



anything you lose

with a Recovery Guide
PARTNERSHIP OPPORTUNITY



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The Film

Anything You Lose

(64 MIN/ USA/ COLOR/ HD/ 2023 /ENGLISH)

Documentary Feature

WITH A RECOVERY GUIDE

for Reproductive Clinics, Patients, Workplace Policy, and Academia.

www.anythingyoulose.com

A cinema verite experience spanning seven years, Anything You Lose is a journey through the maze of Assisted Reproductive Technologies and into the depths of the silence of infertility.

*anything
you lose*



Contact info@anythingyoulose.com

The Effect

anything you lose



65 INTERNATIONAL FILM FESTIVALS AND 45 AWARDS

Viewing of the film with a follow-up discussion engages emotionally and shows the reality of IVF experience from the patient's perspective, allowing to improve Patient-Provider relationship.

Themes include

- Delivering Bad News and handling Repeated Clientele
- Transparency in Chances of Success
- Embryo & Patient-Centric Care



London
Fertility Fest



WINNER
AWARD OF EXCELLENCE
IndieFEST
Film Awards



AWARENESS
FILM FEST



Selected
INDIE FILMMAKER
HALL OF FAME
AWARDS
IMDb 2024



BEST
FEATURE DOCUMENTARY
HOLLYWOOD
GOLD AWARDS



BEST FEATURE DOCUMENTARY
FLORENCE
FILM AWARDS



BEST FEATURE DOCUMENTARY
Paris Film Awards



WOMEN'S
VOICES NOW



NEW YORK
STATE OF
OPPORTUNITY

Council on
the Arts

The Need

AYL

Personhood, the Gene Preservation Instinct.

Biological Material or Wrongful Death?

IVF Industry is at the forefront of the news cycle, shaken by the Alabama Court ruling. Polemic threatens IVF procedure and the patients; success overstated to the general public creates assumption that embryo is a real person. The viability of an embryo is 30% at best, but it is more than the raw biological material as ascribed today...

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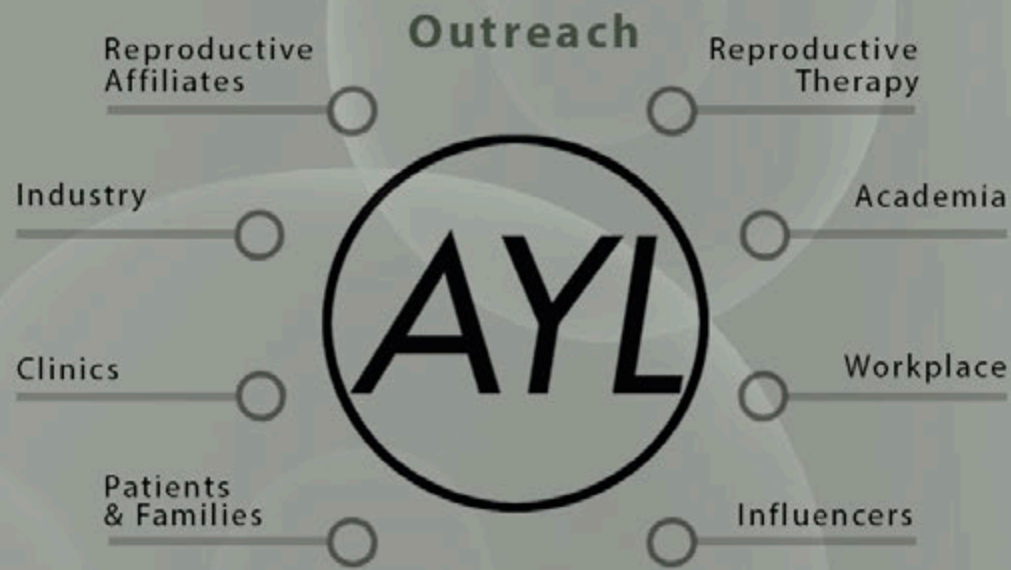


The Audience & Outreach

Audience

According to the most recent data referenced by The New York Times, 42% of U.S. adults say they or someone they know has used fertility treatments. Current Adult Population in the U.S. is estimated by the U.S. Census Bureau at 258.3 million, making the Audience Pool Size **108.486 Million (42%)**.

We cultivate relationships with those who are passionate about Infertility Awareness and Infertility-Savvy Society.



