



**PROJECT
GOOSEBERRY**

Sponsor prospectus

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Our Open Movie production method has proven to be interesting for various companies to get involved with. Thanks to the open nature – both software and content is freely licensed – we can provide a unique offering for sponsors. We have nothing to hide, so access to the studio pipeline or methods how content gets created can be freely defined with partners.

Benefits for example can be:

- Testing specific hardware or technology in our production pipeline
- Delivering content exactly according specifications of a third party (color depth, multi-layer, resolution, frame rate, stereo, etc).
- Develop specialist features - test and validate this in a studio setting.

Sponsors and partners will get early access to the results of the project.

Apart from that, we have high profile projects that generate a lot of good publicity and PR. Our films and websites attract millions of people.

All sponsors will get three choices for how we bookkeep their contributions:

- Invoiced sponsoring costs, with as return a specific benefit.
- As a "subsidy", with us paying back based on us breaking even.
- Profit share, a percentage of the profits.

Regulations for "sponsored subsidies" will be similar to how the Netherlands and EU Film Funds support movies. This is being studied on by BDO.

Because Gooseberry also includes a window for exploitation, there's a potential project profits. These profits will be shared with the makers (half) and the investors and sponsors in the film (other half). We investigate crypto-shares or similar systems for it, in cooperation with BDO.



BDO, Audit

The internationally renowned accountancy firm BDO has signed up to support the Gooseberry film project with consultancy, accounting and audit.

BDO will oversee how we handle sponsoring, loans, investments, subsidies and shares properly, and will provide public audit reports for the Gooseberry project.

Contact:
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Partner BDO Netherlands
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Project Partners

Project Partners are companies or institutions that have a direct and immediate interest in our work and or production pipeline. With them we can discuss delivery formats, technology to use or to develop. Project Partners get the right to sign-off and feedback on the concept and story treatment before joining.

We expect partners to help funding the project for 10% of the total, which is between 300k and 500k euro.

Project Partners get prominent crediting and mentioning on co-producer level, which is in the opening credits of the film, their logo on film posters and DVD/Bluray covers, press releases and the blog frontpage.

• Press Release • Front Page Credit • Blog Articles • Opening Credit • Film Poster Credit • All Project Data

Premium Sponsors - 100k

The Premium Sponsor credit is for those who have sponsored the project in cash, services or material with at least 100,000 euro.

Premium Sponsors will get crediting on the Gooseberry blog frontpage, get a prominent film scroll credit with logo, get a mention on film poster and in press releases.

Around the premiere date of the film Premium Sponsors will also get disks with the full project backup, including all original HDR frames and original soundtrack of the film.

• Press Release • Front Page Credit • Blog Articles
• Logo in Credit Scroll • All Project Data

Main Sponsors - 25k

The Main Sponsor credit is for those who have sponsored the project – in cash, services or material – with at least 25,000 euro.

Main Sponsors will get prominently credited and mentioned in the film and dvd credit scrolls, on the sponsor page of the website.

Around the premiere date of the film the Main Sponsor will get a disk with the original HDR frames and original soundtrack of the film.

• Press Release • Front Page Credit • Blog Article
• Credit Scroll • All Film Data

Platinum Sponsors - 10k

The Platinum Sponsor is for those sponsoring our project with at least 10,000 euro. Credits will be included in a special prominent section of the film credit scroll and on the website.

Around the premiere date of the film the Platinum will also get a disk with all original HDR frames and original soundtrack of the film.

- Press Release • Sponsor Page Credit
- Credit Scroll • All Film Data

Gold Sponsors - 2.5k

The Gold Sponsor is for those sponsoring our project with at least 2500 euro. Credits will be included in a special section of the film credit scroll and on the website.

- Sponsor Page Credit • Credit Scroll

Silver Sponsors - 900

The Silver Sponsor is for those sponsoring our project with at least 900 euro. Credits will be included in a special section of the film credit scroll and on the website.

- Sponsor Page Credit • Credit Scroll

Bronze Sponsors - 450

The Bronze Sponsor is for those sponsoring our project with at least 450 euro. Credits will be included in a special section of the film credit scroll and on the website.

- Sponsor Page Credit • Credit Scroll

Development Sponsors

Every film project had a very impressive list of features we wanted to add in Blender. We would like to have as many developers as possible working on it, preferably in each of the Gooseberry studios.

As a Development Sponsor you can ensure we'll spend sufficient time on realizing features! Funding level will depend on the amount of time we expect it to take, which will be calculated using the average costs of a man-month in this project (4000 euro p.m.).

Development Sponsors get well credited and mentioned, which will be further negotiated based on the contribution.

- Press Release • Sponsor Page Credit
- Blog Article • Credit Scroll

Crowd-funding, minimal target

Early March we'll launch a campaign on blender.org, to collect a minimum of 10k Blender Cloud members, and 500k EUR in donations.

We will only finalize agreements with sponsors when we make the crowd-funding target. Sponsors are welcome to participate in the Indiegogo campaign, but for larger contributions it's advised to contact Blender Institute directly.

Credit Sponsor

The most popular 'crowd funding perk' for our projects is the movie scroll credit. For our past short films, we had in average 1500-2000 people subscribing to that by pre-ordering and paying for the film's DVD box. We expect many more to support us this time.

A small Gooseberry film credit will cost 175 euro during the 6 weeks of crowd-funding campaign, and will become 250 after.

Credit sponsoring gives early access to watch the film online or download it, and gives 20 euro discount on a hard copy of the film.

- Credit Scroll (small)

Blender Cloud

Our key strategy is to invite donators to subscribe to a monthly recurring donation to the project. The subscription can be cancelled each month, so it gives us and the film teams a good incentive to share material and show great progress.

All subscriptions will get access to the "Blender Cloud" - a new system that offers access to all the open content projects from Blender Foundation/Institute of the past decade - including nearly all of the data from the new film. Cloud subscribers will get forums and other ways to be involved, monitor progress, and will be enabled to contribute back.

The Blender Cloud will offer additional cloud services like asset browsing from the film, personal storage and project space for sharing and versioning. All this will roll out in the course of 2014-2015.

Subscription fee: 45 euro. After 3 months, 10 per month.

Stay with us 18 months you'll get a Movie Credit.



Micro Shares, Crypto Shares

We will investigate giving sponsors, donators and makers an equivalent in a new crypto-currency or crypto-share, which can get traded, and which gets bought back by Blender Institute during the film exploitation period.

An outcome of this investigation will be reported on in the 2nd half of 2014.

DVDs, Blu-ray, USB stick

It's difficult to predict the future, but also in 2016 people still have DVD players, Blu-ray players, or USB ports to play movies in NTSC, PAL, HD or UHD. We will start pre-ordering of a wide range of these products when the film is nearing its completion.

Donators

All donations of any quantity are welcome! We also will offer a number of interesting support products, for sale via the blender.org store.

Ton Roosendaal - ton@blender.org

Chairman Blender Foundation / Producer Blender Institute

Amsterdam, the Netherlands. 6 March 2014