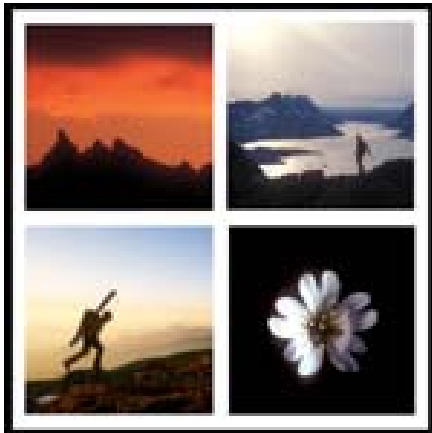




Wild People, Wild Places 2010-11: OVERVIEW



Wild People, Wild Places is an evolving series of multi-media presentations and fine-art exhibits featuring the human-powered adventures of Vermont photographers and story tellers – Brian Mohr and Emily Johnson.

The Slideshows:

Mohr and Johnson have a passion for sharing their stories and images with the world. In 2004, after several years of hosting informal slideshow gatherings of friends and family, they discovered they were running out of couch space. This led to the creation of their *Wild People, Wild Places Slideshow Series* – which features their mostly human-

powered adventures through the backcountry of the Southern Andes, the Arctic Circle Region (Iceland and Greenland), the Northeastern US/Canada and beyond. By weaving a light-hearted, informative and often humorous narrative through a presentation of stunning photographs and video footage, they inspire viewers to enjoy and protect those special outdoor places in our lives. Mohr and Johnson also dedicate at least 1% of all revenues annually to conservation efforts in Vermont, the Arctic and in Patagonia. At times, raffle proceeds are also donated directly to local organizations.

Scheduling:

In addition to their seasonal slideshow series, businesses, community groups and retailers book Mohr and Johnson's year round. Fees are negotiable for non-profit organizations and schools, and start at approx. \$600 per show otherwise. Mohr and Johnson dedicate at least 1% of all show and print-sale proceeds toward conservation efforts in Vermont, the Andes and the Arctic.

Sponsorships:

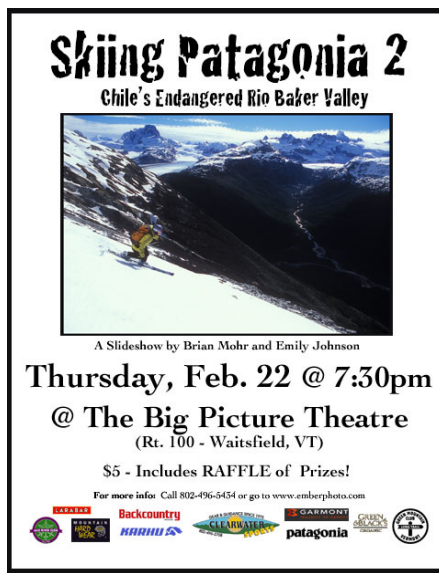
Primary sponsors (6) contribute financially to help cover the costs of the slideshow series, they offer any in-kind publicity and networking they can offer, and they provide raffle contributions valued at approx. \$100 MSRP per show. Primary sponsors benefit from the added exposure of having their individual logos presented full-screen at the shows, logos more prominently displayed in any print/web materials (with web links), sponsor names listed in press releases, and the opportunity to display large banners and distribute catalogs/materials through our slideshows directly.

Contributing sponsors (15) contribute any in-kind publicity and networking they can offer, plus raffle items valued at approx. \$50 MSRP per show. The logos of all contributing sponsors will appear on all print/web materials, while links to each sponsor's website will be created in any web/email communications that we develop. Contributing sponsors will also be able to display small banners at our shows.

Our Media Plan:

We work extensively with local, regional and national media outlets (primarily print, radio and web) to publicize all of our events while building awareness about the importance of enjoying and protecting wild places. We also network using email, web... and with the help of sponsors.

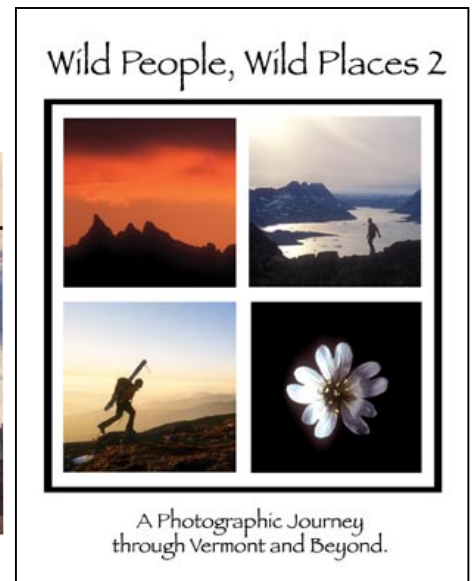
For each event, we generate and distribute press releases, public service announcements (PSAs) and calendar listings, all of which are accompanied by colorful images that can be used to accompany any publicity. *In general, we draw crowds of 50-150 people to our shows.* We also distribute a limited number of professional quality posters and invitations prior to most events. Some examples are included below:



Sample Poster



Sample Press Coverage



Sample Postcard Invite

References:

Claudia Becker, Owner of Big Picture Theatre in Waitsfield, VT (cbecker007@yahoo.com)

Heather Furman, Executive Director – Stowe Land Trust, VT (heather@stowelandtrust.org)

About the Creators

The husband and wife creators of *Wild People, Wild Places* are Brian Mohr, a contributing editor/photographer at Backcountry Magazine and Vermont Sports, and photographer Emily Johnson. Together, they co-own Ember Photography and www.EmberPhoto.com and specialize in capturing inspiring outdoor images for a variety of editorial and commercial clients, while taking on many special event and fine-art projects each year. Mohr and Johnson's images are regularly published throughout the outdoor sports, lifestyle, environmental and general interest media.

Contact:

Brian Mohr or Emily Johnson, *Ember Photography*

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