

VIRTUAL GALA

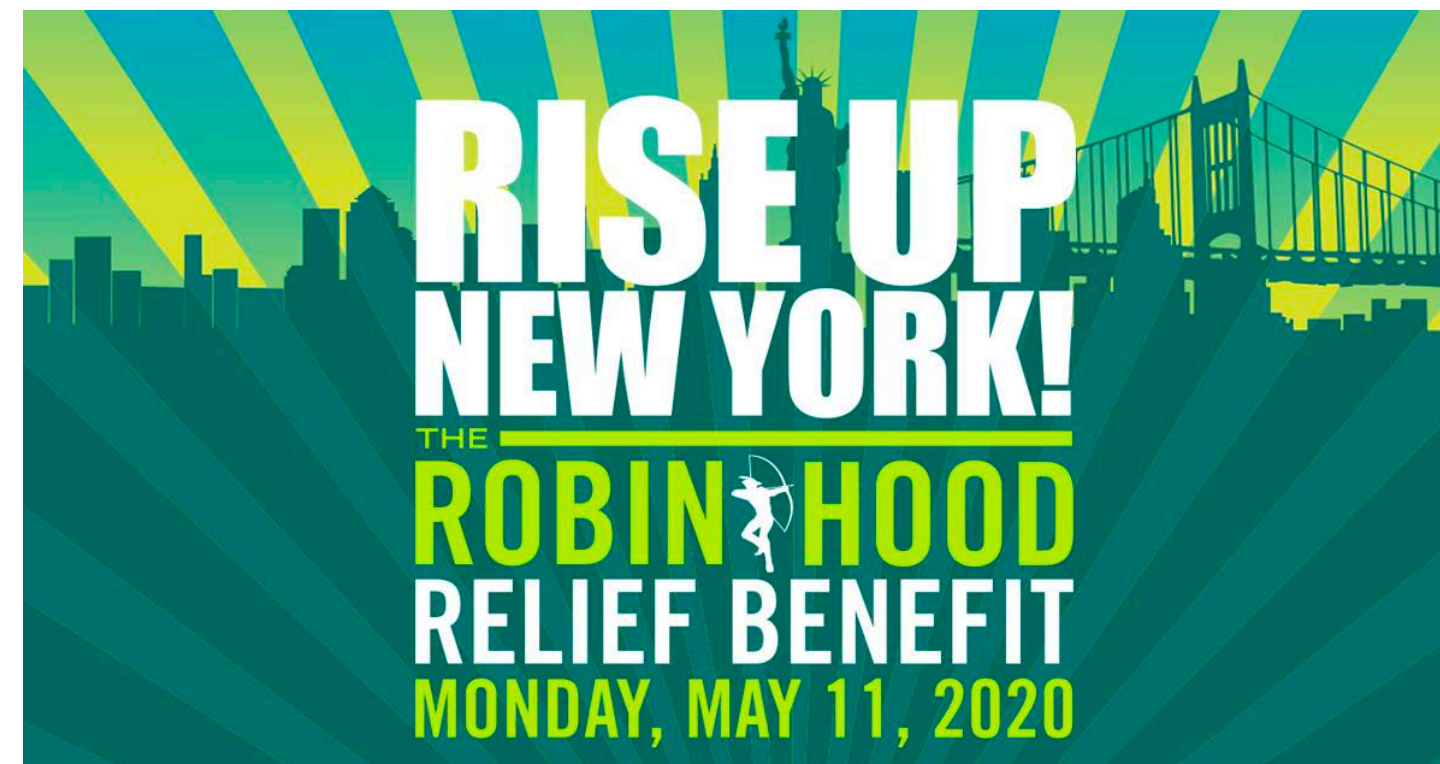
PRODUCTION & CONSULTING



Virtual Galas – A New Model

The Coronavirus pandemic has created new challenges and new opportunities for non-profit organizations worldwide. During a season that is usually filled with luxurious and elegant in-person fundraising events, a new model for galas has become necessary to maintain engagement with current audience and raise critical funds. At the same time, a new opportunity has emerged: to greatly expand and broaden an organization's audience and fundraising base by creating an opportunity (or opportunities) to actively engage, entertain, and educate the public.

