

SPONSORSHIP FRAMEWORK

**ONE NIGHT
ONE FILM
ONE CONVERSATION**

WHAT IS TRUTH NIGHT™?

TRUTH NIGHT™ is a curated cinema format dedicated to reflection, dialogue, and shared awareness.

Each edition brings audiences together for a single documentary screening, followed by a guided moment of pause and a live conversation.

The experience is designed to respect both the emotional weight of the film and the intelligence of the audience, without pressure, promotion, or persuasion.

TRUTH NIGHT™ does not aim to convince. It aims to create space.

WHY IT EXISTS?

We live in a time where information is everywhere, yet understanding is rare.

Films are watched alone. Opinions are formed in isolation. Emotions are processed in silence.

TRUTH NIGHT™ exists to bring people back into a shared space.

Not to debate. Not to judge.

But to witness together.

The format was created to restore something simple and powerful: a collective moment of reflection.

When people experience truth together, it becomes human, not abstract.

THE TRUTH NIGHT™ EXPERIENCE?

A carefully structured evening designed for reflection, not consumption.

ARRIVAL & ATMOSPHERE

Guests enter a calm, curated cinema environment.

PRE-ROLL SPONSOR GRID

Subtle sponsor presence while guests take their seats.

SPONSOR FILM ADS

Short ethical brand films - no standard cinema advertising.

FEATURE DOCUMENTARY SCREENING

The core shared experience.

POST-FILM BREATHING SPACE

A moment of silence and reflection.

LIVE MODERATED Q&A

Host, NGO representatives, and Planetarian Sponsor representative.

EXIT EXPERIENCE

Guests receive a curated TRUTH NIGHT™ tote bag while leaving.

**ONE FLOW.
ONE RHYTHM.
ONE SHARED MOMENT.**

WHO IS TRUTH NIGHT™ FOR?

A culturally curious, ethically aware, and emotionally open audience.

CONSCIOUS CONSUMERS

People already exploring ethical choices, sustainability, and compassion.

CURIOS MINDS

Students, creatives, professionals, and families seeking deeper conversations.

CINEMA LOVERS

Audiences who value meaningful storytelling and shared experience.

**TRUTH NIGHT™ IS NOT ABOUT CONVINCING.
IT IS ABOUT INVITING REFLECTION.**

WHY BRANDS ARE PART OF TRUTH NIGHT™

Because cultural presence today is built on
meaning, not noise.

PRESENCE, NOT INTERRUPTION

Your brand appears inside a trusted cultural moment, not between distractions.

ALIGNMENT, NOT ADVERTISING

Brands are seen as supporters of reflection, dialogue, and ethical awareness.

MEMORY, NOT METRICS

People remember how they felt, and who stood with them.

**TRUTH NIGHT™ IS NOT A MEDIA PLACEMENT.
IT IS A CULTURAL ASSOCIATION.**

OUR SPONSORSHIP PHILOSOPHY

TRUTH NIGHT™ does not exist because of sponsors. Sponsors exist because TRUTH NIGHT™ already has meaning.

We do not sell attention.
WE OFFER ALIGNMENT.

We do not interrupt experiences.
WE INTEGRATE INTO THEM.

We do not promote products.
WE HONOR VALUES.

- Ethical alignment first
- Cultural relevance over reach
- Long-term association over short-term visibility

Advertising Speaks.
ASSOCIATION REMAINS.

**TRUTH NIGHT™ CHOOSES PARTNERS,
NOT ADVERTISERS.**

THREE LEVELS OF ALIGNMENT

TRUTH NIGHT™ offers three sponsorship tiers, each reflecting a different depth of cultural and ethical alignment.

SPROUT SPONSOR

ENTRY ALIGNMENT

- Logo included in pre-roll sponsor grid
- Printed material in TRUTH NIGHT™ tote bag
- Presence in post-event digital material



EVERGREEN SPONSOR

SUSTAINED ALIGNMENT

Everything in Sprout, plus:

- Expanded visual moment in sponsor grid
- Sponsor ad shown before the film
- Higher visual prominence in printed materials

PLANETARIAN SPONSOR

CULTURAL ALIGNMENT

Everything in Evergreen, plus:

- Visual presence during Q&A backdrop:

TRUTH NIGHT™ in partnership with Blue Cinema
in collaboration with NGO,
supported by a **Planetarian Sponsor**

- Seat on the live Q&A panel
- Premium exit-moment association (tote bag hand-off)
- Primary association in post-event communication

**THREE TIERS.
ONE MISSION.
DIFFERENT WAYS TO STAND WITH IT.**

SPONSOR INVESTMENT

TRUTH NIGHT™ offers three alignment levels for partners who wish to support the experience.

SPROUT SPONSOR

CHF 1'500

Entry alignment level

Presence within the TRUTH NIGHT™ ecosystem.

EVERGREEN SPONSOR

CHF 5'500

Sustained alignment level

Deeper visibility and long-term association.

PLANETARIAN SPONSOR

CHF 15'000

Cultural alignment level

Primary support role within the experience.

**ALL SPONSORSHIPS SUPPORT THE
PRODUCTION, LOGISTICS, AND SUSTAINABILITY
OF THE TRUTH NIGHT™ FORMAT.**

NEXT STEP

TRUTH NIGHT™ is built as a long-term cultural format, not a one-off event.

We are currently confirming partners for the first pilot edition in Zurich, followed by quarterly editions across Switzerland.

If this vision resonates with you, we would be honored to explore alignment.

To continue the conversation, please reach out directly:

hello@truthnight.com

www.truthnight.com

**TRUTH IS NOT IMPOSED.
IT IS EXPERIENCED, TOGETHER.**

TRUTH NIGHT™