



THE NEW... STORY OF SCOTLAND

BELIEVE IN SCOTLAND

SCOTLAND'S NEXT CHAPTER IS ALREADY BEING WRITTEN. IT'S TIME WE TOLD THE WORLD ABOUT IT.

Scotland is changing, and fast.

A new generation of businesses, creators and innovators is rewriting the spirit of Scottish entrepreneurship.

The New Story of Scotland is the first filmed series to capture that shift.

Across 12 short cinematic films, live events and digital storytelling, we'll bring to light the people, ideas and innovations defining Scotland's next chapter.

A MOMENT OF CHANGE

This is not a marketing campaign.

It is a chance to tell the story of, not just who we are, but who we are becoming.

A STORY UNTOLD

The stories we tell ourselves about who we are matter.

But too much of our innovation and talent remains invisible & the catalytic impact, limited.

We're here to change that, instilling these stories in the minds of audiences shaping Scotland's future: founders, investors, creators and business leaders.

THE FORMAT

- 12 short films & c.100 reels of exceptional Scottish innovators
- Rich, cinematic films distributed across social and media platforms
- Live showcase event bringing businesses together with media, investors, and policymakers
- Ongoing campaign across LinkedIn, YouTube, and earned media channels
- Produced by experienced editorial team with a track record of national storytelling impact

12 BUSINESSES. ONE SCOTLAND.

THE NEW...
**STORY OF
SCOTLAND**

THE OPPORTUNITY

We're inviting one *Founding Partner*, up to two *Principal Partners* & up to five *Supporting Partners* to sponsor the launch of this inaugural series.

Your partnership will:

- Position your brand at the heart of a confident, future-facing Scotland
- Associate you directly with business innovation, creativity and purpose
- Provide brand alignment across different campaign tiers (films, event, credits, digital storytelling, PR)
- Offer influence and access, from narrative framing to thought-leadership inclusion

This series offers sponsors cultural visibility and reputational equity as *the brand* catalysing the next chapter in Scotland's story.

THE LEAD

Sepi Golzari-Munro is a trusted voice curating the stories Scotland needs to hear.

She tells stories that cut through and drive impact – from presenting on BBC Radio 4 and appearing in documentaries and televised debates, to directing bespoke film/audio productions and hosting live events at some of the UK's biggest music, business and ideas festivals.

Well known and connected within Scotland's business & innovation ecosystems, she is committed to telling *The New Story of Scotland* with honesty, ambition and the urgency it deserves.

