

# WHERE THE LEAVES FALL PURPLE

Sponsorship Guide



**Where the Leaves  
Fall Purple**

[www.wtlfp.com](http://www.wtlfp.com)

**A THRILLING NEW  
AUDIO DRAMA**



# ABOUT THE SHOW

Ben Miller has a problem. He's in his final year of university with nothing to show for it. His true crime podcast only has a handful of listeners and he's starting to lose hope. His only true supporter is his best friend (and not-so secret crush) Janie, a drama student with aspirations of becoming an actress.

When Ben's gets it into his head that he needs an exclusive story to boost listenership, Ben asks Janie if she will become a "missing person" so he can document finding her on the podcast. Little does Ben know, his one act of deception will set off a dangerous chain reaction and spin a story that Ben isn't sure he's ready to tell.



"NOTHING HAPPENS IN  
DODGEWOOD"

# ABOUT US

## The Crew

Kimberly Billinton is the creator and showrunner of Where the Leaves Fall Purple. Kimberly is also the writer of all and director of most the episodes. She is an award winning writer and experienced marketing strategist. Kimberly has experience writing, acting, and producing in the entertainment industry and is the secretary of the Okanagan Society of Independent Filmmaking board. Kimberly has a reach of 35,000 followers across digital/social media platforms.



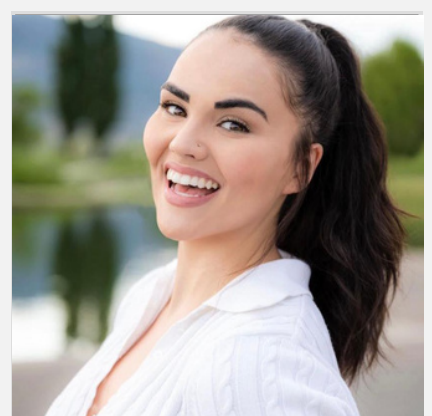
Kimberly Billinton



Jamela Joie De Jesus

Jamela Joie De Jesus is the executive producer of Where the Leaves Fall Purple. She has a passion for giving a platform to new and unique voices to tell diverse stories. Jamela Joie is the founder of Beautiful Happy Productions. She is also a very accomplished welding inspector and has an eye for business and strategy.

Ashleigh Burns is the assistant producer for Where the Leaves Fall Purple. She is an active actress and social media influencer with a good eye for trends and marketing. Ashleigh has a combined following across digital/social media platforms of over 240,000 followers.



Ashleigh Burns

# ABOUT US

## The Crew

Beautiful Happy Productions is a new studio out of Edmonton Alberta which focuses on uplifting voices of promising, emerging creators. Where the Leaves Fall Purple is BHP's first production.



Aftertouch Audio are the editors and world builders of Where the Leaves Fall Purple. With the company's expertise in audio engineering and sound design, WTLFP is sure to be an immersive and easy to listen to experience.





# BEHIND THE SCENES

## About Our Production



- WTLFP is supported by the UBCP/ACTRA Ultra Low Budget Program
- Most of the cast and crew are volunteers, while the others are only taking away a small honorarium. We are all doing it because we believe in the story and the show.
- WTLFP has a strong commitment to diversity and inclusion with both characters and actors coming from diverse racial backgrounds and some identify as part of the LGBTQIA+ community.
- The show was created as a way to get actors back to creating during the pandemic and to build resumes. Because of that, we have a wide range of talent who have formed the ensemble cast for this show. We can't wait for the world to hear them!

# WHY SUPPORT US?

In supporting Where the Leaves Fall Purple, you're supporting independent production in your community. You're supporting creatives, actors, and crew in telling a unique, immersive story.

Audio dramas are one of the fastest growing forms of entertainment. Major screenwriting platforms have added audio drama writing to their list of competitions. Audio dramas such as Homecoming have been picked up for TV deals with streaming services like Amazon Prime. Others like the Bright Session have been optioned for TV and have received spin-off novels.

Where the Leaves Fall Purple is a mystery/thriller that masterfully parodies production of a true crime podcasts. Those interested in true crime podcasts will certainly find something familiar yet unexplored and exciting in our show.



Let us take your  
brand and create  
you a unique  
commercial in the  
world of Dogewood.

# HOW TO SUPPORT

For the price of \$350-500 (depending on your length and placement) you will receive:

- An seamless ad in the middle of an episode about your business. We script it, record it, and edit it (you may also use this ad for your promotional purposes later)
- A shoutout on our social media platforms
- A place on our website under our Sponsors Page

You may also choose to sponsor more than one episode. If that is the case, a deal may be worked out. We are also flexible and open to other arrangements.

## HOW DO I KNOW PEOPLE WILL HEAR MY AD?

Despite being a new show, Where the Leaves Fall Purple has a wide reach. Our cast has over 30 actors in it, each with their own networks and platforms. While the show's presence online is growing, so are many of those involved with team members with tens of thousands of social media followers. We have an interview with Global Okanagan on June 25th and will be heading a panel about audio drama production at the Kelowna Fan Experience in July shortly after our release.

Unlike a traditional podcast, an audio drama has a set number of episodes per season and people tune into each one in succession.



# FIND US WHERE THE LEAVES FALL PURPLE



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