As virtual galas [have gained traction](#) in the non-profit community, organizations ranging from ***American Ballet Theater*** to ***Robin Hood***, and from ***Make a Wish*** to ***National Dance Institute***, have embraced this new model, and to great success.



A Case Study – National Dance Institute’s Virtual Gala

ALL OF US FILMS produced National Dance Institute's (NDI) [44th Annual \(Virtual\) Gala](#), with a suite of services that included **consulting, strategy, virtual production, editing, and creative direction**. The result was a powerful hour-long Virtual Gala which premiered online on May 12th, highlighting the incredible work that NDI does to bring dance into the lives of children in NYC public schools.

News coverage [online](#) and on [television](#) and **unprecedented viewership resulted in a successful fundraising campaign and expanded audience for NDI**.



The project included self-recorded speeches from Alec Baldwin, Josh Groban, Brian Stokes Mitchell, and Mandy Patinkin, as well as NDI's leadership and their founder, legendary ballet dancer Jacques d'Amboise. Also included were multiple pieces of choreography filmed at previous performances, and a [captivating opening number](#) danced remotely by over 40 children and edited together into a seamless ensemble performance.

A Case Study – National Dance Institute’s Virtual Gala



TRACI LESTER
EXECUTIVE DIRECTOR

Ben Nathan, and the team he leads at ALL OF US FILMS, are superb. Ben’s astute talents include translating organizational mission and vision into high quality, professionally produced, visual content and messaging. Working collaboratively with everyone at National Dance Institute, he helped to bring our virtual Gala to fruition. We could not have been more pleased.



ELLEN WEINSTEIN
ARTISTIC DIRECTOR

Just perfect!!!! Bravo!!! Thank you again, for sharing your talents and brilliance with NDI. We are so very grateful.

The Virtual Gala that ALL OF US FILMS created for us is brilliant and beautiful and I am weeping! I am so deeply moved and grateful to you, beyond words, for your love and care and dedication to NDI.



JACQUES d’AMBOISE
FOUNDER, PRESIDENT

Congratulations on a splendid Virtual Gala! You have done a superb job of presenting NDI through your art as an editor and filmmaker.

Thank you! Thank you! Applause is coming from the very gods on Mount Olympus in admiration for you.



MICHELE O’MARA
CHIEF ADVANCEMENT OFFICER

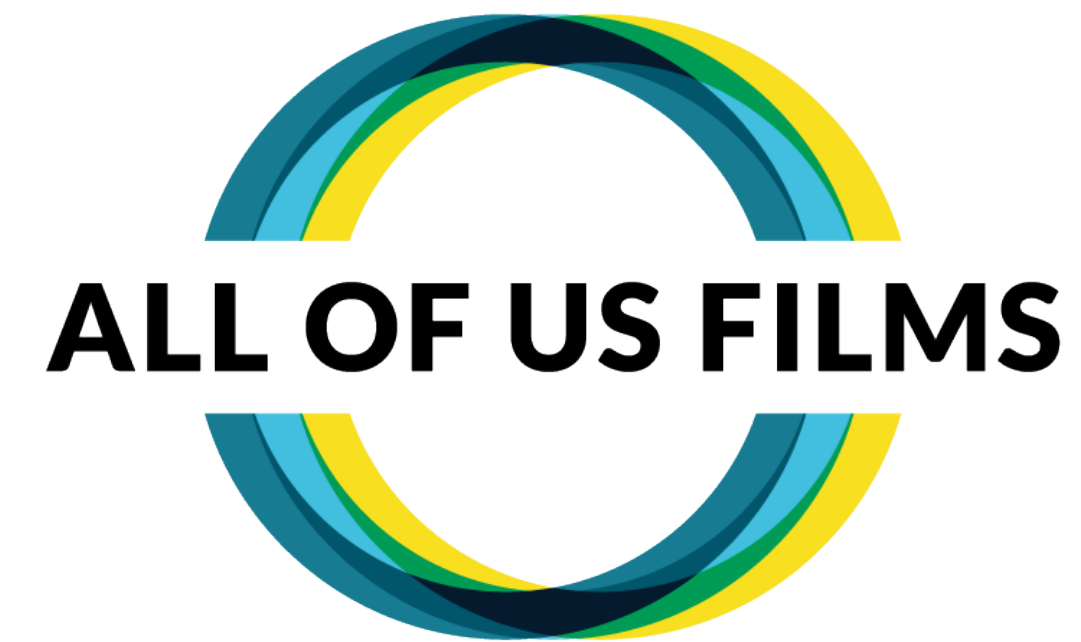
Bravo – You nailed it! So much hard work on your part and we are so grateful for you. We always felt we were in the best of hands. THANK YOU!