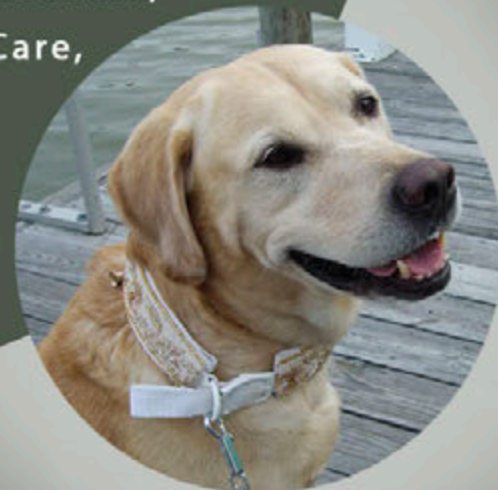
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The Opportunity

**BE SOMEONE'S HERO.
PROTECT WHAT PEOPLE LOVE.**

Our goal is to lay the founding principle of Empathy in the Reproductive Technologies & Genetics Health Sector, supporting the patients, the IVF Providers and the Industry with the distinction of **AYL® Recovery Guide Ethical Training Certificate**, centered around Infertility Awareness, Embryo & Patient-Centric Care, and future action.



Goals & Strategy

We recognize the important role Reproductive Sector occupies in modern medicine and society, and understand we are at inception of Genetics & Embryology, with more room to grow for the Assisted Reproduction in the future.

People feel abandoned, alone, at the mercy of their own emotions. Half experience clinically significant depression and anxiety, reaching levels that can lead to post-traumatic stress disorder (PTSD).

The Recovery Guide is aimed at stopping what feels detached, cold, clinical and experimental and bringing humanity, transparency and empathy to the Reproductive Technologies protocol.

Introducing a Global Screening Event

with accompanying Recovery Guide
to promote Infertility Awareness,
Embryo & Patient-Centric Care



with AYL® Certificate of Completion & merchandise sales
from the website with a portion of proceeds to support
Infertility-Savvy Society



Partnership Opportunity

WHAT WE PROVIDE

Global Screening Event

- We offer viewing of *Anything You Lose* Feature Documentary with accompanying Recovery Guide to use for the best of your advantage, whether that be through fundraising efforts or as a way to join AYL® to expand your communities of support.
- AYL® Completion Certificate & Logo, with the right to exhibit for all promotional purposes.
- Member reward discounts for merchandize sales from the film's website.

Promotions



○ Logo Placement on Recovery Guide

○ Sponsor Inclusion on PBS Broadcast, TV & Press

* PBS Broadcast to be underwritten

○ Sponsor Inclusion on Website, Press Release & Digital Ads

SUPPORT WE ARE SEEKING

Affiliates, Clinics & Industry

- To endorse, sponsor, participate and distribute information about the AYL® Global Screening Event, improving Positive Potential of the Industry based on patient feedback.

Promotions



○ National Networks & Local Partners

○ Conferences & Catalogues

○ Media SM PR

○ Direct Mail

○ Website Certificate & Trailer Placement



Distribution Plan

Festivals

An Indie Hall of Fame Awards 2024 Nominee, a Recipient of 45 Indie Film Awards, including 4X Best Educational Film, 3X Best Women Film and 15X Best Documentary Feature, Anything You Lose continues a Viral Run on the Indie Film Festival Circuit, now in the 7th month.

Global Release Event

AYL® Global Release Event is coordinated for the Core Frontline Players of the Reproductive Health Sector, Patients, Workplace, and Academia. Each participant receives an AYL® Certificate of Completion. The AYL® Brand stands for Embryo & Patient-Centric Care and Infertility-Savvy society.

Broadcast

With an option to underwrite a PBS Broadcast; all sponsors are prominently credited

Digital

Streaming to general audience via online carriers commences following the original AYL® Global Screening Event release window, capitalizing on the word of mouth generated.

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Anything You Lose

123 Total Submissions

66 Selections

37 Pending

80% Selection Rate



FilmFreeway Data 03-21-24
Submissions Map



Educational

AYL® Global Release Event is extended to Academia covering Reproductive Technologies, Reproductive Psychology, Gender Studies, Biotech and Women Studies as class material.

The Creator



Director & Producer
Irina Vodar

Irina Vodar is an award-winning filmmaker and graphic designer with over twenty years of experience in film and Broadcast Design with ABC News.

As an independent filmmaker, Irina wrote, produced and directed two full-length documentary films. Her debut documentary feature *Miss Gulag*, on a beauty pageant in a Siberian prison for women, premiered at the Berlin Film Festival and then streamed on Amazon Prime, Hulu and iTunes.

Her second documentary *Anything You Lose*, an insightful portrayal of infertility journey, won funding from the New York State Council on the Arts (NYSCA) and went viral on the Indie Film Festival circuit with a 3X WIN at IndieFest Film Awards in 2023.

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