

# ADOPTIVE FAMILY VIDEO PROFILES

PRODUCED BY SHOWPRO MEDIA

**Adoptive Family Video Profiles** illustrate a genuine picture of families and their desire to adopt, while giving birth parents confidence and comfort in the family they choose for their child. Show Pro Media is currently the only media company in the world that specializes in producing these videos for adoptive families. We offer various types of profiles at different price points to suit an adoptive family's budget.

*"When I saw their video profile, I absolutely fell in love. I knew they were the ones."*

**- Carolyn, birth mother**

*"It was a great opportunity to show us beyond just a paper questionnaire so people who view it can almost see into our day to day lives. And I remember when we went to adopt our daughter, the birth mom made a comment that she watched our video 3 to 4 times -- she kept watching it over and over and over again--before making a decision so I think had it not been for the video, we may not have been chosen. I think the video really brought us over the top and we enjoyed doing it, it was a lot of fun."*

**- Brad & Chemaine, Adoptive Family**



For further information, contact a video specialist at  
1.800.659.5470  
video.specialists@showpromedia.com

## BENEFITS OF THE VIDEO PROFILE

- **Exposure** – Many birth parents search for adoptive families online. Having a video profile can help you make a good first impression and reach more birth families.
- **Help a Birth Mother Stay Committed** – Video profiles foster an emotional connection between a birth mother and the adoptive family, and can help the birth parents feel confident in their adoption plan.
- **Education & Support** – Video profiles can help a birth mother educate her friends and family about adoption and gain their support through the process.

### Each video is created by our experienced editors using:

- interviews with the adoptive parents
- interviews with friends and extended family members
- supplemental footage of the family “in action” (B-roll)
- real home video and pictures
- original music composed by Show Pro Media



## THE PROCESS

1. Create an account and order a Video Profile Kit at [www.showpromedia.com](http://www.showpromedia.com).
2. Receive a Video Profile Kit in the mail. The kit includes:
  - camera, tripod, & manual
  - filming instructions & tips
  - A flash drive with brief instructional videos on using the camera, shooting footage, and conducting interviews. You may use this flash drive to send us additional photos and videos.
  - A prepaid FedEx return label (domestic packages only)
3. Film interviews and B-roll over a two-week timeline.
4. Return kit to Show Pro Media to be edited by our experienced team of professionals. We guarantee the completion of each video profile within 21 business days unless additional content is required by the adoptive family.
5. Review your final video profile online. Approve or leave comments for your editor to see.

