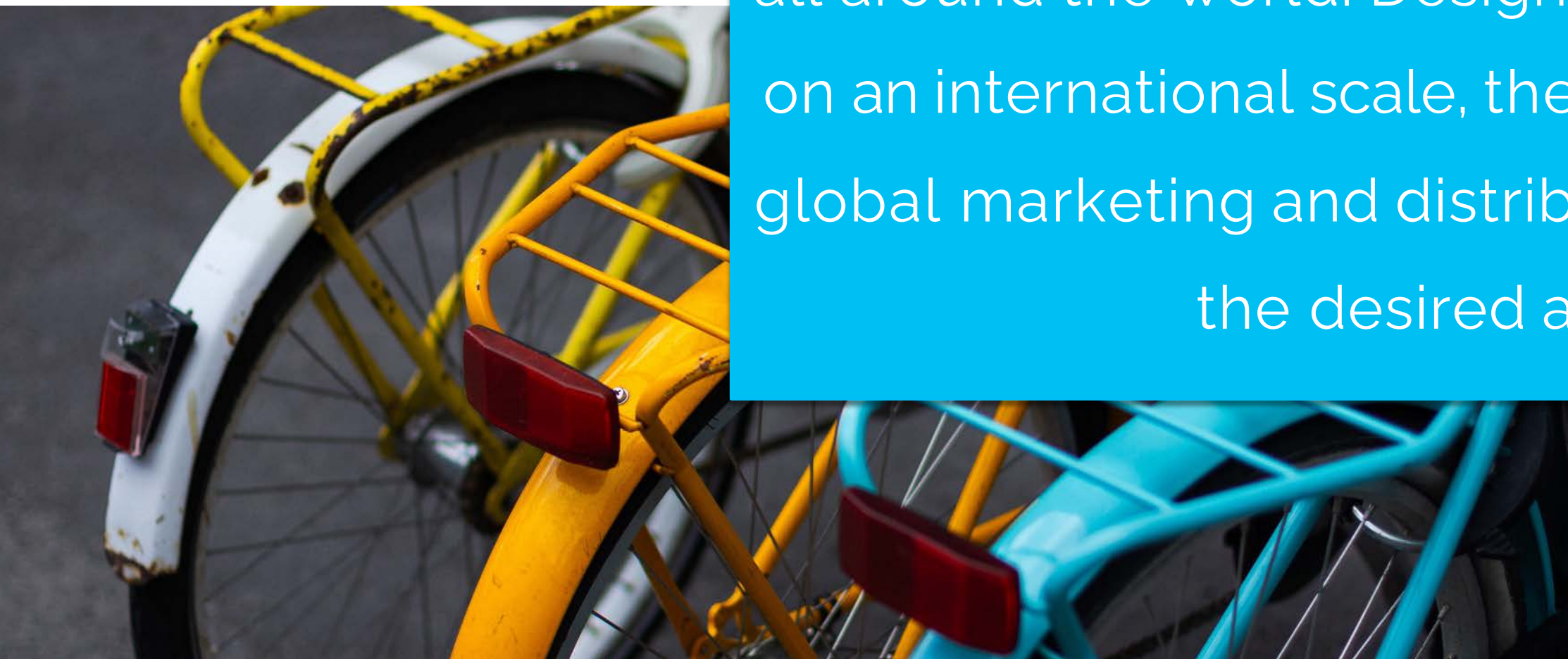
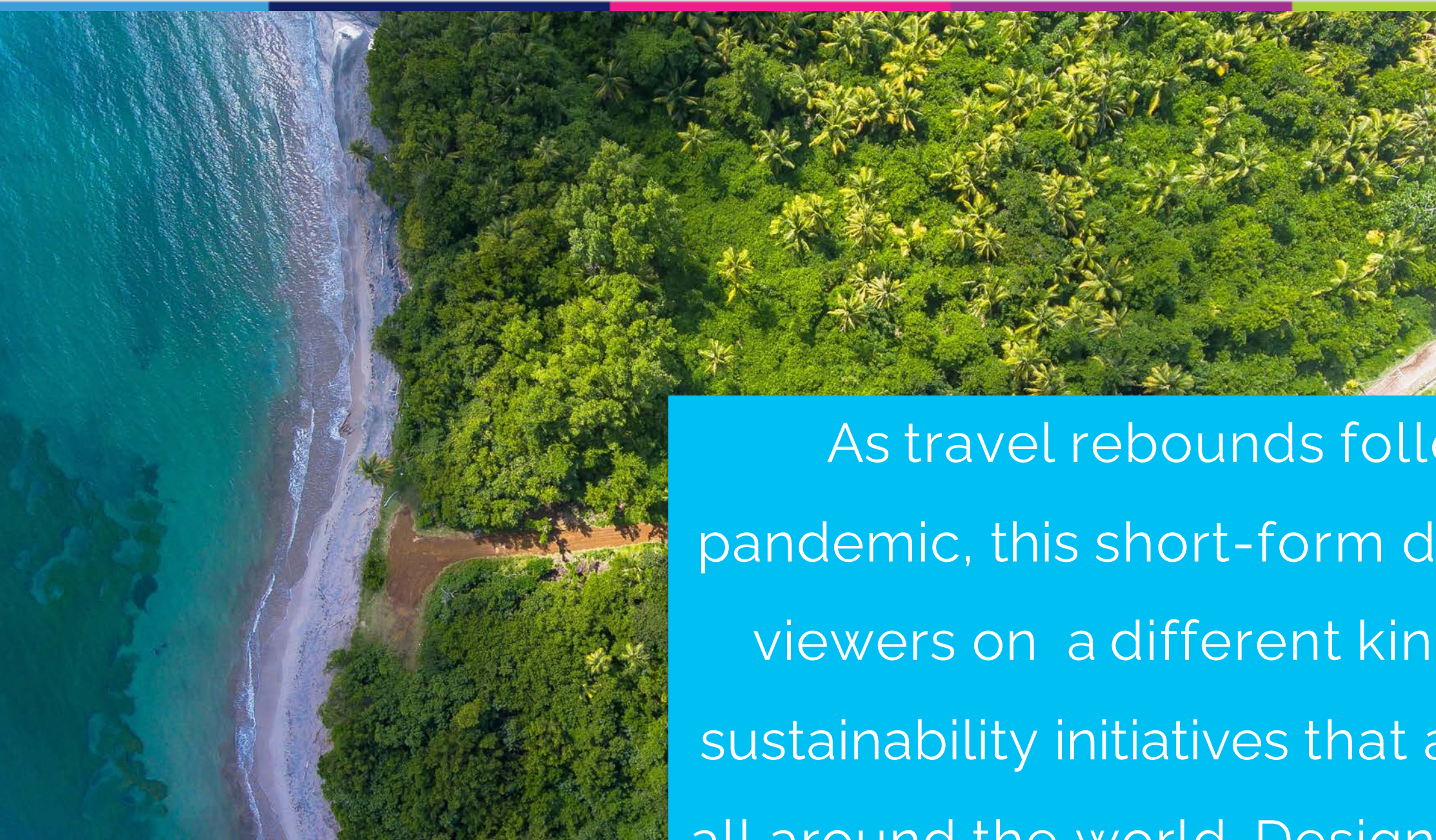




