



Institute for Character Enrichment

To walk on water we all need a solid foundation.tm

Our Mission: To promote moral development and a universal understanding of our common moral values.

Founding Campaign

Goal: \$500,000

This is the initial round of funding for the Institute for Character Enrichment.

The proceeds from this campaign will allow us to:

- Produce the TerraCuddles[®] television preview;
- Produce the TerraCuddles pilot episode;
- Test and refine the production;
- Communicate the TerraCuddles series to networks, broadcasters, distributors, advertisers, sponsors and others; and
- Establish our initial organizational structure.

The Institute for Character Enrichment ("ICE") is an Oklahoma corporation qualified as a 501(c)(3) nonprofit organization through the Communities Foundation of Oklahoma. ICE meets IRS qualifications for most grants from foundations and corporations. Individual contributions to ICE will generally be tax-deductible as charitable donations. Check with your tax advisor about your own situation.

We highly value each of our contributors for your financial contribution and your moral support for our mission. Therefore, we intend to provide you with the following recognition and benefits as a token of our appreciation:



Founding Angel

\$250,000

As a **Founding Angel**, you will receive:

- ✓ **Full-Screen Opening Credit with Voice-Over and Logo:** Your Name and Logo will be Full-Screen in the Opening Credits with Voice-Over Recognition "Made possible by a generous contribution from" in both the TerraCuddles Preview and Pilot Episode. Both Preview and Pilot Episode will be provided to television networks, broadcasters, advertisers, sponsors, national media, focus groups and others. The Pilot Episode may also be broadcast in various local, regional or national markets.
- ✓ **Graphic Credit on Covers:** We will include your name and logo on the DVD and VHS covers for all distribution copies of the TerraCuddles Preview and Pilot.
- ✓ **Press-release Recognition:** We will include your name in press releases, providing the potential for local and national media recognition.
- ✓ **2,500 Copies for Your Distribution:** We will provide you with up to 2,500 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution, each of which is printed with your name and logo. Suitable for artist and cast autographs.
- ✓ **Premier Party:** You may invite up to 125 guests to attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided.
- ✓ **Priority to Continue Sponsorship:** You will receive advance notice and priority consideration for the next Level 1 sponsorship round with all of the recognition and benefits offered at that time.

Limit 2



Founding Executive Producer

\$100,000

As a Founding Executive Producer, you will receive:

- ✓ **Full-Screen Closing Credit with Voice-Over and Logo:** Your Name and Logo will be Full-Screen in the Closing Credits with Voice-Over Recognition "Made possible by generous contributions from" in both the TerraCuddles Preview and Pilot Episode. Both Preview and Pilot Episode will be provided to television networks, broadcasters, advertisers, sponsors, national media, focus groups and others. The Pilot Episode may also be broadcast in various local, regional or national markets.
- ✓ **Press-release Recognition:** We will include your name in press releases, providing the potential for local and national media recognition.
- ✓ **1,000 Copies for Your Distribution:** We will provide you with up to 1,000 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution. Suitable for artist and cast autographs.
- ✓ **Premier Party:** You may invite up to 50 guests to attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided.
- ✓ **Priority to Continue Sponsorship:** You will receive advance notice and priority consideration for the next Level 2 sponsorship round with all of the recognition and benefits offered at that time.

Limit 5



Founding Producer \$50,000

As a Founding Producer, you will receive:

- ✓ **Full-Screen Closing Credit:** Your Name will be Full-Screen in the Closing Credits of both the TerraCuddles Preview and Pilot Episode. Both Preview and Pilot Episode will be provided to television networks, broadcasters, advertisers, sponsors, national media, focus groups and others. The Pilot Episode may also be broadcast in various local, regional or national markets.
- ✓ **Press-release Recognition:** We will include your name in press releases, providing the potential for local and national media recognition.
- ✓ **500 Copies for Your Distribution:** We will provide you with up to 500 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution. Suitable for artist and cast autographs.
- ✓ **Premier Party:** You may invite up to 25 guests to attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided.
- ✓ **Priority to Continue Sponsorship:** You will receive advance notice and priority consideration for the next Level 3 sponsorship round with all of the recognition and benefits offered at that time.

