



STANNARD ROCK

2021

RESTORATION
CAMPAIGN

SHINING A LIGHT
FOR
THE FUTURE



MUSE STORYTELLING





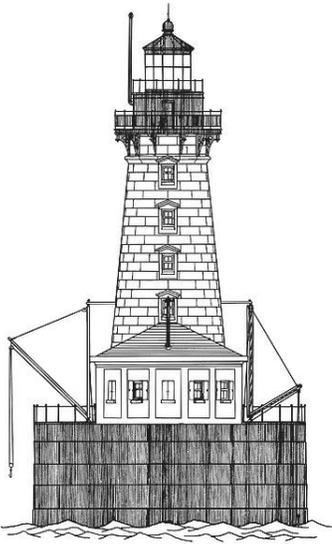
**STANNARD ROCK
LIGHTHOUSE
SERVES AS BOTH A
HISTORICAL
LANDMARK WITH A
STORIED PAST AND
AS A BEACON OF
LIGHT FOR FUTURE
CLIMATE RESEARCH**

PROJECT OVERVIEW

Muse Storytelling and the Superior Watershed Partnership and Land Conservancy has formed a partnership to create a short documentary film and corresponding assets that tell the stories of Stannard Rock Lighthouse.

These films will be used to raise corporate and private donations that will allow the Conservancy to implement a two million dollar renovation on Stannard Rock Lighthouse so it can continue its vital functions.

STANNARD ROCK
Michigan
Lake Superior



Name: Stannard Rock Light
Location: Lake Superior, Michigan
Coordinates: 47°11'0.62" N 87°13'30.42" W
Constructed: 1882

Height: 100 feet (30 m)
Original lens: 3rd order Fresnel Lens
Current lens: 12-inch Tideland Signal ML-300
Range: 18 nautical miles (33 km, 21 mi)
Characteristic: Flashing, white, 6 sec

A BRIEF HISTORY

The Stannard Rock Light, completed in 1882, is a lighthouse located on a reef that was a serious hazard to navigation on Lake Superior.

The exposed crib of the Stannard Rock Light is rated as one of the top ten engineering feats in the United States.

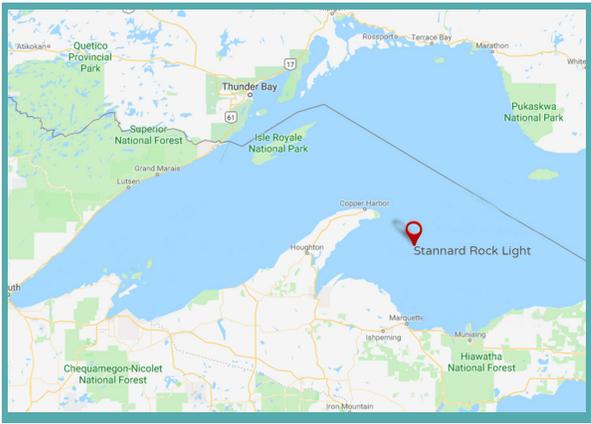
It is 24 miles from the nearest land, making it the most distant (from shore) lighthouse in the United States. Due to its remote location, it earned the nickname "The Loneliest Place in the World".

CURRENT SITUATION

The Stannard Rock Light has been serving Lake Superior for almost 140 years. When GPS started guiding ships, Stannard Rock was converted to a year-round observation station with remote monitoring equipment utilized by researchers in the United States and Canada. It collects data that had been hard to obtain in winter months after most traditional buoys are pulled from the lake.

Through various domestic and international partnerships, Stannard Rock Lighthouse is now instrumental in studying evaporation, wind speeds, wave intensity and other variables important to the scientific community and to the commercial shipping industry.

Stannard Rock Lighthouse stands as a haunting tribute to an age when lighthouses were primary aids to navigation.



CORPORATE SPONSORSHIPS

Stannard Rock Lighthouse is not only a historic landmark, it is also a beacon of hope for the future. There are an extensive array of universities, government agencies and environmental groups who utilize the Lighthouse as a focus of study for measuring climate change.

The Stannard Rock Lighthouse documentary will share stories from the Lighthouse's past and explore how the Lighthouse is positively contributing to the study of climate change today.

A partnership with Stannard Rock Lighthouse will give your brand the opportunity to spotlight your contributions to both this documentary, and the study of climate change. In addition to being credited in the film as a corporate sponsor who made the film possible, the documentary team will work with your team to develop messaging and opportunities to highlight your brand's involvement in the distribution and celebration of the film.

We intend to submit to film festivals both locally and internationally. Considering the uniqueness of the story and connection to current environmental initiatives, we'd expect to screen at multiple festivals. Depending on festival success, the film could appear on Netflix or Hulu.

In addition to festivals, we will also create a strong PR, social and community strategy. We would aim for a minimum of 100,000 views. Depending on strategy and resources, we could top 1 Million.

FUNDRAISING OPTIONS

OPTION A

\$100,000

DOCUMENTARY
RENOVATION CAMPAIGN

Muse Storytelling will complete a 15 to 22 minute documentary that will show the history of Stannard Rock and its importance in future climate research.

The documentary and additional video assets will be used for a targeted \$2 Million Dollar campaign to renovate the lighthouse.

In addition to the deliverables above, Muse Storytelling will develop an education curriculum for local filmmakers and volunteers on conservation storytelling.

OPTION B

\$150,000

DOCUMENTARY
RENOVATION CAMPAIGN
EDUCATION & TRAINING

The Muse team will bring in behind the scenes filmmakers for the pre-production and production processes to create training modules. These modules can be used to teach members of communities across the Great Lakes about how to create films and campaigns that they can leverage for other lighthouse renovation and conservation fundraising efforts.



A LITTLE BIT ABOUT US

We are an award winning 501(c)(3) that has set national records for pollution prevention and the implementation of innovative, science-based programs that achieves documented and measurable results. The SWP implements a variety of conservation and public education projects.

We have a dedicated staff of biologists, planners and educators that work to provide solutions needed to address a variety of water quality, land use and community challenges.

In 2015, we acquired the Stannard Rock Lighthouse from the U.S. federal government for preservation.

Check out our website at: [SWP](#)



MUSE STORYTELLING

Muse Storytelling is a 5-Time Emmy winning production company based in Portland, OR.

We are Filmmakers, educators and passionate storytellers. We have been fortunate to work with brands like Four Seasons, Toyota, the NFL, CBS, Apple and many others large and small.

We speak to the heart to move the mind and believe that a well told story can change the world.

Check out our website at: [Muse Storytelling](#)

