



PRINCE
GEORGE'S
FILM
FESTIVAL

SEPTEMBER 28-OCTOBER 1, 2023

**SPONSORSHIP
OPPORTUNITIES**

Welcome to the

PRINCE GEORGE'S FILM FESTIVAL

The Prince George's Arts and Humanities Council's Prince George's Film Office will host its second annual Prince George's Film Festival - Take Two (PGFF Take Two). Located once more at the National Harbor, MGM National Harbor and the historic Bowie State University, three crown jewels of Prince George's County, PGFF Take Two will create a captivating experience that will draw a variety of audiences in and leave them inspired.

The Prince George's Film Festival is the premier program for new film works from up-and-coming and established independent filmmakers with diverse voices. The Prince George's Film Festival is dedicated to presenting the best of cinema in Prince George's County and creating transformational experiences for filmmakers, digital creators, and film enthusiasts. The festival is designed to bolster local filmmakers and provide a platform to showcase their films and network with industry representatives and local creatives. Additionally, the Prince George's Film Festival will highlight the collaborative partnerships between the academic, social, political, and business communities within the County.

Over the four-day celebration, PGFF Take Two will feature film screenings, keynote speakers, expert panels and workshops, virtual film programming, award reception, student programs, special events, high-impact networking opportunities, and community activities.

Initiatives & Goals

The Prince George's County Film Festival is proactive in expanding the possibilities of film and filmmakers. The goals of the festival is as follows:

- To be a transformative force in filmmaking and storytelling in Prince George's County.
- To be a vessel for collaboration and partnership.
- To educate, engage and expand the filmmaking community of Prince George's County.
- To promote Prince George's County as a thriving production hub.





2022 PGFF TAKE ONE

Testimonials



— “ —

The first annual Prince George's Film Festival was an absolute fantastic experience, The special guests, workshops, and panels were amazing. Can't wait until the next festival! –

–Tirrell Coleman

— “ —

“A celebration of cinematic arts and culture in Gorgeous Prince George's...and important for me as a creative, opportunities to meet and vibe with other artists...and learn about all aspects of filmmaking and the business of filmmaking.”

–Reese Waters, Host of Mic Drop, WUSA 9

— “ —

“Excellent film festival. Met some industry people and learned a lot about marketing films (at least the next steps). This was a first class experience. Thank you for selecting my film "The Implant" and for putting together this wonderful experience for filmmakers

– JV Torres

— ” —

— ” —

— “ —

“It was a complete honor to participate as a panelist the inaugural Prince George's Film Festival! You all did an amazing job in curating a space for creatives & film-lovers in our area to be highlighted, supported and celebrated. They say "love is in the details," and because of your excellence – that tone carried throughout the entire event.

–Tia Smith, Panelist, talentedSol Productions

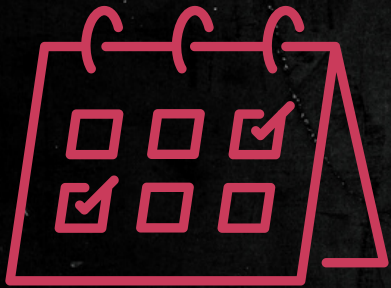
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PRINCE GEORGE'S FILM FESTIVAL

By the Numbers

The inaugural festival was a resounding success.



