

# SCHOOLHOUSE ROCKED

— THE HOMESCHOOL REVOLUTION —

THERE'S A REVOLUTION TRANSFORMING EDUCATION  
AND IT'S NOT HAPPENING IN THE CLASSROOM!

## MARKETING PARTNERSHIPS

***Schoolhouse Rocked: The Homeschool Revolution*** is an exciting new documentary, currently in post-production, and ***we need your help to spread the word!***

### ***YOUR ORGANIZATION WILL RECEIVE***

- Your organization name in the end credits of *Schoolhouse Rocked*
- Your organization logo on SchoolhouseRocked.com
- Promotion of your 2021 state organization homeschool convention
- Your organization name in the *Schoolhouse Rocked Homeschool Quick-Start Guide*
- Your organization name in the *Recommended Resources Directory*
- 12 sponsored blog posts on SchoolhouseRocked.com (optional)
- Partnership announcement on Schoolhouse Rocked social media platforms
- Partnership announcement in a Schoolhouse Rocked newsletter
- 2 Lifetime Memberships on the Schoolhouse Rocked Backstage Pass Members site
- Special pricing on Schoolhouse Rocked DVDs and Blu-ray disks

### ***WHAT SCHOOLHOUSE ROCKED IS ASKING OF YOU***

- 3-4 stand alone blast campaigns to your email list to promote Schoolhouse Rocked
- 3-4 inclusive e-blasts to promote key events for Schoolhouse Rocked
- Blog and/or social media posts promoting Schoolhouse Rocked
- Follow, like, and share Schoolhouse Rocked social media pages and posts
- Promotion of Schoolhouse Rocked at conventions and conferences (if applicable)
- Interview with the filmmakers on your podcast or social media (if applicable)
- Print or Digital Magazine Ad (if applicable)

~ **CLICK HERE TO BECOME A MARKETING PARTNER TODAY!** ~

# SCHOOLHOUSE ROCKED

— THE HOMESCHOOL REVOLUTION —

## MARKETING PARTNERSHIPS

*Schoolhouse Rocked: The Homeschool Revolution* is an exciting new documentary currently in post-production and word about the film is spreading fast. We are already engaging with a large and eager audience, but **we need your help to spread the word!**

A film like *Schoolhouse Rocked* can't be made without the support of the homeschool community and organizations *like yours*. We are currently planning for a nationwide theatrical release through Fathom Events. A release this large takes a substantial marketing effort, and we are confident that with the enthusiasm of the homeschooling community and the influence of organizations like yours we will be able to get the word out and fill theaters.

While our marketing partners will benefit from the widespread exposure gained from a national marketing campaign, the real benefit of supporting this film will come over the next several years. You see, *Schoolhouse Rocked* isn't just preaching to the choir. It's not just a pep rally for homeschool evangelists. The movie encourages frustrated and overwhelmed homeschool moms to keep going. It gives families practical resources to start well and finish strong. More importantly, it gives much needed encouragement and direction to families considering homeschooling - encouragement that they can do it, that homeschooling is good for families, good for students, and good for society. By influencing the next generation of homeschoolers, *Schoolhouse Rocked* will impact culture and the support you give will play a critical part in making that impact!

## MARKETING PARTNERS WILL RECEIVE THE FOLLOWING

- **Your organization name in the end credits of *Schoolhouse Rocked***  
Your company will be listed as a Marketing Partner in the end credits of the movie.
- **Your organization logo on the *Schoolhouse Rocked* website**  
Your company will receive a listing with your company logo and link in the Marketing Partners section on SchoolhouseRocked.com.
- **Promotion of your 2021 state homeschool convention**  
We will promote your 2021 conference on the Schoolhouse Rocked website under "Upcoming Homeschool Conventions," as well as through our social media.
- **Your organization name in the *Schoolhouse Rocked Homeschool Quick-Start Guide*\***  
*Schoolhouse Rocked* will end with a call-to-action. Viewers considering homeschooling will be encouraged to claim their free *Homeschool Quick-Start Guide* from SchoolhouseRocked.com. Marketing partners will receive a listing in the recommended resources section of the guide, including a logo, description, contact information, and a link to your website and state convention. \*A \$500 value
- **Your organization name in the *Recommended Resources Directory*\***  
Through our valuable blog content, regular social media posts, and rapidly growing e-newsletter, *Schoolhouse Rocked* has become a go-to resource for homeschooling families looking for practical resources and encouragement. Marketing Partners will receive a listing in the *Recommended Resources Directory* at SchoolhouseRocked.com. Listings will include your organization logo and description, contact information, and a link to your website. \*A \$150 value

