

2018 Opportunities: 21-Day Filmmaking Competition

Project Twenty1, a 501(c)(3) not-for-profit arts organization, with the support of the International House Philadelphia and dozens of community partners, will produce a 21-Day Filmmaking Competition, a program where teams of media artists have three weeks to create an original short film based on a common secret element.



The Competition kicks off with **The Launch Event**, a free event where people of all ages can get involved in projects of all levels. Actors, writers, filmmakers, animators, musicians, and volunteer "helping hands" from the local community are encouraged to attend to be hand-matched with a production. 300-350 people are expected to attend this event. Completed films are then delivered to **The Drop Event**, a free event for where camera crews will interview production "Team leaders" to document and celebrate their exciting on-set "war stories". Over 100 people are expected to attend this event.

All completed films will exhibit theatrically at the 350+ seat Ibrahim Theatre at the International House Philadelphia, 3701 Chestnut Street. The two days of premieres will host 1,500 people. Top film are projected will be released on home video, qualify to screen at the 2018 Philadelphia Film & Animation Festival, and partner festivals around the world, to reach over 25,000 people total.

Program Objectives:

The mission of the 21-Day Filmmaking Competition is to support emerging media artists by:

- Inspiring new works through a theme and a deadline.
- Connecting artists with people and resources to help them create their work.
- Exhibiting their work theatrically in Philadelphia, and exposing new audiences to independent film.
- Promoting artists and their work to screening partners to increase exposure.

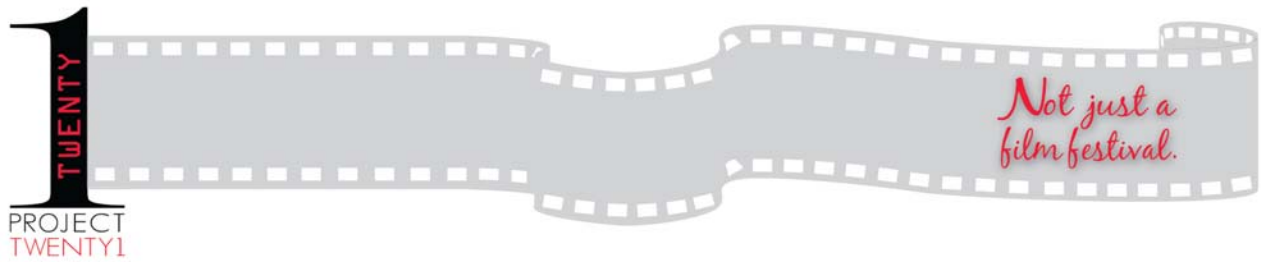
Past participants from this program have moved on to receive Emmy Awards, as well as distribution and paying jobs in the arts.

Donations:

Individual Levels of Support:

- **Honorary Producer** (\$10,000+) Verbal thanks at award show & option to present awards on stage, photos & bio in the program, 10 free VIP badges)
- **Visionary** (\$5,000+) (name in program, verbal thanks at awards show, 8 free VIP badges)
- **Leader** (\$1,000+) (name in program & 4 free VIP badges to the festival)
- **Supporters** (\$250+) (name in program & 2 free VIP badges)
- **Friends** (\$50+) (name in program)
- **Pals** (\$49 and under)

Project Twenty1 is a 501(c)(3) not-for-profit entity. Charitable contributions are tax-deductible to the full extent of the law and you will be provided with a receipt. Mail checks (payable to Project Twenty1) to: **Project Twenty1, 107 East Main Street, Suite LL1, Norristown, PA 19401, ATTN: 21-Day Competition Charitable**



Monetary Sponsorships:

Available to those that contribute monetarily in exchange for advertising. Custom packages available.

Presenting Sponsor: \$25,000 (only 1 slot available)

- 2018 Naming rights, i.e. "YOUR NAME Presents the 21-Day Filmmaking Competition"
- Your logo incorporated with 21-Day Filmmaking Competition Logo (2018)
- Logo on Red Carpet Backdrop (Awards Show)
- Full Page Color Ad on Back Cover of Program or Centerfold
- Exclusive Top Tier Listing on all related Marketing Collateral (print and web)
- Up to 3 different on-screen advertisements in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings
- Premium Table/booths available during Launch, Drop, 2-days of screenings & awards show
- Name/Logo on all 2018 T-Shirts
- Exclusive Logo placement on all 2018 Lanyards
- Promotional giveaways & literature (pens, cups, brochures, etc.) at Launch, Drop, Screenings & Awards
- Verbal acknowledgement during Launch, Drop, 2-days of screenings & awards show
- Exclusive E-blast thank you
- (Optional) Judge on panel and/or host of Awards Show
- 20 VIP badges to any screening