Content proposal
for Galveston Park
Board, to sponsor
the
'Sustainable Travel:
Where Next?' series,
produced in
partnership with
Sustainable Travel
International and
Sublime Magazine

SUSTAINABLE TRAVEL: WHERE NEXT?



As travel rebounds following the COVID-19 pandemic, this short-form documentary series takes viewers on a different kind of journey, exploring sustainability initiatives that are transforming tourism all around the world. Designed to inspire and engage on an international scale, the series is supported by a global marketing and distribution campaign to reach the desired audiences.

The Opportunity

We would like to offer Galveston Park Board the opportunity to sponsor one of the episodes in the series. For this, you will have the Zinc documentary crew filming with you for one day or more in Galveston and surrounding nature areas, capturing the essence of your glorious destination.

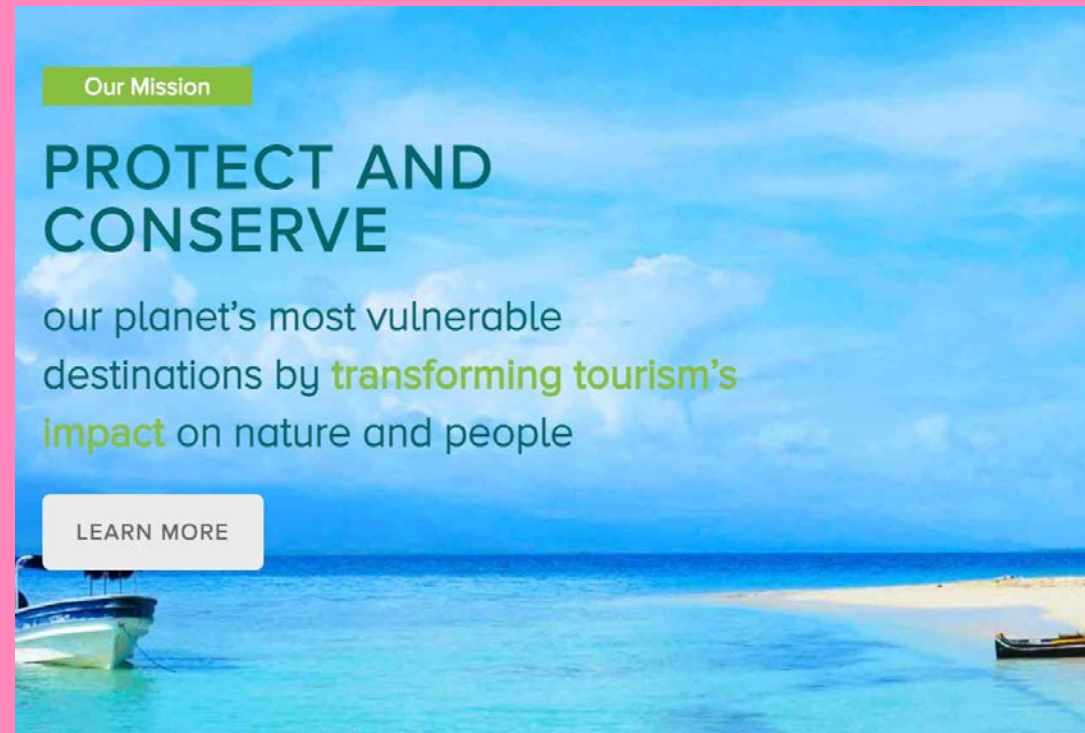
Our Series Creative Director, Jack Davies, will help bring to life your story in a compelling and engaging way that will help you raise awareness of your destination, attract visitors, and share the great sustainable projects underway in Galveston, with tourists, and socially conscious viewers around the world.

