

GPFO PRODUCTION PARTY 2018 SPONSORSHIP OPPORTUNITIES

The Greater Philadelphia Film Office (GPFO) Production Party is back to kick off another busy production season! Featuring live music, top DJs, a live performance lounge, a live scoring competition, auctions, and food and drink from the finest purveyors in the region, this year's party will be a gathering of 750+ of the region's best and brightest production professionals. **Sponsorship of this party is a great opportunity to get in front of an audience of influential business leaders, company owners, content creators and more.**



EVENT SPONSORSHIP BENEFITS

- Quality contact and prime exposure - face time with true decision makers, company owners and managers, influential business leaders, and content creators.
- Be viewed as a leader in your industry. Your company will stand out from competitors by “owning” the event with sponsor exclusivity.
- Receive months of exposure prior to the event. Sponsors are featured prominently in multiple platforms including print ads, social media, email blasts, web banners, and more.
- Generate leads for the long run - develop your post-event relationship strategy with exclusive access to the attendee list.



EVENT BASICS

DATE & TIME

Saturday, October 6, 2018

7pm – 11pm

VENUE

Nu Millennium Studios is a modern, versatile, well-equipped, private facility in Primos, PA with a mission to create a welcoming environment for all creative minds in both film & video and music tour rehearsal. Nu Millennium Studios' ability and amenities make a stellar environment for A-list artists and actors throughout the duration of their film shoot or tour rehearsal.

Nu Millennium Studios is located at **525 Mildred Avenue, Primos, PA 19018**. The studio is less than a 30 minute drive from Center City Philadelphia and is conveniently located next to the SEPTA regional rail station.



77' X 63' STUDIO A
56' X 44' STUDIO B

525 MILDRED AVE. PRIMOS, PA 19018
WWW.NUMILLENNIUMSTUDIOS.COM
610.200.4574

EVENT REACH & DEMOGRAPHICS

- 750+ Attendees
- Ages from 21 - 65, an estimated 60% of guests between ages of 27 - 45, guests approximately 50% male, 50% female
- Over 23,000 impressions from photo-booth via Instagram, Twitter, and Facebook

In RSVPs, guests identified themselves with titles such as: CEO, Account Executive, Producer, Filmmaker, Analyst, Attorney, Director, Audio Engineer, Camera Operator, Buyer, Business Owner, Corporate Events Planner, Animator, Digital Media Manager, Marketing Director, Editor, Executive Director, Executive Producer, Insurance Agent, Magazine Editor, Multimedia Engineer, Publicist, Brand Consultant, Talent Agent, etc.

These are the movers and shakers, creatives and decision makers that you will have an opportunity to influence.



SPONSORSHIP PACKAGES + MARKETING OPPORTUNITIES

PRESENTING SPONSOR

***BILLY PENN MUSIC* LOUNGE SPONSOR**

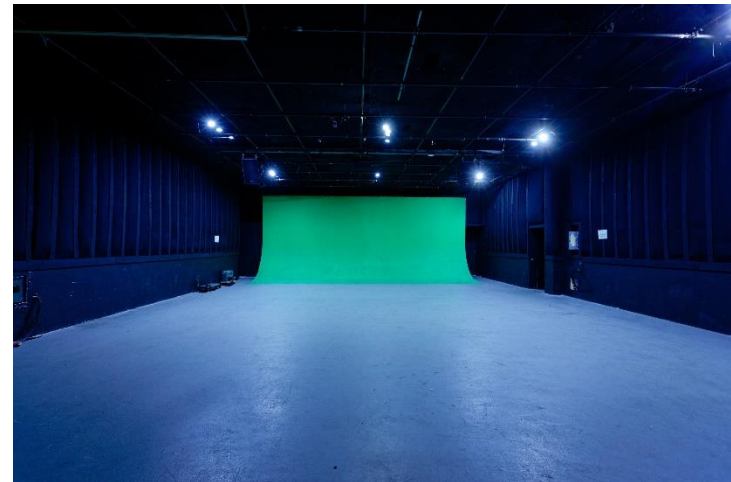
BRANDED PHOTO BOOTH SPONSOR

HOSPITALITY ROOM SPONSOR

PRODUCTION LABOR SPONSOR

DJ BOOTH SPONSOR

MARKETING EXHIBITION SPACE



PRESENTING SPONSOR

As our Presenting Sponsor, you will reach the production community of talented local crew, actors, and businesses, such as hotels, restaurants, rental companies, etc., as well as emerging filmmakers and students, that all help to bring jobs, revenue and movie magic to our region.

