UNDERDOG CREW STUDIOS

PEOPLE | PURPOSE | FILM | CHANGE



PROJECT:FEAR

SPONSORSHIP & PRODUCT PLACEMENT OPPORTUNITY

PRESENTED BY THE UNDERDOG CREW CIC

A proven filmmaking track record. A powerful new youth project.

Feature Films

DB Morgan's feature films *Morris Men* and *Blood Highway* are available to stream on Apple TV, Prime Video and other leading VOD platforms.

Brand Integration Experience

Product placement has already played a successful role across both films, with **JBL, Kure Oxygen, Heineken, Polestar** and several other brands integrated naturally throughout the productions.

Credibility & Impact

DB Morgan's films have received more than 30 international festival awards and accolades. Through **The Underdog Crew CIC**, he now applies that proven experience to a youth empowerment model engaging marginalised, at-risk and SEN young people through the power of film.

The Next Chapter

Having recently completed ***The Slip***, a four-part youth TV series delivered over two years with up to 50 young people, we now embark on our most exciting project to date: **Project:Fear**.

Will you join us?

www.underdogcrew.org | db@underdogcrew.org | 07498 606258

PROJECT:FEAR

AN INNOVATIVE YOUTH-LED FILM PRODUCTION INTERNSHIP
BY MULTI AWARD-WINNING UNDERDOG CREW STUDIOS

SYNOPSIS

Three weeks after a devastating outbreak collapses normal life, a small group of young survivors take refuge in a remote rural stronghold. Cut off from help and running low on supplies, they must navigate fear, trauma and the constant threat beyond the gates. As pressure mounts, the very young people society once overlooked begin to reveal extraordinary courage, resilience and ingenuity. PROJECT:FEAR is a tense, emotional and cinematic survival story about identity, belonging and finding hope in the darkest of worlds.

STARRING

ALISON CARROLL

Lara Croft in Tomb Raider: Underworld | Doghouse | Finding My Voice



TOMB RAIDER
UNDERWORLD

Professional screen talent. Real production experience.
A genuine industry opportunity for our young filmmakers.

PROJECT:FEAR

THE PROJECT & THE OPPORTUNITY

AUTHENTIC BRAND ALIGNMENT WITH GENUINE SOCIAL IMPACT.







Why Project:Fear works for sponsors

This is not conventional product placement bolted onto a film. Preparedness, survival, shelter, water, power, clothing, communications and resilience are built into the story world. The right sponsor becomes meaningfully connected to both the film and the young people making it.

8-Month Internship

A structured production journey from concept and workshops through to filming and premiere.

Ages 13–18

SEN welcome. Participants work as a supported production team with visible roles and real responsibility.