Congrats again to you. Your dedication is embedded in every single dollar raised.



HELEN STAMBLER NEUBERGER
BOARD CHAIR

Our first Virtual Gala! Such an ambitious project! So very successful! And so little time to create it! I think ours was the best of all the Virtual Galas I have seen so far. It was very professional, the messaging was tight, and it was well-edited. It was beautiful, fun, joyful, touching, and we reached so many new people!



VIRTUAL GALA SERVICES:

- Creative Consulting & Scriptwriting
- Strategy Consulting
- Remote / Virtual Production
- Remote Directing (directing selfie video shoots)
- Celebrity & Influencer Outreach
- Talent Casting for Gala Performances
- Full Post Production, including editing, motion graphics, animation, titles, music, audio mix
- Pre-Launch Teaser Assets (social media posts, teasers, trailers, news reels)
- Virtual Event / Live (Virtual) Event Advising

VIRTUAL GALA SERVICES – DETAIL:

CREATIVE CONSULTING & SCRIPTWRITING

We work with you to structure your Gala based on your audience demographics and develop a run-of-show and scripting, as needed, to create a full length Virtual Gala production (usually 40-60 mins).

STRATEGY CONSULTING

We work with your team to optimize your event for various social and streaming platforms, and develop a Virtual Gala strategy that takes full advantage of this medium and it's ability to help you **engage** with your existing audience, and **expand** your audience to new viewers and donors.

REMOTE / VIRTUAL PRODUCTION

When an iPhone selfie video isn't the right fit (and sometimes it is!), we can ship our pre-built Studio in a Box to your speakers and guide them in recording a more polished and stylized video.

REMOTE DIRECTING (DIRECTING SELFIE VIDEO SHOOTS)

One of our directors provides remote direction of a selfie video shoot. This can be done with a standard iPhone selfie video, or with our Studio in a Box kit. This service can be very helpful for anyone who is less comfortable speaking in this format, or would like some guidance as they record.

CELEBRITY & INFLUENCER OUTREACH

We leverage our wide network of celebrity contacts to request their participation in your Virtual Gala. We can reach out to individuals of your choosing, and/or do our own research and recommend people who we think could be a good fit for your cause.

VIRTUAL GALA SERVICES – DETAIL (continued):

TALENT CASTING FOR GALA PERFORMANCES

Full casting services for Virtual Gala entertainment, host/emcee, announcer, Zoom magicians, musical performers, dance companies. All of the above can be adapted for a Virtual platform (ie: dance company members perform from home and we edit together into “company” dance performance).

FULL POST PRODUCTION

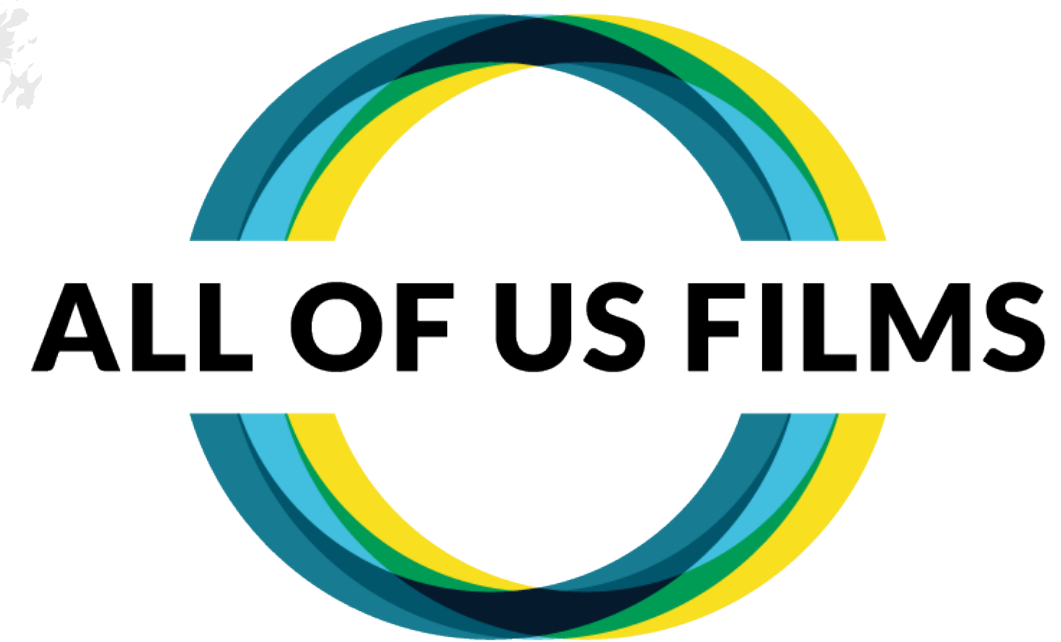
Post Production includes editing, motion graphics, animation, titles, music, and audio mix, as well as rounds of revisions with the Client.