- **12 sponsored blog posts on the *Schoolhouse Rocked* website**  
Marketing Partners have the opportunity to contribute up to 12 sponsored posts (one per month) to the *Schoolhouse Rocked* blog. These posts are promoted on social media, and every post contains a short author bio, company logo, and link in the byline. Original homeschool-related articles are to be provided by your organization and must adhere to our posting guidelines.
- **Partnership announcement on *Schoolhouse Rocked* social media platforms**  
We will announce every new Marketing Partner in a dedicated post on all *Schoolhouse Rocked* social media platforms.
- **Partnership announcement in the *Schoolhouse Rocked* newsletter**  
We will announce every new Marketing Partner in the *Schoolhouse Rocked* newsletter.
- **2 Lifetime Memberships on the Backstage Pass Members site\***  
*Schoolhouse Rocked* offers a Backstage Pass where members will have access to exclusive full interviews with the cast, as well as behind the scenes footage, interviews with homeschool experts across the nation, and much more. \*A \$200 value
- **Special pricing on *Schoolhouse Rocked* DVDs and Blu-ray disks**  
Marketing Partners will receive special pricing on DVDs, Blu-ray disks, and digital streaming. *Talk to us about special dealer pricing as well! Sales of the film is a great way to produce income for your organization.*

## ***WHAT SCHOOLHOUSE ROCKED IS ASKING OF YOU***

**What does all this cost?** We need the support of the homeschool community at large, and we want to make the barrier to entry so low that EVERY state homeschool organization could benefit from this opportunity. That's why we have made our marketing partnerships available for **FREE** to trusted homeschool leaders like you, but while there is no cost, there are responsibilities. Between October 2020 and October 2021, this is what we're asking from you.

- **3-4 stand-alone e-blast campaigns to your organization's email list**
- **3-4 inclusive e-blasts to promote key events for *Schoolhouse Rocked***  
We ask our Marketing Partners to send emails to their entire mailing list, spread out from the start of our partnership until the release of the DVD, to promote the following events. A dedicated email is preferred, however, inclusion of these events in your regular newsletter would be acceptable as well. *Schoolhouse Rocked* will provide content for the following emails:
  1. *Schoolhouse Rocked* Podcast promotion
  2. Movie pre-release
  3. Movie release
  4. DVD/Blu-ray release
  5. *Schoolhouse Rocked* Backstage Pass promotion

***All graphics and content will be provided by *Schoolhouse Rocked****

- **7-8 Blog and/or Social Media Posts Promoting *Schoolhouse Rocked***  
In coordination with the e-blasts, we ask our Marketing Partners to post announcements on their websites and social media pages. We will provide content, graphics, and videos for these posts.

- **Follow, like, and share Schoolhouse Rocked on social media**
- **Promotion of Schoolhouse Rocked at Conventions and Conferences (*If applicable*)**  
We can provide videos, posters, handouts, free video downloads, and custom materials for your state homeschool convention.
- **Interview with Filmmakers on Your Company Podcast or Radio Show (*If applicable*)**  
If you have a podcast or a radio show, the filmmakers (Garritt and Yvette Hampton) would love to join you as guests and share *Schoolhouse Rocked* with your audience.
- **Print or Digital Magazine Ad (*If applicable*)**
  - Minimum half page size. Full page requested if possible
  - Publication-ready ad will be provided by Schoolhouse Rocked in the specs provided by organization with a minimum of 3 weeks' notice

**Click here to become a marketing partner today!**

Contact Yvette Hampton at **661-877-3172** or **Yvette@SchoolhouseRocked.com** for more information.