



Choosing a Wheelchair



A NEW FILM FOR 2013

Our films have become 'go-to' reference sources for patients and healthcare professionals alike.

This new film follows the success of the award-winning 'Spinal Injury Patient Film', and the spinal treatment centre film 'Outreach'. The Patient Film is distributed on DVD by clinics, specialist centres, charities and NGOs, such as the SIA, which provides a copy to every newly injured person in the UK.

The Patient Film also has a dedicated website (www.spinalinjury.tv), it has had over 25,000 views on YouTube, and it is being used in professional development and training - at The National Spinal Treatment Centre (Stoke Mandeville) for example, where it is screened to all new staff.

CHOOSING A WHEELCHAIR

Choosing the right wheelchair is a crucial decision for many disabled people. But despite increasing choice and technological advancements, many wheelchair users are still not getting the best solution for their needs. It is not necessarily a matter of budget, sometimes a less expensive chair can deliver a better outcome, and often people may just need better support and more appropriate cushioning. Many users are simply unaware of their options, and do not have access to structured and impartial advice.

HIGH QUALITY & VERIFIED INFORMATION

Our previous films have clearly demonstrated the value of good quality, relevant and timely information. Film is a highly effective way of communicating fundamental concepts, and our volunteer experts contribute their expertise to ensure that every viewer gets the benefit of carefully considered content from world-class practitioners.

CONTENT OUTLINE

This important new film will set out the key considerations and pathways for choosing a wheelchair. It will outline the wide range of user types and needs, summarising the options available, the thought processes employed, and protocols adopted by experts. The film will feature a number of representative case histories to show 'best practice' in action. Choosing a Wheelchair will also provide further sources of information, to ensure that the viewer is better informed,



Choosing a Wheelchair



and is equipped to make more appropriate decisions when choosing a wheelchair.

UK-WIDE DISTRIBUTION

By virtue of its topic and breadth of relevance in the UK population, the Choosing a Wheelchair film is likely to achieve an even wider audience than The Spinal Injury Patient Film. It will be available online, via a dedicated website, www.choosingawheelchair.com, on YouTube, on a Facebook page, and via embeds in third-party websites.

DVD is a popular option (especially in the NHS) so there will also be a 'Choosing a Wheelchair' DVD for physical distribution, and a 'give away' via various agencies, NHS centres, clinics, service providers, charities, dealerships, and NGOs.

A HIGH-QUALITY INDEPENDENT PRODUCTION

The film is an independent production, produced at-cost, on a not-for-profit basis by Glory Film Co. This is part of the firm's charitable and humanitarian initiatives. The film's content is verified by leading UK experts, who volunteer their services.

The production is funded through sponsorship. However, sponsors have no control over editorial content. This approach guarantees the film's integrity, and ensures its credibility within the healthcare industry.

PREVIOUS FILMS

The project will benefit from an existing support and distribution network. The success of our previous production, 'The Spinal Injury Patient Film', is testimony to the film's relevance and quality of content; it recently won an award in the USA and can be viewed online here: www.spinalinjury.tv

PRODUCTION TEAM

Producer/Director Marcus Dillistone
Associate Producer Alina Palimaru

Independent Dr Anba Soopramanien PhD FRCP
Consultants Wendy Murphy MSc (Oxon) MCSP SRP Cert HE
 Pauline Pope MSc BA MCSP

Technical consultant Phil Swann



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SPONSORSHIP

To fund the film we need support from manufacturers, dealers and service providers. The film's audience will be of great value to suppliers in this sector.

The film will be made available free-of-charge to its audience at the point of need. The quality of the film's content, its relevance, and its usefulness mean that it will have access to an audience in a way that magazines, brochures, ads, and other media simply cannot match.

Additional support is also sought from charities whose beneficiaries would benefit greatly from better quality information when choosing a wheelchair.

The production team wants a wide number of organizations to be able to participate in the project. This is not only good for the audience, but it will also help to keep contributions low, so it's a 'win-win' situation for everyone involved.

The film has already attracted a title sponsor, the highly regarded law firm Withy King.

We now seek approximately four main sponsors (larger suppliers such as manufacturers), and around nine industry sponsors (smaller organisations with more modest budgets, such as dealers and accessory providers).

In addition to sponsoring the film's production, participating organizations and charities can fund DVD copies for distribution. This would suit dealerships, or charities that want to provide copies of DVDs as part of their patient support efforts. Sponsors can fund as few as 100 DVD copies that can be custom-branded with logos, contact information and information panel on the disc sleeve dedicated to the sponsor.

Sponsors' benefits and costs are outlined on the attached ratecard.

Our endeavour is to ensure that sponsors benefit strongly from their association within the context of a high-quality, esteemed and impartial film with wide UK distribution.

For more information please contact the producer, Marcus Dillistone
email: marcus@glory.co.uk



Choosing a Wheelchair



SPONSORSHIP RATE CARD	TITLE SPONSOR	MAIN SPONSOR	INDUSTRY SPONSOR
BENEFITS BREAKDOWN	SOLD x1	£2,500 x4	£875 x9

FILM - OPENING CREDITS

Full screen animated logo/web	YES		
Full screen logo/web		YES	

FILM - CLOSING CREDITS

Full screen animated logo/web	YES		
Full screen logo/web		YES	
Shared screen logo/web			YES

DEDICATED WEBSITE

Title logo with link	YES		
Large logo with link		YES	
Small logo with link			YES

DVD SLEEVE

Cover logo + web	YES		
Rear logo + web	YES	YES	
Text + web			YES

DVD DISC FACE

Logo + web	YES	YES	
Text			YES

PRESS CAMPAIGN

Press release title logo	YES		
Press release logo		YES	
Press release logo small			YES
Press release copy mention	YES	YES	
Press release sponsors list	YES	YES	YES
Press pictures logo	YES	YES	

DATA SHEET

Logo large	YES		
Logo medium		YES	
Logo small			YES

PRESENTATIONS

Verbal acknowledgement	YES	YES	
Screen credit logo	YES	YES	
Screen credit text			YES

DVD COPY SPONSORSHIP

Sponsors can fund custom branded DVD copies for distribution
Please email marcus@glory.co.uk for more information

N.B. Glory Film Co. reserves the right to update or amend the terms of this ratecard.