PRE-LAUNCH TEASER ASSETS

Create additional assets that can be used to promote your Virtual Gala ahead of time. This can include graphics, social media assets, memes, reels to submit to news outlets, trailers, and teaser clips.

PRE-/POST-GALA ZOOM EVENT ADVISING

In addition to consulting as to best practices for launching your Virtual Gala, we can advise you and assist with the planning and production of Pre- or Post- Gala “Zoom Room” events where high-level donors can interact with celebrities and/or leadership of your organization. This can be one pre-Gala Zoom event, or several Zoom events during the week leading up to your Virtual Gala. Think of this as an additional opportunity to interface with donors and engage them in an interactive and entertaining way, prior to the Gala itself.



FILM HAS THE POWER TO TRANSFORM THE WORLD. That's what we believe, and that's what we do.

Based in **New York**, and with team members in Los Angeles, London, Buenos Aires, Mumbai, Beijing, Tel Aviv, and Kuwait City, we are a **full-service creative** film production & post production company.

We specialize in telling emotionally **powerful true stories** of **social good** in the world – content that inspires audiences and creates **real and sustained engagement** with non-profits, NGO's, and brands.

We have done this repeatedly and consistently, for organizations such as **UN Environment, Sesame Street, Arm Technology, The People's Climate March, TIAA, American Cancer Society,** and **National Dance Institute.**