From script writing, to filming, through to broadcast quality editing, we will be there every step of the way, helping you to shape the perfect piece of content.

The alignment with Sustainable Travel International and Sublime Magazine, along with the supporting social media campaign, will help elevate your destination onto the global travel market and give your content the stamp of authority it needs to cut through and inspire your viewers.

Supported by a strong marketing strategy, we will help you engage with your target audience, wherever they may be.

Reaching a Socially Conscious Audience



Dedicated landing page on the STI website, to 195k+ visitors. [See Season 1 here.](#)



Editorial on The Independent website, to 24m+ readers. [See Season 1 example here](#)



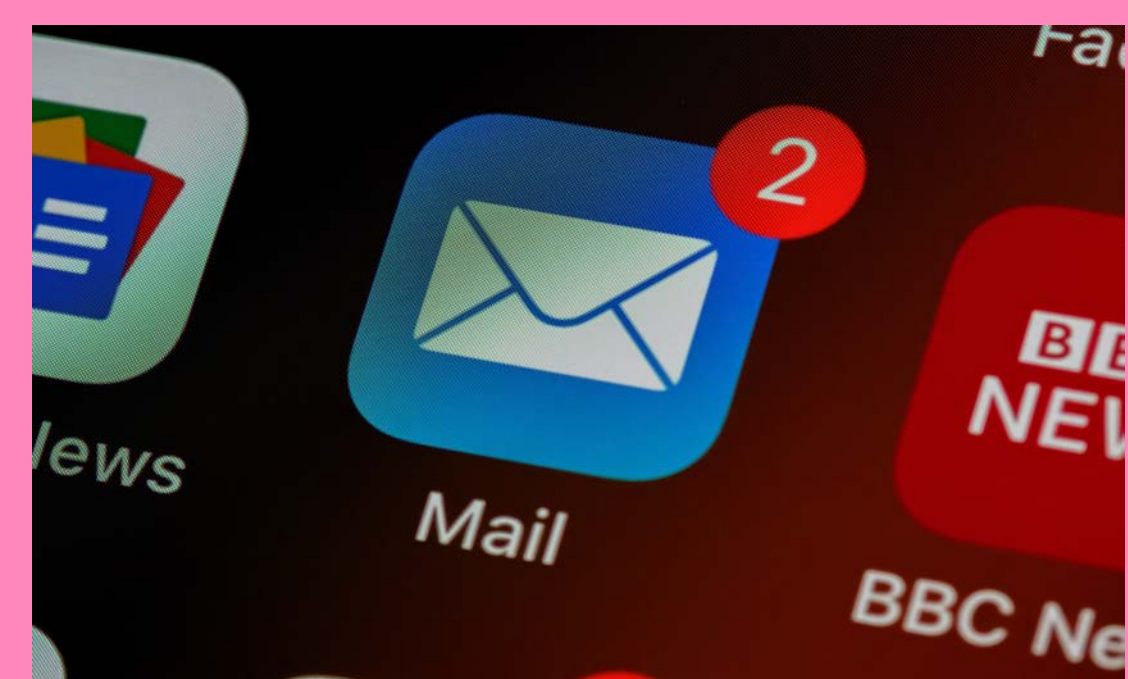
Hosted on Sublime TV. [See Season 1 example here.](#)



Shared with 95+ industry and consumer and press titles



Wide-reaching social media campaign via STI, Sublime and Zinc Communicate channels



Shared through STIs, Zinc's and Sublime's newsletter subscribers

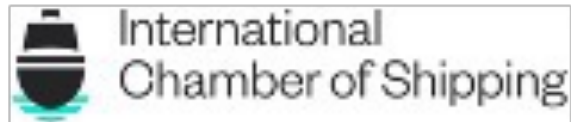
Core Deliverables

- **Production:** Delivery of one 3-5 minute film to form part of the series, plus 90 second teaser summarising key messages from your episodes to encourage viewers to get quick info, or watch the longer film
- **Filming:** 2 days of filming in locations of your choice, with TV documentary crew and broadcast equipment
- **Post-Production:** Broadcast quality content, with graphics & music included
- **Marketing:** Inclusion in the marketing and distribution campaign

COST TO BE INVOLVED

£35,500

Some of Our Recent Clients



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ZINC FILM

2023