SPONSORSHIP OPPORTUNITY · NOV 2026 – FEB 2027

GOING DRY

THE MOVIE. PARTNER WITH US.

WORLD PREMIERE
2 January 2027

ONLINE, WORLDWIDE
goingdrymovie.com



SIX MIDDLE LANE DRINKERS. NINETY DAYS. ON CAMERA.

Going Dry is a world-first feature documentary. Six average, middle lane drinkers take a break from alcohol for ninety days, with their bloods, health, happiness and friendships tracked from start to finish. And the results are staggering.

We made it because two billion people drink in the middle lane, and nothing has ever been made for them. This is not a film about addiction. It is a film about what opens up when you take a break.

It speaks to anyone who is fine, but has wondered whether life might be better without it. And it premieres online worldwide on 2 January, at the very start of Dry January.

For a partner, that is the moment that matters. You arrive in people's lives in the week they decide who they want to be this year.

2 BN

middle lane drinkers. An audience nobody else is reaching

2 JAN

the online world premiere, on day two of Dry January

4 MONTHS

November to February, built around the one month that matters

ONE

partner per category. You will not stand beside a competitor

02 · WHY JANUARY, AND WHY THESE PEOPLE

THEY ARE NOT BEING SOLD TO. THEY ARE SHOPPING FOR A BETTER LIFE.

These are not the customers you already have. Most of them will never have considered taking a break before they watch this film.

What we know, after over a decade of this, is that once somebody takes a break they become genuinely open to investing in a better version of their life.

Somebody who takes a break in January frees up their entire drinks budget in the same week they decide who they want to be this year. The average saving is £200 a month, for many a lot more, unspent and ready to go somewhere better.



TIMING **1 NOVEMBER 2026 – 28 FEBRUARY 2027**

Built around the premiere on 2 January

A WORLD FIRST.

Nobody has ever made a documentary about what happens when people in the middle lane take a break from alcohol.

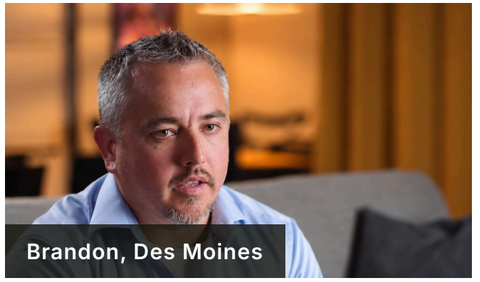
Of the world's 2.4 billion drinkers, around 0.4 billion are addicted. The other two billion are in the middle lane. Every viewer will recognise themselves in one of the six.

It is not all easy. One of them is invited to watch a big game, then uninvited when they mention they will not be drinking.

Andy travels the globe to sit down with the world's leading scientists, and finds the whistleblowers too: the industry insiders who broke ranks. The tone stays upbeat throughout.


John, rowing


Alisha, with her band


Brandon, Des Moines


Nikki and Courtney

THE RESULTS ARE STAGGERING

303 → 220	One participant's cholesterol, after the break
SONS	Another's relationship with his boys, transformed
FRONT LINE	A third starts an account to inspire other first responders to take a break



Andy Ramage, host and producer

04 · WHO YOU WILL BE WORKING WITH

OVER A DECADE OF TRUST.

Known by many as the Godfather of the alcohol-free movement, Andy Ramage has been ever present for over a decade, and will be for the next one. That consistency and trust is the real asset. If Andy recommends a brand, his followers act on it.

He co-founded one of the world's largest alcohol-free challenge platforms, reaching over a million people. He is now considered one of the world's leading alcohol-free performance coaches, and coined the term middle-lane drinker. A former professional footballer, he co-founded two commodities brokerage franchises before walking away to devote his life to inspiring others to transform their life and career performance by taking a break from alcohol. He holds an MSc in coaching psychology and positive psychology, and lectures at the PFA Business School.

TWICE
a guest on the Rich Roll Podcast

TWICE
a guest of Dr Rangan Chatterjee

TOP 10
The Alcohol-Free Advantage, in the self-development charts

MADE BY PEOPLE WHO HAVE DONE THIS BEFORE.

Karina Rotenstein

PRODUCER

Oscar nominated for Edith + Eddie. Former festival programmer at TIFF, Sundance, Cannes and Hot Docs.

Jon Hyatt

DIRECTOR

Made Screened Out, named in Variety's top films of 2020, and the film that helped pass the CAMRA Act through the US Congress.

Elizabeth Radshaw & Eric Paquette

PRODUCERS

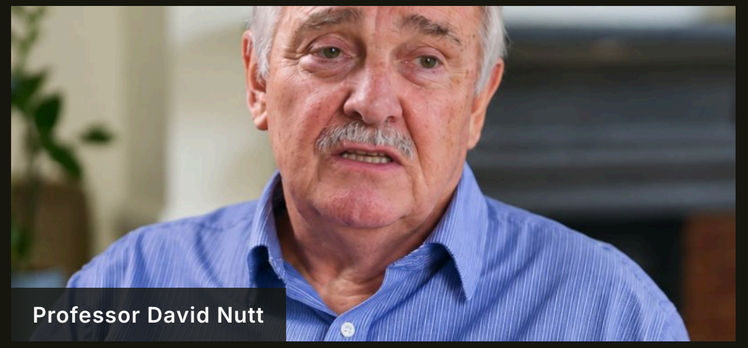
Director of Hot Docs Industry Programs, and a former senior executive at MGM and Sony.