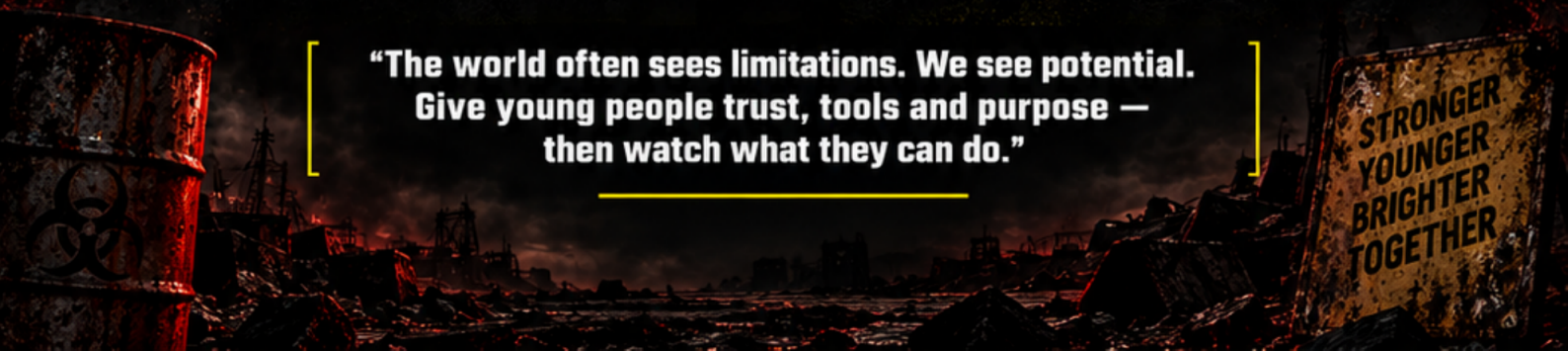
Real Industry Skills

Filmmaking, acting, camera, sound, SFX makeup, production roles, teamwork and confidence-building.

Public Outcome

A Colchester City VIP family premiere, screen credits, portfolio evidence and long-term confidence.

"The world often sees limitations. We see potential. Give young people trust, tools and purpose — then watch what they can do."



PROJECT:FEAR

SPONSORSHIP PACKAGES

Partner Tiers

Choose the level of visibility, involvement and impact that fits your brand.



PRESENTING PARTNER — £10,000

Project:Fear presented by [Brand]. Lead sponsor positioning, strongest brand visibility, premiere recognition, content access and top-tier project association.

PRESENTED-BY STATUS • PRIORITY BRANDING • VIP PREMIERE RECOGNITION



EXECUTIVE PROJECT PARTNER — £5,000

Executive Project Partner recognition with prominent logo placement, end-credit recognition, social content visibility and behind-the-scenes features.

EXECUTIVE PARTNER CREDIT • DIGITAL VISIBILITY • BTS CONTENT



OFFICIAL PRODUCTION PARTNER — £2,500

Official partner credit across selected materials, natural on-screen or product integration where appropriate, social acknowledgement and premiere thanks.

PRODUCTION PARTNER CREDIT • PRODUCT INTEGRATION • SOCIAL ACKNOWLEDGEMENT



SUPPORTING PARTNER — £1,000

Supporting sponsor recognition on selected materials, website and social thanks, and direct contribution to youth training delivery.

SUPPORTING SPONSOR CREDIT • WEBSITE MENTION • PROJECT THANKS

BRAND VISIBILITY | ON-SCREEN INTEGRATION | CREDITS | PREMIERE PRESENCE | BEHIND-THE-SCENES CONTENT | SOCIAL IMPACT REPORTING



PROJECT:FEAR

PRESENTED BY THE UNDERDOG CREW CIC

DELIVERABLES & NEXT STEPS

WHAT THE INVESTMENT SUPPORTS

- Professional mentor delivery across the eight-month programme
- Industry workshops, practical sessions and specialist masterclasses
- SFX makeup, acting, camera, sound and production training
- Equipment, materials, locations and safe project delivery costs
- Premiere preparation, participant recognition and portfolio outcomes

WHAT SPONSORS RECEIVE

- Screen credits and tiered partnership recognition
- Natural product placement where appropriate
- Digital and print brand visibility
- Behind-the-scenes content and social media acknowledgement
- Invitation to the Colchester City VIP family premiere
- Post-project impact summary and partnership reporting

PRODUCT PARTNERSHIP OPTION

If financial sponsorship is not currently possible, we would also be very interested in discussing a product partnership. Relevant equipment could be integrated naturally and authentically into the production where appropriate, as we have done successfully with our previous feature film projects. Selected products could also be offered as crowdfunding rewards or supporter incentives. This would still give your brand meaningful association with PROJECT:FEAR while directly supporting the young people taking part and the project as a whole.

BEST-FIT PRODUCT CATEGORIES

Outdoor equipment • bushcraft • survival kits • prepper supplies • emergency food • water filtration • solar power • camping stoves • outdoor clothing • first aid • communications

LET'S DISCUSS A PARTNERSHIP

We would welcome a short introductory conversation to explore the best sponsorship or product-partnership fit for your brand.

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COMMERCIAL VISIBILITY. GENUINE SOCIAL VALUE.
ONE EXTRAORDINARY PROJECT.