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One of the great things about CYT is that no matter who you are, young or old, you leave each CYT experience with a new story to share.

We want to share those stories.

# *The* **CHALLENGE**

Reintroduce a large existing audience to an updated Christian Youth Theater  
and at the same time introducing CYT and its mission to new people.

*The*  
**SALTBOX**  
*Process*



## **BELIEVE**

The fact that you believe in your message (so much that you want to share it with the world) means it's something that we can get behind and believe in too.



## **COMMIT**

We build a lasting relationship that allows us to establish a real connection with your audience.



## **LEARN**

We get all up in your culture. Learning your atmosphere, people, style, and experience will help us make the connection you desire with your audience.



## **CREATE**

We create content that connects to your audience with the deepest understanding of your brand and calls them to engage with your cause.

# *We* **BELIEVE**

We believe in the mission, values, and ability of CYT to develop character in children and adults through training in the arts.

It is this belief that we will have at the forefront of all of our work. It is important for us to align ourselves with organizations who BELIEVE in what they stand for. Our best work comes from working along side organizations like CYT and sharing the common goal of spreading that belief to others.

# *We* **COMMIT**

We want to be a long term solution. It is never our intention to accomplish one small project and say “Good luck!” We want to create content that lasts for your organization and provide guidance on how to best use that content to its full potential in the long run.

While we provide longterm solutions, our small team allows for quick turn around times. Another benefit of our small team is that we are able to keep production costs down, but still deliver high quality materials.

# *We* **LEARN**

In order to create the best content possible, we believe it is important to learn as much about your organization as we can. Although we are not based in San Diego, we are fortunate enough to be based in Dallas where a CYT affiliate is located.

Our process would include hours of research through the materials provided on the CYT website, as well as visits to the Dallas affiliate, and a trip to San Diego to see your affiliate up close and personal.

On the trip to San Diego we would love to meet with your group to discuss the long term content, story propositions and production schedule.

# We CREATE

We would tackle this project in two phases.

**Branding design:** Touch up current branding / create branding guideline content / social media guidelines including sample posts and best practices (including a quick guide on how to take great photos)

**Video content:** Multi film strategy - Main “about us” film communicating to audiences old and new the power and importance of CYT, pulling at the heart strings of the viewers and then calling them to act by donating

3 “story” films. CYT has a treasure chest of awesome stories that have not been tapped into to create video content. The “My CYT Story” series on the blog features excellent content that could be turned into exceptionally moving and powerful video content.

# *My CYT Story* Example

Landon's story that he shared on the blog would translate very well to video.

To approach a story like this, we would combine an interview with Landon, mixed with archival footage and photos of some of his performances, rehearsals, and CYT experiences and really relive his experience through the program in a sentimental way.

Hearing about the experience first hand from the kids who went through the program is a fantastic way to show the importance it has had in their lives, and to show the impact it can have on kids especially in today's culture.

We would start with three of these pieces, which would be 2-3 minutes in length. We would also cut shorter pieces out of each of these for use on various social media platforms.

A series of stories like this could be a very strong focus of content moving forward with endless possibilities.



# INVESTMENT

Total Project Investment: \$35,000

Cost Breakdown:

Branding (\$10,000)

Research / Design Time / Revision Time / Final Deliverables

Video Production (\$25,000)

Research / Pre-Production / Production Days / Travel Expenses /  
Editing Time / Music License / Final Deliverables

\* Investment can be paid over two installments - one to start the project and one upon completion.

# ABOUT US



Matt Henry

Co-Founder - Director of Photography

Matt's love for filmmaking and telling stories stems from his roots in photography. When he's not making films with Saltbox, you can find him with friends and family with a camera in hand. The Henry's are Kacie, Braelynn & Colsen + their pup Brody.



Clay Hervey

Co-Founder - Creative Director

Clay has been designing and making films professionally since 2007. Combine his love for building with Lego and curiosity of photography as a child and a career in filmmaking is no surprise. When Clay isn't crafting films he is adventuring with his wife Annie, and two sons Harrison & Dylan.

# THANKS!

We look forward to the opportunity to working alongside your organization!



Dallas, Texas  
wearesaltbox.com  
@WeAreSaltbox

clay@wearesaltbox.com  
214.662.7785