

Souls of the Vermilion Sea



Souls of the Vermilion Sea is a new half hour documentary from the non-profit media company Wild Lens. The film tells the story behind the struggle to save the vaquita - the world's most endangered marine mammal. This unique species of porpoise is found only in the northernmost waters of the Gulf of California in Mexico, and is being driven to extinction by a nefarious illegal wildlife trade. The swim bladder of a fish called the totoaba is worth tens of thousands of dollars in China, and the booming illegal fishery for this species has almost wiped out the entire vaquita population. *Souls of the Vermilion Sea* chronicles the efforts of a select few dedicated individuals who have committed themselves to the protection of this unique species and its surrounding ecosystem. Breathtaking scenery, intimate conversations, and distinctive

animation create a powerful and revealing film with the potential to influence change.

Screen *Souls of the Vermilion Sea* in your community!

Are you or your organization planning an event focused on marine conservation, endangered species, or wildlife protection? A screening of the half hour film *Souls of the Vermilion Sea* could be a great addition!

Screenings can be large or small; they can be the central focus of an event, or just one of multiple event activities. Here is a short list of things you will need to set up a screening of *Souls of the Vermilion Sea*:

- Screening venue – you can adapt almost any space into an appropriate screening venue, or rent out a venue specifically designed for film screenings. Libraries, schools or universities, outdoor learning centers, National or State parks, zoos, or wildlife sanctuaries, can all be great places to set up a film screening.
- Audio/Visual Setup – if your screening venue does not have an audio/visual setup, you will need a projector, projector screen and speakers to successfully screen the film. Often this equipment is available to rent at event centers.
- Seating – you will need enough seating to accommodate everyone in attendance at your screening event. Folding chairs set up theatre style are a good option for

smaller screenings. It's always a good idea to have extra chairs that you can set up in the back if attendance is higher than anticipated.

- Public performance rights (PPR) for the film – all screening events that are open to the public require the acquisition of public performance rights. See our PPR sales options below.
- Promotional Materials – we will provide you with all the necessary promotional materials for *Souls of the Vermilion Sea*, all you have to do is incorporate these materials into your existing marketing strategy for the event. If any questions come up at any stage of the process we encourage you to contact us.



The photos above show two very different film screening set-ups. On the left is a screening held at a performing arts center in Boise, ID with over 150 people in attendance. On the right we see an educational screening held at a university with 30-40 people in attendance.

***Souls of the Vermilion Sea* Public Performance Rights (PPR)**

Copyright law requires the acquisition of public performance rights for any film screening that is open to the public. Wild Lens has a number of PPR options for organizations interested in sharing *Souls of the Vermilion Sea* with their community.

1. **\$100** – PPR for audiences up to 50 people.
2. **\$200** – PPR for audiences up to 150 people.
3. **\$250** – PPR for audiences up to 300 people.
4. **\$350** – PPR for any size audience.

Additional information about the film can be found at: vaquitafilm.com. If you have any questions do not hesitate to contact *Souls of the Vermilion Sea* marketing director Sean Bogle at: sean@wildlensinc.org or by phone at: 435.790.9593.