

Stories shaped by Oklahoma.

SEASON ONE / SPONSORSHIP OPPORTUNITIES

rootedinreddirt.com

THE SERIES

Oklahoma is more than a place on a map.

Rooted in Red Dirt is an independent documentary series about the people who shape Oklahoma, and the places that shape them.

Through intimate, character-driven films, we make room for the artists, advocates, musicians, chefs, tribal leaders and neighbors whose lives reveal something larger about this state.



SEASON ONE / THE FORMAT

One season. A dozen distinct perspectives.

06	12	02
EPISODES	PROFILES PLANNED	STORIES PER EPISODE

Each approximately half-hour episode pairs two people whose work, experiences and perspectives reveal different ways of belonging to Oklahoma.

Season One is in production. Release timing will follow confirmed distribution plans.



Built for more than one screen.

The release strategy is designed to connect stories with viewers through complementary channels.

01

BROADCAST + DIGITAL

Broadcast conversations and release planning are underway. Final partners, placements and timing depend on distributor agreements.

02

OWNED CHANNELS

Episode and season trailers, short-form stories, sponsor acknowledgments and a continuing presence across our website and social platforms.

03

IN-PERSON CONNECTION

Premieres, community screenings and partner-led gatherings can bring the work into rooms where stories become conversations.

Audience figures will be shared when distribution is confirmed. No viewership projections are represented as guaranteed.

Support the stories.
Stand behind something meaningful.

Partnering with Rooted in Red Dirt is a way to support original Oklahoma filmmaking while connecting your brand to an independent, people-first series.

01

CULTURAL INVESTMENT

Help make thoughtful local storytelling possible.

02

CONSIDERED RECOGNITION

Receive visibility that respects the film and the viewer.

03

MULTIPLE TOUCHPOINTS

Connect through episodes, promotional content and events.

Four ways to help tell the story.

Each level offers defined recognition while preserving the editorial independence of the series.

SPONSORSHIP	ROLE	SELECTED BENEFITS	INVESTMENT
FOUNDING PARTNER	Lead the full season	All six episodes · six sponsor clips	$35,000
SEASON SPONSOR	Season-long visibility	All six episodes · three sponsor clips	$25,000
EPISODE SPONSOR	Support one episode	One episode · one sponsor clip	$5,000
COMMUNITY PARTNER	Champion local stories	Website + season recognition	$2,500

Founding Partner

The lead role in bringing Season One to audiences.

SEASON ONE / INVESTMENT

$35,000

SERIES RECOGNITION

- Founding Partner recognition throughout Season One
- Logo included in the series title lockup and key promotional materials
- Sponsor recognition in all six episodes
- Prominent logo placement on the Rooted in Red Dirt website
- Recognition at premiere and series events
- Premiere invitations and priority access

CONTENT & PARTNERSHIP

- Six sponsor-branded social clips, one for each episode
- Brand inclusion in all 10 season promotional posts
- Up to six 30-second sponsor messages within the series
- Opportunity to collaborate on an additional 60–90 second branded season film
- Category exclusivity

Season Sponsor

Substantial visibility across the complete first season.

SEASON ONE / INVESTMENT

$25,000

ON-SCREEN & SERIES

- Season Sponsor recognition across Season One
- Logo recognition in all six episodes
- Up to three 30-second sponsor messages within the series
- Logo and link on the Rooted in Red Dirt sponsor page
- Recognition in select series promotional materials

CONTENT & ACCESS

- Three sponsor-branded social media clips
- Brand inclusion in six season promotional social posts
- Premiere invitations
- Category exclusivity when available

Episode Sponsor

A focused partnership built around one episode.

SEASON ONE / INVESTMENT

$5,000

ON-SCREEN & PROMOTION

- Sponsor recognition within one episode
- Logo recognition on the sponsored episode
- One 30-second sponsor message within the sponsored episode
- Recognition in promotional materials for the sponsored episode
- Logo and link on the Rooted in Red Dirt sponsor page

CONTENT & ALIGNMENT

- One sponsor-branded social clip tied to the episode
- Brand inclusion in two promotional social posts for the episode
- Premiere invitations
- Opportunity to align with an episode whose stories complement the sponsor's values

Community Partner

Meaningful support for local filmmaking and community connection.

SEASON ONE / INVESTMENT

$2,500

PARTNER RECOGNITION

- Community Partner recognition on the Rooted in Red Dirt website
- Logo included on the sponsor page
- Recognition in one season social media post
- Inclusion in select sponsor recognition graphics

PARTICIPATION & ACCESS

- Recognition in select premiere or event materials
- Premiere invitations
- Series updates throughout production and release

BECOME A PARTNER

Help these stories find their audience.

Let’s explore a sponsorship that supports the series and makes sense for your organization.

SPONSORSHIP INQUIRIES

Paul Arambula

paul@rootedinreddirt.com

rootedinreddirt.com

EDITORIAL PRINCIPLES Sponsorship does not confer subject selection, story control or final-cut approval. Sponsors may verify their own names and trademarks. On-screen inventory remains subject to distributor policies and written agreements.

