

Sundance Institute Documentary Fund

SAMPLE BUDGET: DOCUMENTARY AUDIENCE ENGAGEMENT CAMPAIGN

ALL VALUES IN USD

Description	Long Campaign	Short Campaign
CAMPAIGN RESEARCH AND DESIGN		
Strategist Researcher Budget Development		
Partnership Development (incl. summit meeting)		
Independent Firm to Assess Impact Evaluation		
Graphic Design		
Postage and Shipping		
SUBTOTAL RESEARCH AND DEVELOPMENT		
CONSULTANT TEAM		
Impact Campaign Management Coordinator		
Filmmaker Fee (Appearances and Advisory)		
Publicist		
Social Media Digital Strategy		
Campaign Documentation (Photog, Press, Analytics, Results)		
SUBTOTAL CONSULTANTS		
TOOLS		
Discussion Guides Fact Sheets Tool Kits		
Video Modules for Web Advocacy Educational		
Website: design & launch		
Maintenance		
Digital Interactives (Games Apps Maps VR Mobile Petition)		
SUBTOTAL TOOLS:		
SCREENINGS		
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		
PROJECT TOTAL COSTS:		

FUNDING SOURCES SECURED		
Producer's Investment		
Private Donation		
Private Donation		
Fundraiser		
Crowd Sourcing		
Foundation Grant		
Foundation Grant		
Foundation Grant		
Broadcast License		
TOTAL FUNDING SECURED		

FUNDING SOURCES PENDING		
Private Donation		
Private Donation		
Foundation Grant		
Foundation Grant		
Foundation Grant		
Fundraiser		
Broadcast License		
Broadcast License		
TOTAL FUNDING PENDING		