



## More marketing materials are now available as we get ready to *Dream Big*!

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### Official Trailer with Jeff Bridges' Narration

The theatrical trailer with Jeff Bridges' narration is now available for posting to your website and social channels. You can link to our [YouTube](#) or download the file [here](#). If you need a 4k version to show in your theatre lobby, please email [Shauna](#).



Jeff Bridges also gave us a quote about the film—please see the revised [press release template](#): “I am a believer in encouraging our youth to make a difference in the world, and ***DREAM BIG*** encourages young people to do just that.”

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### TV Spots

The [:15](#) and [:30 second TV spots](#) are available for download and for viewing on our YouTube channel ([:15](#) and [:30](#)). We've also created 2 alternate [:30 TV spots](#) to help you

keep your rotation fresh: "[Inspiration](#)" and "[Solving Tomorrow's Challenges](#)." These spots are useful not only as TV ads, but as ads on social media.

Each spot has an end card with space under the film title to tag your theatre. Thank you for remembering that local sponsor logos must not appear bigger than the film sponsor logos (ASCE and Bechtel). Please send your customized spots to [us for review](#) and approval.



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## Print and Digital Ads

The [print](#) and [digital](#) ads are also available for download in multiple sizes. We've created 3 digital campaigns, including a Scenic series and a Fun Fact series. Thanks again for keeping the film sponsors' logos on the ads where they appear--and for sharing your ads with [us for approval](#).



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## Social Media Videos

Don't forget to download all the [fun social media videos](#) and [Instagram videos](#) from the Resource Site. Here is a sneak peek of two new videos we'll publish soon—[Meet the Women Engineers of Dream Big](#) (password: dreambig) and [Kids React to Dream Big](#) (password: dreambig). We're also getting ready to post 5 new Behind-the-Scenes webisodes. These videos are excellent promotional tools for your website, theatre lobbies, social media platforms and local media.



## Outdoor Advertising

Two new [billboard templates](#) are now available.



## Radio Spots

:15 and :30 second radio spots will be available soon.

## Social Media Countdown Photos

Download these [fun countdown photos](#) and engage your social media communities with a 2-week countdown to the launch of *Dream Big*.



**Thank you for dreaming big with us!**



The MFF Marketing Team  
Lori, Mary Jane, and Shauna

*Dream Big* is a MacGillivray Freeman film produced in partnership with American Society of Civil Engineers and presented by Bechtel Corporation.



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