Premium Sponsor: \$10,000

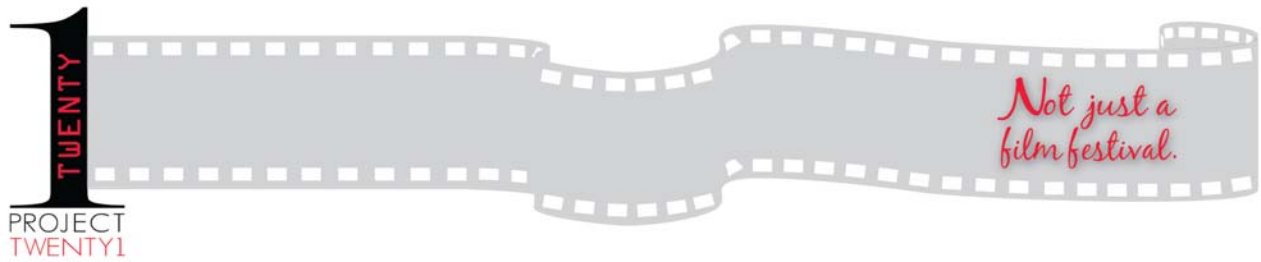
- Full Page Color Ad in program
- Logo on Red Carpet Backdrop (Awards Show)
- Exclusive Top Tier Listing on all related Marketing Collateral (print and web)
- Up to 2 different on-screen advertisements in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings
- Name/Logo on all 2018 T-Shirts
- Promotional giveaways & literature (pens, cups, brochures, etc.) at Launch, Drop, Screenings & Awards
- Table/booths available during Launch, Drop, 2-days of screenings & awards show
- Verbal acknowledgement during Launch, Drop, 2-days of screenings & awards show
- E-blast thank you
- (Optional) Judge on panel
- 10 VIP badges to any screening

Partner: \$5,000

- 1/2 Page Color Ad in program
- 1 on-screen advertisement in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings
- Name/Logo on all 2018 T-Shirts
- Partner Tier Listing on website, program, and printed posters
- Promotional giveaways & literature (pens, cups, brochures, etc.) at Launch, Drop, Screenings & Awards
- 10 tickets to any screening

Friend: \$1,000

- 1 on-screen advertisement in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings and in thank you section of program
- 5 tickets to any screening



In-Kind/Prize Sponsorships

Available to those that donate products and/or services. Custom packages available. Please let us know if you'd prefer a tax-deductible contribution receipt instead of an advertising partnership - we have both options available.

Presenting In-Kind Sponsor: \$50,000+

(=exclusive to this tier)*

- Up to 4 different on-screen advertisements in rotation before all screenings*
- Photo and description of Prize in Awards section of print materials*
- 2 pages color advertisements in PFAF program*
- Comprehensive prize/product/service + description and photography on all 21-Day-related E-blasts*
- Official prize listed in all press releases*
- Photography of prize package at awards show, with trophies*
- Official Booth at all 21-Day Competition events (Launch, Drop, Screenings, Awards) to promote products (must provide staff if needed)
- Product distribution at Screenings & Events (as provided by your organization)
- Flyers/postcards/products distributed to all attendees in Swag Bags (as provided by your organization)
- Listing as top-tier in-kind/prize sponsor and hyperlink on website
- Mention of prize/product/service + description on E-blast
- Verbal acknowledgement of donation at Launch Event & Awards Show
- (Optional) Judge on panel and/or host of Awards Show
- 10 VIP badges to any screening

Premium In-Kind Sponsor: \$25,000

- 2 on-screen advertisements in rotation before all screenings
- 1 Page color advertisement in PFAF program
- Official Booth at all 21-Day Competition events (Launch, Drop, Screenings, Awards) to promote products (must provide staff if needed)
- Product distribution at Screenings & Events (as provided by your organization)
- Flyers/postcards/products distributed to all attendees in Swag Bags (as provided by your organization)
- Listing as in-kind/prize sponsor and hyperlink on website
- Mention of prize/product/service + description on E-blast
- Verbal acknowledgement of donation at Launch Event & Awards Show
- (Optional) Judge on panel and/or host of Awards Show
- 5 VIP badges to any screening

Sustaining In-Kind Sponsor: \$10,000

- Listing as in-kind/prize sponsor on website
- Logo listed as in-kind sponsor on-screen before all screenings
- Verbal acknowledgement of donation at Launch Event & Awards Show
- Flyers/postcards/products distributed to all attendees in Swag Bags (as provided by your organization)
- Mention of prize/product/service on website
- Mention of prize/product/service on E-blast
- 1 on-screen advertisement in rotation before all screenings
- (Optional) Judge on panel and/or host of Awards Show
- 5 tickets to any screening

In-Kind Friend: Up to \$10,000

- Logo listed as in-kind sponsor on-screen before all screenings
- Listing as in-kind/prize sponsor on website
- Mention of prize/product/service on website
- Mention of prize/product/service on 1 E-blast

Please call Stephanie @ 215-253-7640 with any questions. Monetary supporters can make checks payable to: **Project Twenty1**. Please send all materials to: Project Twenty1, 107 East Main Street, Suite LL1, Norristown, PA 19401, Attn: Sponsorships **Please include your name/company name, address and/or e-mail as well as the contact info for your graphics design/ad person.**