4 FOUR DAYS



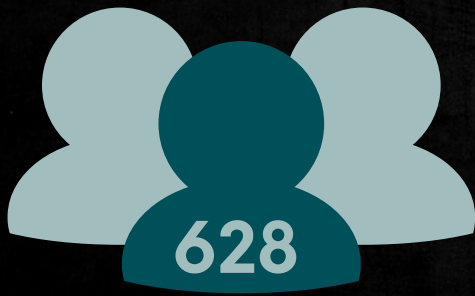
3 LOCATIONS



30 PANELISTS



15 WORKSHOPS



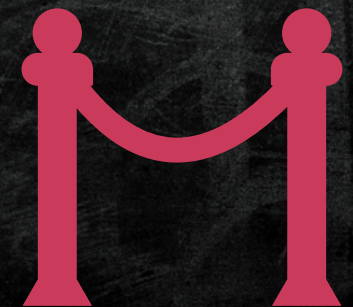
ATTENDEES



FILMMAKERS



**4 NETWORKING
RECEPTIONS**



**3 SPECIAL
EVENTS**

2022 PGFF TAKE ONE

The Washington Post

Media Reach

NBC 4 
nbcwashington.com

wtop

DC WUSA 9 

NEWS NOW

FOX 5
WASHINGTON DC


dcist

The Washington Informer

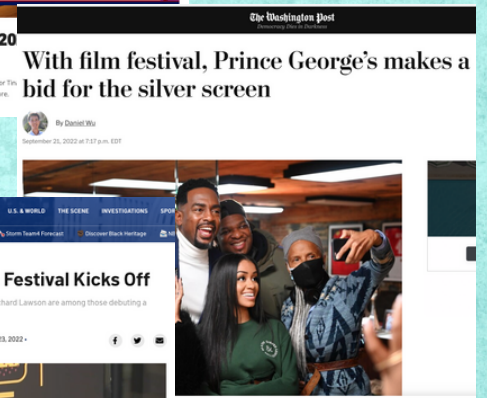
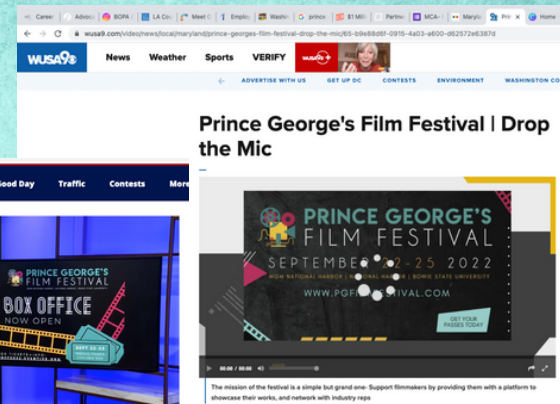
WASHINGTONIAN

Prince George's Suite
Magazine & Media

WASHINGTON CITYPAPER

A F R NEWS
EST. 1892
THE BLACK MEDIA AUTHORITY

The Enquirer-Gazette





Sponsorship Invitation

Over the course of many years, partnership and collaboration has become a highly valued component of PGAHC and the Prince George's Film Office in promoting and building awareness of artists, filmmakers and cultural opportunities, enhancing and strengthening the arts, film and creative industries in the county, and furthering the missions of both PGAHC and its collaborative partnerships. All sponsorships can be customized.

As a supporter of the Prince George's Film Festival: Take 2 depending on the participating sponsorship level, your involvement will be generally and specifically acknowledged throughout the Festival and on the Prince George's Film Office Webpage. Sponsorship of PGFF events, activations, programs, and training programs outlined in this document, provides targeted exposure customized to serve your organization's needs.

Sponsoring our PGFF Take Two is an excellent opportunity to demonstrate your commitment to the arts and entertainment industry in Prince George's County. It can be a great way to elevate your brand, reach new customers, and cultivate loyal relationships. From exclusive screenings of up-and-coming indie films to red carpet events with top stars, we provide an array of inimitable experiences that are sure to leave lasting impressions on attendees. We have collaborated with numerous sponsors over the years, providing them with memorable moments and profuse publicity. Our team will work diligently to ensure your sponsorship yields tangible results – increased awareness, robust customer engagement, and positive return on investment.

In general, PGAHC acknowledges organizations support by/or through:

- Visual and verbal recognition at PGFF high-visibility events, programs, facilities, and the PGAHC and Prince George's Film Office and event partners online and social media platforms.
- Customized VIP experiences for personal or corporate interests. VIP Access to hospitality lounges with key talent and access to targeted audiences and communities.
- Speaking and engagement opportunities at selected events or programs, including greetings/remarks, presentations, panels, or advisory service.
- Customized virtual benefits may include E-newsletter profile and recognition, social media profile, social media promotion, 15-30 second taped greeting and/or sponsor ad for single or multiple events.
- Curated branded materials provided by sponsor, or collaboratively with PGAHC.
- Dedicated success manager.
- Virtual Only Benefits packages available.

Sponsorship Opportunities

We can confidently assert that there is no better way to get your brand seen than by supporting the celluloid celebration of diverse cinematic stories. From local shorts to full-length features, sponsoring PGFF Take Two gives you an opportune platform to showcase your brand and interact with members of the community in an innovative and captivating fashion. Not only will you be advocating for emerging talent, but also participating in meaningful conversations around the craft itself, while introducing novel concepts to your target audience.

To maximize your impact, it's important to take a holistic approach when planning your sponsorship strategy. This entails carefully examining PGFF Take Two's venue, ambiance, media reach, attendees, and program structure; all of which influence how best to accentuate your involvement for maximum visibility. Additionally, hosting activities such as receptions, special events, panel discussions or workshops related to the genre being featured lends authenticity to your presence, thus fortifying its credibility among audiences.