Rich Roll, in the film



Ben Branson, founder of Seedlip



Professor David Nutt

Rich Roll, Dr Rangan Chatterjee and Professor David Nutt, the UK government's former chief drugs adviser, all appear, alongside addiction physician Dr Nzinga Harrison. Made by Infinite Focus Films. Written and directed by Jon Hyatt, written by Karina Rotenstein and Alexia Naidoo. Screened at Melbourne Documentary Festival and selected for Devour, the Food Film Fest in Nova Scotia, with more in process.

THE STARTING AUDIENCE

1.7M	views on one clip of Andy, from a small podcast. The audience came for him, not the show
100K	followers across social
10K	on the alcohol-free email list, with a weekly letter
2,000	average downloads an episode, across two weekly podcasts
3,000	subscribers on YouTube

Then January itself: the premiere audience, everyone at a hosted screening, and everyone taking the free alcohol-free challenge.

DRY JANUARY IS GROWING FAST

17.5M UK adults planned to take part in Dry January 2026. **Almost one in three.**



UK adults planning to take part, in millions. Up 4.5 times since 2020.

4,000 → 200,000+ official challenge sign-ups, from the first Dry January in 2013 to today

WHAT WE ARE DOING TO GROW IT

Unleashing the influencers. Private premieres through the autumn, with an invitation to promote the film or host a watch party.

Partnering with the big lists. Charities and organisations with large audiences, Alcohol Change UK among them.

The major podcasts. Rich Roll and Dr Rangan Chatterjee, with more to follow, landing across January.

Traditional PR. Television, radio and press through the whole of January.

SOURCE: ALCOHOL CHANGE UK SURVEYS, 2020–2026 ·

07 · WHAT YOU GET

PARTNERSHIP RIGHTS AND BENEFITS

CATEGORY AND TITLE RIGHTS

- Right to use the designation **"Official Partner of Going Dry the Movie"** in your approved PR, advertising and marketing.
- Exclusive partnership within an agreed product or service category. One partner per category.

INTELLECTUAL PROPERTY RIGHTS

- Use of an approved Going Dry partner or composite logo, film artwork and supplied promotional materials in agreed partnership communications.

BRANDING, MEDIA AND PROMOTION

- Named partner recognition at the premiere and within the premiere email sequence.
- Your advertisement shown before the main premiere event.
- Personal acknowledgement by Andy and the team during the live premiere introduction.

PODCAST PROMOTION

- Two host-read mentions a month across Andy's two podcasts, November to February.

DIGITAL AND EMAIL

- One placement inside the free online alcohol-free challenge, introduced in Andy's own words, with a tracked partner offer.
- Four dedicated mentions in Andy's weekly newsletter: one each in November, December, January and February.
- Named partner on the public research page on what happens to the body when people stop drinking. Visible long after February.

PRODUCT SAMPLING AND ACTIVATION

- The option to include your product in screening packs for hosted watch parties, with quantities and logistics agreed.

TEAM AND CUSTOMER ENGAGEMENT

- One live session with Andy for your employees or customers, format and timing agreed.

MEASUREMENT AND REPORTING

- Tracked clicks, offer redemptions, new customers and acquisition cost, where measurable. Headlines within a week of the premiere, detail within 30 days.

ONE PARTNER PER CATEGORY.

So you know exactly what you are buying, and exactly who you will and will not be standing beside.

Health drinks	OPEN
Alcohol alternatives	OPEN
Fitness and training	OPEN
Sleep and recovery	OPEN
Nutrition and supplements	OPEN
Health testing and wearables	OPEN

DELIVERABLES AND MEASURABILITY

Clicks, redemptions, new customers acquired and what each one cost. Headline numbers within a week of the premiere, and the full picture within thirty days.

WE WILL PROMISE YOU THE REPORT, NOT THE RESULT.

THREE THINGS WE WILL NOT DO

01 Nothing goes inside the film, so it stays clean, and so does your association with it.

02 We will never put a health claim in your name. Everything we publish is independently sourced.

03 One partner per category, always.



On location

09 · FUTURE COVERAGE

If the film is picked up by a broadcaster or a streamer, the story you helped fund reaches a far larger audience. And we will say who made that possible, everywhere we can, for as long as it runs.

THIS IS A FILM ABOUT THE ALCOHOL-FREE ADVANTAGE.

We will send you the film to watch, then jump on a call. Please watch it before you decide anything.

PURPLE TANGERINE SPONSORSHIP

Nigel Jones, Director

nigel@purpletangerine.com

+44 (0)7980 213 122

GOINGDRYMOVIE.COM