

What's killing our doctors?

SPONSORSHIP OPPORTUNITIES

A film by Robyn Symon

DO **NO** HARM

Exposing the Hippocratic Hoax

DO NO HARM FILM SPONSORSHIP

Physicians are jumping off hospital rooftops, hanging themselves in janitorial closets and overdosing on easy-to-access drugs. They have the highest rate of suicide among all professions—nearly twice that of general population—yet this crisis is hidden because of the stigma of mental health and fear of retaliation. Suicide is just the tip of the iceberg. Health professionals feel increasingly trapped in an assembly-line health care system that's more focused on the bottom line than providing quality care to patients leading to an alarming rate of sleep deprivation, depression burnout, drug and alcohol abuse as well as preventable medical mistakes.

DO NO HARM, a feature length documentary film by two-time Emmy™ award-winning former PBS producer, Robyn Symon, is an unflinching and groundbreaking look into a toxic medical culture beginning in medical school that not only puts the lives of physicians at risk, but their patients as well.

Since launching an International Film Tour in August 2018, DO NO HARM has received an overwhelmingly positive response and is being used as a tool to open a dialogue on how to improve physician wellness at medical schools and hospitals around the world.

Now, you have an OPPORTUNITY TO JOIN OUR MISSION as a sponsor in two unique ways:

PUBLIC TELEVISION BROADCAST SPONSORSHIP

This is an excellent opportunity to showcase your advocacy for physician well-being and build your brand identity to a national and international audience.

PBS BY THE NUMBERS

- Each month, over 90 million people watch their local PBS stations. (Nielsen NPower, 10/2016-9/2017)
- PBS averaged a 1.41-primetime household rating during the 2016-17 season, ranking it the #6 broadcast and cable network. (Nielsen NPower, 9/19/2016-9/24/2017)
- PBS' primetime household audience is significantly larger than many commercial channels, including A&E (the PBS audience is 135% larger), Bravo (126%), TLC (122%), Discovery Channel (70%) and HGTV (39%). (Nielsen NPower, 9/19/2016-9/24/2017)

MULTIPLE BROADCAST OPPORTUNITIES

- Each of the 350 PBS stations will be granted the rights to air the program an unlimited number of times over a two-year period.

SPONSORSHIP BENEFITS

- FULL SCREEN card at the FRONT and BACK of the program with your LOGO acknowledging this PROGRAM is made POSSIBLE with your GENEROUS SUPPORT.
- Your LOGO will also be added to our SPONSORSHIP page on our WEBSITE with a LINK to your WEBSITE.

SPONSOR FEES

- Range from \$25,000 to \$100,000, depending on the length of the ACKNOWLEDGEMENT.

Email info@donoharmfilm.com to become a Public Television Broadcast Sponsor.



PBS®

"Powerful."

Thomas Madejski, MD
*President, Medical Society
of the State of New York*

**"An incredibly important
contribution."**

Dr. Vanessa Downing
*Director of Content
Development and Training,
Christiana Care Health System*

"What a wonderful film."

Michael Myers, MD
*Professor of Clinical Psychiatry,
SUNY Downstate Medical Center*

**"Timely and compelling...
address[es] the urgent problem
of medical student suicide,
depression, anxiety, burnout,
trainee abuse and welfare."**

Diana Farid
Stanford Medical School

**"Deeply impactful and
thought-provoking."**

Jennifer Frank, MD
*Interim CMO, Clinically
Integrated Network, Thedacare*

**"I believe that it will be the
impetus for discussions which
are literally life-saving."**

Amy Walston
Kaiser Permanente

EDUCATIONAL KIT SPONSORSHIP

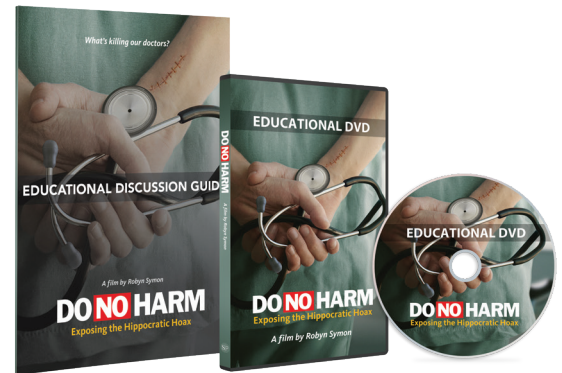
The DO NO HARM Educational Kit includes a DVD with MULTIPLE versions of the film, including lengths of 30 minutes and 60 minutes, that can easily be adapted for GRAND ROUNDS and integrated into the curriculum for incoming students, residents and house staff. With the DVD comes a detailed Discussion Guide.

SPONSORSHIP BENEFITS

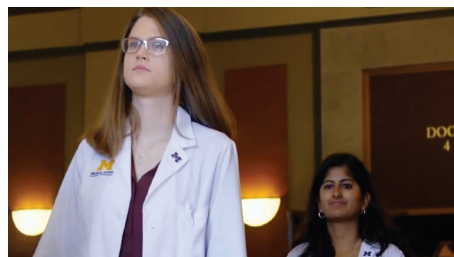
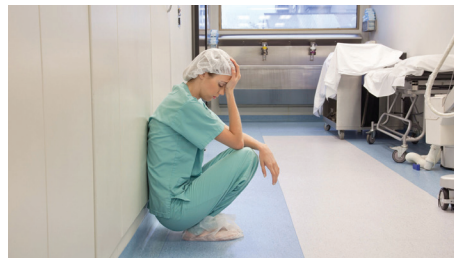
- The DVD will be edited to include your logo at the beginning and end of the film.
- The Discussion Guide will include YOUR LOGO on the downloadable guide.
- YOUR LOGO will be featured on the film's website SPONSORS page with a link to your website.

SPONSOR FEES:

- Range from \$15,000 to \$50,000.



Email info@donoharmfilm.com to become an Educational Kit Sponsor.





Website: donoharmfilm.com

View the trailer at donoharmfilm.com/trailer

For more information please contact us at: info@donoharmfilm.com

Check out **PRESS** for DO NO HARM at donoharmfilm.com/press

Symon
PRODUCTIONS