Ultimately, attendees who understand what goes into producing these grandiose events – from promotional campaigns to technical logistics – are more likely to cherish their time spent at the PGFF Take Two and welcome the organizations facilitating them. So if you're looking for an exciting opportunity to lend value to the creative industry and create strong connections with current and potential customers alike, look no further than sponsoring PGFF Take Two.

Sponsor Opportunities Include:

- **Title/Event Sponsorships** – Exclusive branding opportunities and visibility for entire 4-day Conference.
- **Special Event/Day Sponsorships** – Exclusive and tiered sponsorship of a special/major screening event, reception, or a themed day.
- **Branded Activities and Networking Receptions:** Sponsor a workshop, networking reception, breakfast or activity of your choice.
- **Media Sponsorships:** Exclusive/first option coverage of PGFF film ambassadors and event talent, customized access to filmmakers and panelists, and more

Other opportunities are available on the following sponsorship grid. We are also open to other opportunities not listed. If you have any questions, contact Sherri Bryant-Moore at smoore@pgahc.org.

In addition to the distinctive benefits received based on the sponsorship category, all sponsors receive the following **Brand Awareness Benefits**:

- logo hot-linked on the event(s) and PGAHC website
- logo included on printed event signage placed in high-traffic areas
- logo placement on selected promotional emails
- logo and sponsor acknowledgement in event digital program and digital screens
- digital display advertisement on Film Screening or other event digital platform
- one social media promotion
- one 10 x 10 foot space with six-foot table onsite at event or events based on level
- opportunity to include branded items and material in attendee swag bags

	Platinum Sponsor Title Sponsor \$30, 000+	Gold Sponsor/ Special Event Day Sponsor \$15,000	Silver Sponsor Special Event Day Sponsor \$10,000	Bronze Sponsor Event/Work- shop Sponsor \$5,000	Lights, Camera Action Sponsor \$2,500	In-Kind and Media
Exclusive Branded Title: "Prince George's Film Festival Take 2 Presented By" (1 available)	X					
Signage (Digital and Print) Name and logo on main stage(s) and event sites	X					
Name, mission and contact name live mentioned at all events.	6 times	4 times	2 times	1 time		Negotiable
Premium/Reserved seating and full access event tickets including VIP receptions and VIP hospitality lounges	8 passes	6 passes	5 passes	4 passes	2 passes	2 passes
Premium placement of 1 spread of 2 full pages in all event programs digital and when printed	1 spread (2 pages)	1 full page	N/A	N/A		
Premium placement of ad on selected event digital program	N/A	N/A	1/2 page ad	1/4 page ad		
Prominent logo placement on step and repeat	X	X	X			
Pre-event advertising	All media outlets	Selected media outlets	Selected media outlets	Email		
Social media promotions	6	4	2	1	1	1
Booth space and tables at selected events	2 VIP tables (all events)	1 VIP Table (all events)	1 VIP Table	1 Table	1 Table	1 Table
Speaking opportunity at opening and/or closing events	X (both events)	X (one event)				
Opportunity to sponsor and present award or workshop	X	X	X (selected workshop)			
Exclusive Email blasts sent to PGAHC's network and participants	4	2	1			1
1-minute video commercial spots or congratulatory message at virtual and/or inperson events	X (all events)	X (selected events)				
30-second video commercial or congratulatory message at virtual and/or inperson events	N/A	N/A	X	X		Negotiable
Name and logo and all event promotional materials and recognition in press releases	X	X	X	Press Release	Press Release	Negotiable
Exclusive Branding on Festival Swag Bag (One available)	X					
Co-branded attendee swag item	X (selected events)	Workshop or panel discussion	Workshop or panel discussion			
Opportunity to include branded items in swag bag.	X	X	X	1 event	1 event	Negotiable
Framed photograph	X	X	X			

Grid
Sponsorship





PRINCE GEORGE'S FILM FESTIVAL

SEPTEMBER 28-OCTOBER 1, 2023

*Interested in a Sponsorship
Opportunity, let's get in touch*

1801 McCormick Dr, Upper Marlboro, MD 20774
301- 772-8943
www.PGAHC.org
www.PRINCEGEORGESFILM.org

Sherri Bryant Moore, Director of Development and Community Grants
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PGAHC | .ORG
PRINCE GEORGE'S ARTS & HUMANITIES



PRINCE GEORGE'S
FILM
OFFICE