Limit 10



Founding Director \$25,000

As a Founding Director, you will receive:

- ✓ **Shared Full-Screen Width Closing Credit:** Your Name will be close to Full-Screen width in the Closing Credits of both the TerraCuddles Preview and Pilot Episode. Both Preview and Pilot Episode will be provided to television networks, broadcasters, advertisers, sponsors, national media, focus groups and others. The Pilot Episode may also be broadcast in various local, regional or national markets.
- ✓ **Press-release Recognition:** We will include your name in press releases, providing the potential for local and national media recognition.
- ✓ **250 Copies for Your Distribution:** We will provide you with up to 250 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution.
- ✓ **Premier Party:** You may invite up to 12 guests to attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided.
- ✓ **Priority to Continue Sponsorship:** You will receive advance notice and priority consideration for the next Level 4 sponsorship round with all of the recognition and benefits offered at that time.

Limit 20



Founding Patron \$10,000

As a Founding Patron, you will receive:

- ✓ **Closing Credit:** Your Name will be in the list of Closing Credits of both the TerraCuddles Preview and Pilot Episode at close to full-screen width. Both Preview and Pilot Episode will be provided to television networks, broadcasters, advertisers, sponsors, national media, focus groups and others. The Pilot Episode may also be broadcast in various local, regional or national markets.
- ✓ **Press-release Recognition:** We will include your name in selected press releases, providing the potential for local and national media recognition.
- ✓ **100 Copies for Your Distribution:** We will provide you with up to 100 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution.
- ✓ **Premier Party:** You may invite up to 5 guests to attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided.
- ✓ **Priority to Continue Sponsorship:** You will receive advance notice and priority consideration for the next Level 5 sponsorship round with all of the recognition and benefits offered at that time.

Limit 50



Founding Donor

\$5,000

As a Founding Donor, you will receive:

- ✓ **Closing Credit:** Your Name will be in the single-column scrolling Closing Credits of the TerraCuddles Preview, and in the double-column scrolling Closing Credits of the TerraCuddles Pilot Episode.
- ✓ **50 Copies for Your Distribution:** We will provide you with up to 50 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution.
- ✓ **Premier Party:** You and 2 guests may attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided.

Unlimited

Founding Friend

\$2,500

As a Founding Friend, you will receive:

- ✓ **Closing Credit:** Your Name will be in the double-column scrolling Closing Credits of the TerraCuddles Preview and in the double-column scrolling Closing Credits of the TerraCuddles Pilot Episode.
- ✓ **25 Copies for Your Distribution:** We will provide you with up to 25 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution.
- ✓ **Premier Party:** You and a guest may attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided.

Unlimited



Institute for Character Enrichment

Founding Star \$1,000	Founding Actor \$500	Founding Extra \$100
<p>As a Founding Star, you will receive:</p> <ul style="list-style-type: none">✓ Closing Credit: Your Name will be in the double-column scrolling Closing Credits of the TerraCuddles Preview and in the 4-column scrolling Closing Credits of the TerraCuddles Pilot Episode.✓ 10 Copies: We will provide you with up to 10 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution.✓ Premier Party: You may attend the premier, private screening party to be held in Oklahoma City. Meet the artists and cast. Refreshments provided. <p style="text-align: center;"><i>Unlimited</i></p>	<p>As a Founding Actor, you will receive:</p> <ul style="list-style-type: none">✓ Closing Credit: Your Name will be in the 4-column scrolling Closing Credits of the TerraCuddles Preview and in the 4-column scrolling Closing Credits of the TerraCuddles Pilot Episode.✓ 5 Copies: We will provide you with up to 5 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution. <p style="text-align: center;"><i>Unlimited</i></p>	<p>As a Founding Extra, you will receive:</p> <ul style="list-style-type: none">✓ Closing Credit: Your Name will be in the 4-column scrolling Closing Credits of the TerraCuddles Preview.✓ 1 Copy: We will provide you with up to 1 DVD or VHS copies of the TerraCuddles Previews or Pilot Episodes for your collection or distribution. <p style="text-align: center;"><i>Unlimited</i></p>

Your tax-deductible contribution of any amount supports our mission of promoting our common moral values, and will always be appreciated.