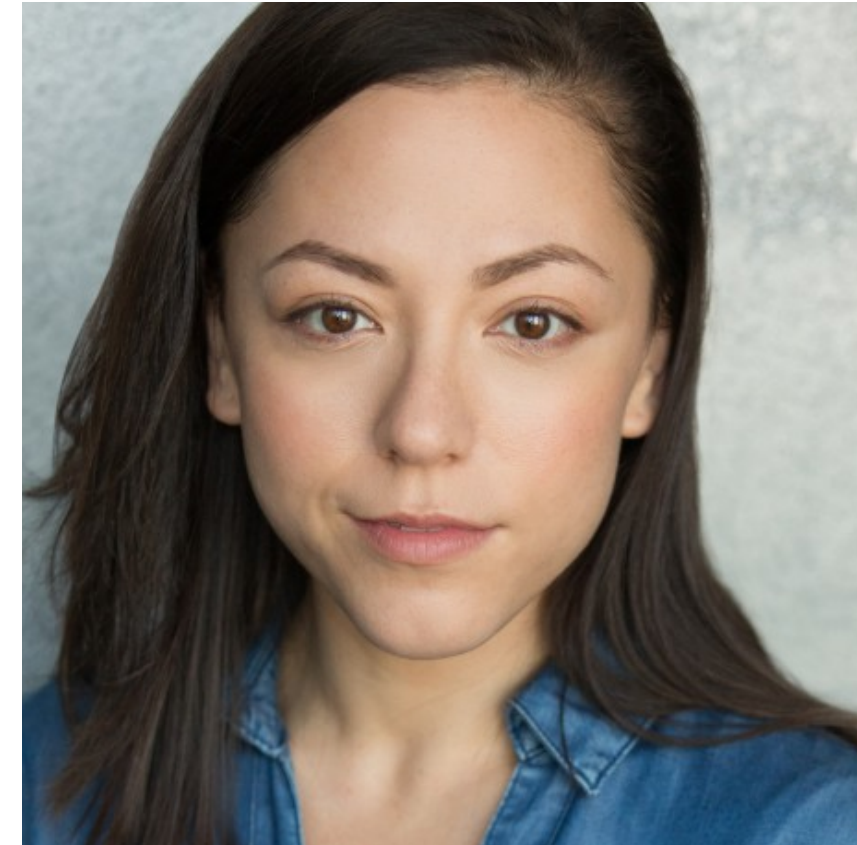
OUR TEAM



BENJAMIN RYAN NATHAN
PRESIDENT, DIRECTOR



ROBERT GREGSON
DIRECTOR, CINEMATOGRAPHER



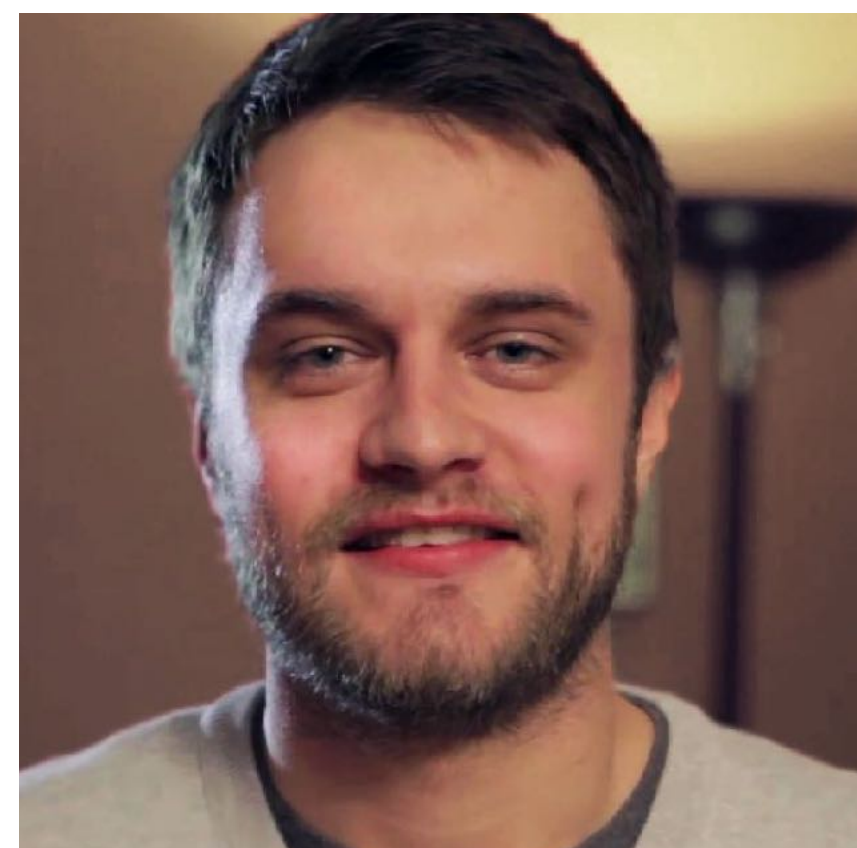
SARA JEWELL
PRODUCER



MARIEL SOL NATHAN
WRITER, CO-PRODUCER



JACQUELINE DOW
PRODUCER



ANDREW WAFFENSCHMIDT
PRODUCER, EDITOR



DIEGO ROTMISTROVSKY
EDITOR, MOTION GRAPHICS



JOHANNA SHAPIRO
PRODUCER

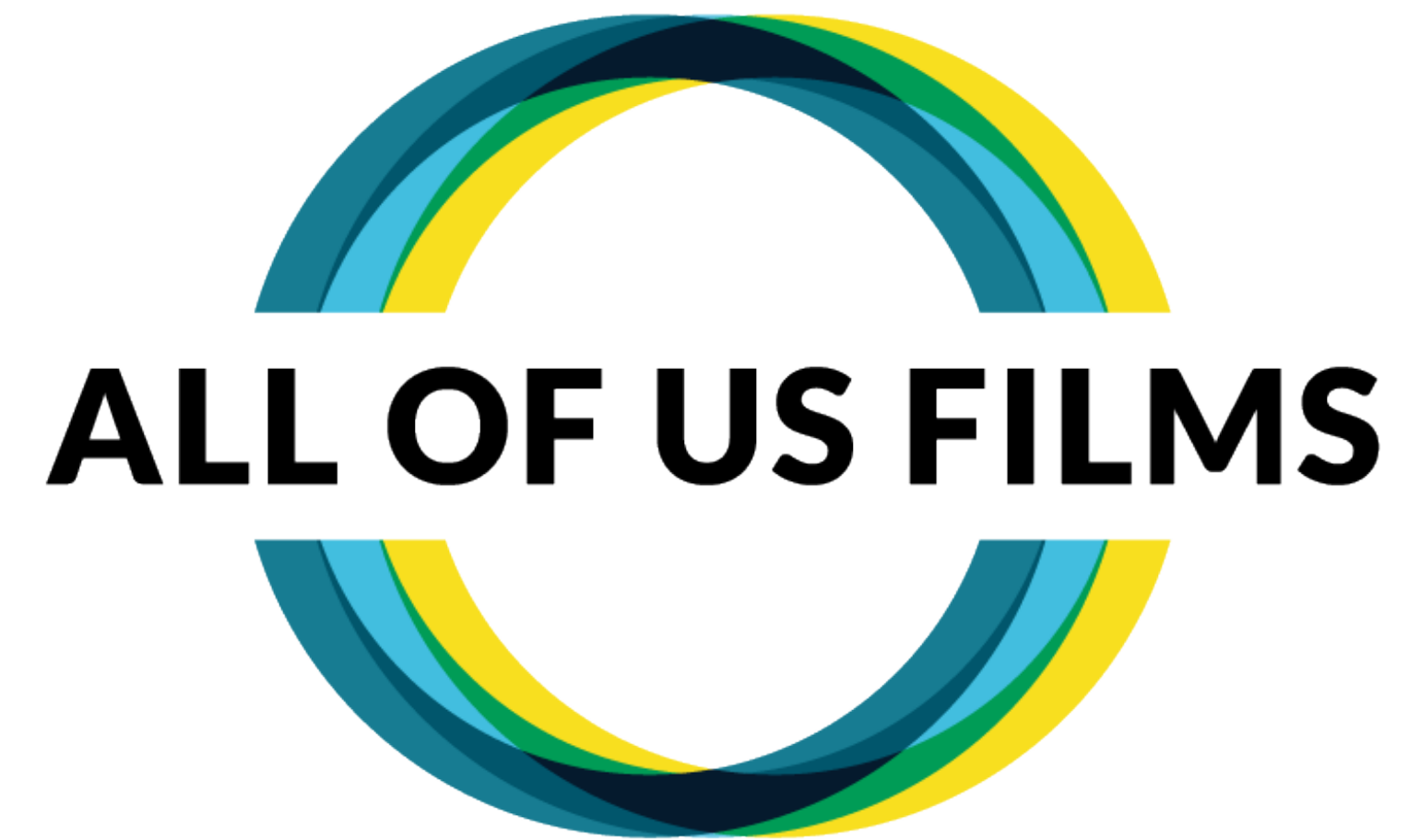


BENJAMIN RYAN NATHAN
FOUNDER, DIRECTOR

Benjamin Ryan Nathan is an award-winning filmmaker based in New York. Over the past 14 years, he has worked in TV, film and advertising and has produced, directed, & edited over 200 commercials, viral videos, short-form documentaries, & branding/marketing projects. His work has garnered over **20,000,000** views online and on television. Dedicated to using the art of filmmaking as a tool to better the planet, he has collaborated with major organizations including the UN Environment, Sesame Street, the President's Committee on the Arts & Humanities, American Cancer Society, Arm Technologies, and National Dance Institute to bring inspiring and powerful stories of human transformation to a wide audience.

Ben served as editor on a series of over 70 short films created with renowned documentarian **Ken Burns**, and is currently directing a feature documentary on Labor Trafficking in the United States, in collaboration with Executive Producer **Martin Sheen**. Ben has written & directed groundbreaking films and campaigns, working with top celebrity talent including **Debra Messing, Adrian Grenier, Bill Nye, Blythe Danner, Gisele Bündchen, Don Cheadle**, and **James Cromwell**.

In 2012, Ben founded ALL OF US FILMS to bring together top creative talent to create media that makes a profound positive impact in today's world. Under his leadership, ALL OF US FILMS has forged strategic partnerships with organizations and individuals throughout the film industry, to collaborate on projects that entertain, educate, inspire, and unite.



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