



## FILM AMBASSADOR NETWORK (FAN)

**WHO:** *YOU* are our Ambassador. Here's how you can help—

We're looking for high profile & influential people involved in media, arts, organizations or businesses (on boards or in leadership) who can help get the film in front of people who will support the film and the issues it highlights. *Your friends, family, colleagues or clients can help expand the film's profile.*

Examples of these influencers include: media celebrities, journalists, authors, policymakers, legislators & philanthropists focused on veteran, mental health and/or animal health advocacy and the human-animal bond, as well as politicians with an interest in veterans' affairs, and CEOs or board members of companies or foundations who invest in the health and well being of veterans and/or service dogs.

**WHY:** *Promote the Film & Amplify the Message—*

Veterans struggling with Post Traumatic Stress Disorder (PTSD) are paired with a service dog to help them regain their lives. Bonding with a highly trained service dog helps these vets find a way back to independence and a sense of community.

Over 20 veterans die from suicide every day. The process of training and living day to day with a service dog has proven to be life-saving. Our film will raise further awareness about this form of therapy and how it opens the door to hope and healing.

**WHAT:** *You can help by doing the following—*

- Provide a quote, testimonial, video shoutout or other type of endorsement we can use in promo materials, website and social platforms
- Offer your availability for press/media interviews (in person, phone, virtual)
- Participate in presentations, Q&As at screenings (in person or virtual, such as FB Live or Skype call, or IG video)
- Sponsor specific programs and/or screening initiatives (for example: purchase screening licenses or educational screening licenses to donate to NGOs/schools/vet centers)

**WHAT ELSE:** *Facebook, Twitter, Instagram, LinkedIn—*

- Embed, share trailer & clips
- Link to film website
- Share TBoS content, encourage fans to follow/share
- Promote screenings, events & actions
- Send general updates to all friends + fans
- Tweet/RT film info
- LinkedIn: post newsletter, article, mention of film and Josh Aronson

**WHEN:** Starting now!

- Go to our **MEDIA page** and start sharing our social media assets
- Contact us with your ideas at **info@tobeofservicefilm.com**

**THANK YOU!**

For further information about the film, and to view a clip:

**<https://www.tobeofservicefilm.com>**

Follow us!



[ToBeofServiceFilm.com](https://www.tobeofservicefilm.com)