~~\$15,000~~ **SOLD**

- Sponsor named as the presenter of the entire Production Party
- Sponsor prominently recognized in all Production Party related digital + print assets before, during and after the event
- In-soundstage, Sponsor recognized by logo placement on step & repeat provided by GPFO, as well as verbally by the Emcee
- Sponsor logo on custom Snapchat GeoFilter
- Activation space in-room, ability to distribute marketing materials, opportunity to submit a gift bag item and option to provide hospitality
- Option for company representative to speak and welcome party guests
- Inclusion on all social media postings
- All attendee stats and analytics for reports and recap
- 10 invitations to attend

BILLY PENN MUSIC LOUNGE SPONSOR



Our party attendees will rock out in the *Billy Penn Music Lounge* to a DJ and live music from artists and bands represented by *Billy Penn Music*, GPFO's music sync agency. *Billy Penn Music* represents all genres of musical artists with Pennsylvania roots for licensing in films, TV shows, commercials, and online content

\$12,500

- Sponsor named as the presenter of the *Billy Penn Music Lounge*
- Sponsor recognized in all Production Party related digital + print assets before, during and after the event
- In-room, Sponsor recognized by logo placement on signage provided by GPFO, as well as verbally by the DJ/Emcee
- Option to have company representative speak during breaks in live performances
- Option to host activation space in-room, ability to distribute marketing materials, opportunity to submit a gift bag item and option to provide hospitality
- 8 invitations to attend

Some of our Billy Penn Music artists to perform at Production Party...



Johnny Popcorn



Zeek Burse

BRANDED PHOTO BOOTH SPONSOR

Our party attendees will take home electronic gifs, boomerang photo captures and/or printed photos of them and their friends/colleagues as keepsakes. The guests can email them to themselves or share their exciting moments, sponsored by your brand, directly to social media from the photo booth!

\$10,000

- Photo booth branded with Sponsor's logo and brand identity
- Sponsor recognized in all Production Party related digital + print assets before, during and after the event
- Option to host activation space in-room, ability to distribute marketing materials and option to provide hospitality
- Option to provide gifts to the participants (branded photo accessories for attendees to take pictures with)
- 8 invitations to attend



HOSPITALITY ROOM SPONSOR

We all know that projects involve more than just rolling a camera. They involve full-scale production: labor, food, a well-oiled production office and hard-working crew, which is all *costly*. The same applies to our Production Party. All that hard work should be rewarded with some real relaxation. The Hospitality Room is a place where our attendees can relax and see some of your content, product, or your cool demos - your choice. The sponsor of this activation space helps us underwrite the costs of the labor for our party while giving the attendees a very high-touch, calming, relaxing experience.

~~\$5,000~~ **SOLD**

- Sponsor branded room adjacent to party with option to display your custom content, demo, episode of your series, sizzle reel, etc., while attendees who participate receive massages or manicures (room measures 15 feet x 27 feet)
- Sponsor recognized by logo placement on signage provided by GPFO, at door of activation room
- Sponsor recognized in all Production Party related digital + print assets before, during and after the event
- Option to provide gifts to the participants (branded towels, swag bags, etc. - your choice.)
- 6 invitations to attend

PRODUCTION LABOR SPONSOR

We all know that projects involve more than just rolling a camera. They involve full-scale production: labor, food, a well-oiled production office, hard-working crew, which is all *costly*. The same applies to our Production Party. The Production Labor sponsor helps us underwrite the “production” costs for our party while giving the sponsor exclusive use of a 13-foot by 15-foot room to host a marketing activation. The Production Labor sponsor has exclusive access to this room to provide attendees with a very high-touch, cool experience while they see some of your content or your cool demos – completely your choice.

\$5,000

- Sponsor branded room adjacent to party with option to display your custom content, demo, episode of your series, sizzle reel, etc. (room measures 13 feet x 15 feet)
- Sponsor recognized by logo placement on signage provided by GPFO, at door of activation room
- Sponsor recognized in all Production Party related digital + print assets before, during and after the event
- Option to provide gifts to the participants (branded napkins, swag bags, etc. - your choice.)
- 6 invitations to attend

DJ BOOTH SPONSOR

Have your brand prominently displayed on the DJ Booth of the party of the year.

~~\$2,500~~ **SOLD**

- DJ Booth branded with sponsor logo wrap
- Sponsor recognized in all Production Party related digital + print assets before, during and after the event
- Option to provide gifts to the attendees via swag bags
- 4 invitations to attend



MARKETING EXHIBITION SPACE

Exhibition space to distribute collateral and demo products in the biggest local gathering of production industry professionals is priceless, almost.

\$1,200 – **1 space remaining**

- Host activation space in-room, with the ability to distribute marketing materials and option to provide hospitality
- 10' x 10' Exhibition Space
- Option to provide gifts to the participants and hospitality or demo services
- 2 invitations to attend



SPONSORSHIP = YOUR SUPPORT OF GPFO

Greater Philadelphia Film Office (GPFO) is a film commission representing southeastern Pennsylvania including Philadelphia, Bucks, Chester, Delaware, and Montgomery counties. As the non-profit organization that **attracts and coordinates all film & TV productions** to the Philadelphia region, the Greater Philadelphia Film Office (GPFO) has been responsible for impacting the local economy with over **\$5 billion dollars since 1992.**

The party will not only serve as a way for GPFO to thank our hardworking and talented community, but will also help us to fundraise for our organization.

As a nonprofit film commission, all the services that we provide, whether to students or large movie studios, are completely free. In addition, we serve the local community with monthly workshops, panels and networking events to support emerging creatives through our **Greater Philadelphia Filmmakers** program and our new membership group, **GPFO NEXT.**

All of our work to educate filmmakers, facilitate collaboration, attract production and act as “free producers” is made possible through the support of our grants, sponsors and donors.

We would be so grateful to have your support as a sponsor.

QUESTIONS?

We are happy to answer any questions you have about the information in this deck. Please use the contact information below. Happy Sponsoring!

Sponsorship Inquiries:

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