reach Per Screening

50

Estimated Minimum Number of Screenings (festival, theatrical, and social impact)

50k

Estimated Minimum Social Reach After Full Screenings

Phase 1: Pre-Festival Fundraising Screeners

Raise funds necessary for completing the film, secure partnerships, and create a buzz around the documentary before entering the festival circuit. This phase will occur immediately after the completion of the final cut of the documentary and before the submission to film festivals, ideally 6-9 months before the public release.

Phase 2: Festival Circuit and Social Impact Screenings

Generate buzz, credibility, and early viewer feedback. Compete for awards and distribution deals. Align with social impact mission. 6-12 months before public release.

Phase 3: Community and Educational Screenings

Engage with direct communities, educational institutions, and interest groups related to the documentary's themes. Concurrent with and following the festival circuit.

Phase 4: Educational Distribution

Incorporate the documentary into educational content for schools, universities, and health education programs. 1-year post-public release, ongoing.

Phase 5: Digital Platforms and Streaming Services

Maximize accessibility and viewership through digital means. Begins towards the end of the festival circuit and continues post-public release.

Phase 6: Television Broadcasting

Reach a broader and possibly non-digital savvy audience. 6-12 months post-public release.

Phase 7: International Distribution

Potential to expand the documentary's reach to international audiences. 1-2 years post-public release.

About Ancillary Distribution: *Sally's Iron Mustangs* will be coming out on online video-on-demand, online rental, digital download, and subscription streaming. Combined, these windows will make up about 800% more outreach and revenue than the theatrical events within a 5-year period. The following information has been analyzed for the theatrical distribution only.

WHO IS OUR AUDIENCE?

Our film speaks to a broad audience, including health and wellness enthusiasts, senior citizens and organizations focused on aging, and fans of documentary cinema, inspirational stories, and local good deeds.

Health and Wellness Enthusiasts

- Age Range: 25-55, with an openness to appealing to older adults given the subject matter.
- Gender: Both male and female, with particular resonance for women given the film's focus.
- Values and Attitudes: Places high value on health and wellness as core parts of their identity; motivated by stories of transformation and perseverance.

Senior Citizens and Advocates for Aging Well

- Age Range: Primarily 60 and above, including both active seniors and retirees. Also, younger individuals (e.g., 45-59) who are caregivers or work in gerontology and senior wellness.
- Gender: Both male and female, with a universal appeal due to the focus on aging well.
- Values and Attitudes: Emphasizes a positive and active approach to aging, empowerment at any age, and the importance of community and support networks.

Documentary and Indie Film Aficionados

- Age Range: 18-50, capturing a broad spectrum from film students to mature aficionados of the indie film scene.
- Gender: All genders, appealing to anyone with a deep appreciation for documentary storytelling and indie filmmaking.
- Values and Attitudes: Highly values creativity, authenticity, and depth in storytelling. Prefers content that inspires change or provides new perspectives on societal issues.

Community and Social Change Advocates

- Age Range: Adults of all ages, from young activists to experienced educators and social workers.
- Gender: All genders, with a focus on individuals dedicated to community service and social impact.
- Values and Attitudes: Highly values community service, empowerment, and making a positive impact. Motivated by stories that highlight societal change and individual resilience.



100 SOCIAL IMPACT SCREENINGS

The team at Reel Nation Media is proud to announce a commitment to gifting the film to 100 organizations for their own fundraising and entertainment efforts through community impact screenings.

Social impact screenings are opportunities for community members to view the film as part of a mission-aligned fundraiser, special event, or community support experience.

WHAT CAN A SOCIAL IMPACT SCREENER DO?

- Assist religious organizations in kickstarting sports and recreational clubs.
- Inspire community members to try proactive health management and risk reduction programs offered within a facility.
- Bring joy to residents during a routinely scheduled movie night.
- Shed light on potential outreach opportunities for senior services organizations.
- Help finance large initiatives during “dinner and a movie” style galas and fundraisers.
- Acknowledge an erased population in our media- aging women.
- Raise funds to pay the salary of fitness professionals at underfunded facilities.
- And more- we believe in your mission and supporting your dreams!

To schedule a screening at your organization, please contact Erin Price, Producer of Financing, Marketing, and Distribution at erin@reelnationmedia.com

OUR SCREENERS

At screeners, guests enjoy a joyful and celebratory atmosphere, watch the film, participate in Director and Participant Q &As, and partake in special treats. Local community vendors donate to our silent auctions and businesses are advertised in speeches, on pre-roll, and through signage.

On Sunday, May 12th, a friends and family screener was hosted at Zoetropolis in Lancaster, PA. The over 100 attendees reported an incredibly warm reception to the film and went on to rave that the event was “one of the best premiers they have attended” (photos below).

Upcoming screener locations include Willow Valley Communities, private in-home screenings, and local senior centers in Lancaster, Bucks, Dauphin, and Cumberland counties.



BENEFITTING OTHERS

We use our screeners to benefit community stakeholders.

A screener and Director Q&A in May at Ridgeview Farm Vineyards & Brewing Co. in New Tripoli, PA, benefitted the community efforts at preserving the stories of community elders at the Weisenberg/Lowhill Township Historical Society.

In June, our screener at Armstrong Valley Winery in Halifax, PA benefitted West Shore Meals on Wheels. The volunteer organization ensures access to nutritional, healthy meals in the greater Harrisburg Area for seniors that would otherwise go without due to illness, disability, or economic status.

We welcome ideas and inquiries for partnerships with mission-aligned organizations.



Let's Go TEAM

Media, in-kind, and fiscal sponsorships
allow flexibility to *do good* in your
community in ways that directly align with
your business aims.

Sponsor aspects of screening events
such as photo areas, snacks, and
beverages

Set up a table at our screening events to
connect directly with viewers

Contribute goods or services to silent
auctions

Feature Sally and the Iron Mustangs'
story in your company newsletter or
publication.



PRODUCER OF FINANCING,
MARKETING & DISTRIBUTION

OFFICIAL FILM WEBSITE

Erin Price | 215.804.6542
erin@reelnationmedia.com

<https://www.reelnationmedia.com/sallysironmustangs>